Research on The Path of Ideological and Political Education based on Computer in The Process of Constructing Campus Culture

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Abstract. The construction of campus culture and Ideological and political education (hereinafter referred to as IAPE) in Colleges and universities have a unified goal and functional attribute, which can share resources from many aspects. Therefore, in the process of building campus culture, we must deal with the relationship between the two. University campus culture is an important medium to edify, influence and cultivate people, which provides a good public opinion atmosphere for the humanities and spiritual culture of college students. Therefore, in the construction of campus culture, colleges and universities need to inherit the original fine tradition, which will bring vigor and vitality to college students. The 21st century is the era of new media, computer occupies a huge role, which requires us to pay attention to the path of IAPE based on computer. Through the computer new media environment, the university can build a harmonious campus and innovate the IAPE path, which is the arduous task of Contemporary Colleges and universities. First of all, this paper analyzes the necessity of new media environment based on computer for IAPE. Then, this paper puts forward some problems. Finally, this paper puts forward the corresponding measures.

Keywords: Campus Culture, Computer, Iape Path

1. Introduction
In the new media era, campus culture has become the main carrier of IAPE in Colleges and universities, which requires us to update and create the form of IAPE. In the construction of university culture, we must give full play to the educational function of campus culture and IAPE, which will truly realize the positive interaction of IAPE of college students[1]. The construction of campus culture and IAPE is a relationship of mutual support, mutual promotion, mutual prosperity and symbiosis, which requires us to broaden the channels of IAPE. By giving full play to the comprehensive function of campus culture, it will promote the IAPE. The construction of campus culture is the wealth of IAPE, which needs us to inherit and carry forward[2].

Computer has deeply affected our life, work and study. IAPE is a compulsory course in Colleges and universities, but there are some disadvantages in the traditional teaching mode, such as students' low interest in learning and serious truancy phenomenon, which seriously restricts the efficiency of...
Ideological and political learning[3]. Therefore, we need to build a new mode of IAPE by using the technology of Internet plus. Through the combination of traditional curriculum knowledge points and the Internet, we can establish a new micro class mode of online and offline combination, which will promote the development of IAPE in Colleges and universities.

2. The necessity of IAPE under the new computer media environment

2.1. Helpful to cultivate innovative talents
The goal of China's science and technology development is to build an innovative country, which must make the development of science and technology become the support of economic and social development. Therefore, we must cultivate more innovative talents. Colleges and universities are the important output of talents in our country, which needs to strengthen the cultivation of innovative talents. By improving the training quality of innovative talents, we can build the strategic needs of an innovative country, which has become an important part of the talent training system in Colleges and universities. Through the innovation of cultural construction, colleges and universities can create a free, democratic and relaxed cultural environment, which can encourage the emergence of various ideas and academic theories. By mobilizing the enthusiasm of college students, we can stimulate their creative potential, which will cultivate more high-level and high-level cultural leaders and social talents[4]. Therefore, IAPE can provide strong talent support for the revitalization and prosperity of socialist culture.

2.2. An important way to enhance cultural soft power
Cultural soft power is a strategic proposition to promote the great development and prosperity of socialist culture, which is the core requirement of China's cultural construction in the new period. Therefore, we need to consciously enhance the soft power of culture, which is the internalization of culture as the inner quality and spiritual value world of individuals. Through cultural communication and cultural power, we can enhance China's cultural attraction and value influence in the world. Colleges and universities are an important position, demonstration area and radiation source for the development of advanced culture, which helps to carry forward the excellent cultural tradition. By enhancing cultural soft power, we can create new ideas and new culture. Through the innovation of cultural construction, colleges and universities continue to introduce excellent cultural achievements and provide comprehensive talents for the society, which will promote the construction of national soft power[5]. Therefore, IAPE is an important way to enhance cultural soft power, which will comprehensively enhance the country's cultural influence, radiation and competitiveness.

2.3. Improve the level of cultural education
The essence of education lies in the cultivation of culture, which is the foundation for the germination and vigorous development of college students. Culture embodies the independent character, noble spirit and value pursuit of University. Higher education is an important carrier of excellent cultural heritage, which is an important source of Ideological and cultural innovation. In the practice of running a school, colleges and universities have accumulated and created profound cultural heritage, which plays an important role in inheriting, researching, integrating and innovating culture. University will be influenced by culture, spirit and soul in campus culture, which will better carry out IAPE. Through the development and creation of advanced culture, colleges and universities can influence college students, which will improve their quality, taste and accomplishment[6]. Colleges and universities have become an important place for inheriting and disseminating excellent culture and a window for exchanging and learning from the advanced culture of mankind, which will become an important cradle for breeding and creating new knowledge, new ideas and new theories.

3. Problems in the path of IAPE based on computer technology
This paper is based on the field survey. 500 formal questionnaires were sent out, 483 effective questionnaires were sent out, and the effective rate was 96.6%.

3.1. Ideas fail to adapt to the era of Multimedia

In the construction of campus culture, we must strengthen the interactive trend of IAPE, which needs the attention of the whole university. However, at the ideological level, most of the higher education workers have not paid enough attention to it, which has seriously affected the reality of IAPE. According to the survey results, the main problem is Low consciousness, accounting for 69.6%. The second is Out of date between teaching contents and methods, accounting for 61.6%. Details are shown in Figure 1.

![Figure 1. Ideas fail to adapt to the era of Multimedia.](image)

3.2. Practical teaching of computer micro course

Micro class is the main application of computer, which is the main content of Ideological and political course in Colleges and universities. In the construction and application, teachers have not broken through the traditional curriculum model, which still has many problems. According to the survey results, the main problem is Weak development and production capacity, accounting for 66.3%. The second is Lack of innovation in teaching design, accounting for 57.8%. Details are shown in Figure 2.

![Figure 2. Practical teaching of computer micro course.](image)

4. Path measures of IAPE based on computer technology

4.1. Constructing the education mode of "all round education"
The construction of Ideological and political micro course in Colleges and universities should meet the new requirements of the new era of standardization, which needs to strengthen the integration of all-round educational resources. Through curriculum education, practice education and culture education, colleges and universities can build ideological and political micro course education mode under the "three complete education" mode. The construction of Ideological and political micro course in Colleges and universities should focus on the education reform, and improve the working methods, implementation paths and evaluation and incentive system of Ideological and political courses. Through the form of Ideological and political micro course, colleges and universities can show excellent practice team. By inviting excellent summer social practice teams, colleges and universities can transform the practice achievements into online ideological and political micro courses, which will guide teachers and students to enhance their practical ability. Culture is the root of a nation, and excellent traditional culture can support the vitality of national culture. The construction of Ideological and political micro courses in Colleges and universities can focus on, inherit and promote traditional culture, which requires colleges and universities to launch a batch of Ideological and political micro courses focusing on the excellent traditional Chinese culture, such as reading classics, analyzing ancient poems, explaining traditional culture and art, etc.

4.2. Enrich the ideological and political teaching resources
China has built a variety of micro class network platforms, such as Baidu teaching, NetEase cloud class, superstar open class, MOOC of China University, and school online, which provides a good interactive environment. Teachers construct teaching resources curriculum through the network platform. Students can study ideological and political courses on related topics independently, which provides a broad network environment for communication and online learning. Therefore, micro lecture has become a bridge between teachers and students, which has provided an interactive teaching environment for teachers and students. By improving the information technology application and processing ability of Ideological and political teachers, we can cultivate high-quality talents. By enriching teaching resources, we can build a lifelong learning system for students.

5. Conclusion
In the process of constructing campus culture, we must strengthen the path of IAPE. In the multimedia era, computer technology has become the key content of education, such as micro class video, PPT and other production, which requires college ideological and political teachers to strengthen the computer ability, which will better realize the construction of learning network environment. At the same time, colleges and universities should promote the development of Ideological and political micro course, which will better realize the development of students.

Acknowledgments
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