

Research on Hidden Ideological and Political Education in Colleges and Universities Based on Network Environment

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ABSTRACT. With the continuous development of computer technology, the Internet has gradually affected learning of the majority of students, and has become one of the important methods for university students to obtain information. Recessive ideological and political education exists in extracurricular practical activities and in students' daily life, and affects college students' thinking and values. How to improve the scientificity and effectiveness of hidden ideological and political education is a problem that has always been around with the existence and development of hidden ideological and political education. Based on analyses of the opportunities and challenges brought by the Internet, this article seeks countermeasures to better strengthen and improve the hidden ideological and political education for college students.

KEYWORDS: Network environment, Recessive ideological and political education, Colleges and universities

1. Introduction

Under the new situation, it has become an inevitable trend of the times to strengthen the hidden ideological and political education in colleges and universities. Carrying out ideological and political education is an art through the network. So we must seriously study the new mode of ideological education in colleges and universities in the network era. Improving the scientificity and effectiveness of hidden ideological and political education is an important content of deepening education reform, and is also an inevitable requirement for colleges and universities to cultivate morality, educate people and construct advanced campus culture [1]. The ideological and political education under the network environment needs to find a suitable starting point to break through the bottleneck of the current hidden ideological and political education. Traditional explicit education is mainly indoctrination, with strong educational purpose and obvious educational intention. So it is often repugnant to students and shows certain limitations [2]. The hidden ideological and political education is consciously, systematically and purposefully infiltrated into the daily learning and life of college students by means of imperceptible methods of closeness to life, thus imperceptibly shaping concepts. Therefore, it is of great significance to actively study the hidden ideological and political education in colleges and universities based on the network environment, and correctly guide students to use Internet resources.

2. The Concept and Connotation of Recessive Education

The so-called implicit education refers to the educational process that the educated are unconsciously affected by implicit purpose, unplanned, indirect and implicit social activities under the macro-guidance [3]. The exploration of hidden ideological and political education in China began in the late 1980s, but as an idea, hidden education is much earlier in time than concrete theories. Hidden ideological and political education is actually the development and utilization of hidden resources in the educational environment. Sending some hidden resources has not received due attention in the past and has been hidden for a long time [4]. According to these characteristics and laws, we should integrate various forces, further strengthen the in-depth study of network ideological education in colleges and universities, and constantly innovate the ways and means of hidden ideological and political education in colleges and universities. Recessive education is an independent form of work compared with explicit education. Stressing its independence is to highlight the important position of hidden education and the necessity and value of studying hidden education. It pays attention to the mobilization of students' initiative and emphasizes students' subjective feelings. It enables students to master knowledge and skills in the process of judgment, understanding and reflection, and then shapes and cultivates students' concepts and qualities.

3. Advantages of Recessive Education in Network Environment

3.1 Adapted to the Requirements of Education

In the current hidden ideological and political education process, efficient and interactive information transmission is a huge advantage of the network platform. Compared with explicit education, implicit education “moistens things silently”. In order to achieve the effect of implicit ideological and political education, it subtly changes the audience's thinking mode and urges them to form a correct world outlook and outlook on life [5]. Recessive education not only transmits a single knowledge, but also education of concepts and attitudes towards life, which plays a fundamental role in the development of individuals. It has always been accompanied by the difference in class attribute and practice mode, and the difference in this practice mode is manifested in direct teaching in front and indirect teaching permeating the complex social life. With the construction of digital libraries and online periodicals, the reading habits of many college students are slowly changing, and the traditional reading methods are being replaced by new online reading methods. Therefore, the network environment provides a new model for their hidden ideological and political education work, and it is also a new challenge. Therefore, it is obviously a logical necessity for the development of moral education to scientifically define the concept of implicit education, to rise from the empirical form to the theoretical form, and to grasp its characteristics and laws.

3.2 Adapted to Changes in the Situation

In the past ten years, great changes have taken place in the general environment of ideological and political education in colleges and universities. The spoon-fed dominant education mode can no longer meet the needs of social moral education and the needs of the educated. The hidden ideological and political education is regarded as an objective practical existence and analyzed, while the methods, courses and resources are all the constituent elements or specific expression levels contained in it. Teachers send their teaching materials and courseware online, while students directly store the teachers' notes in the computer, ready to consult and study at any time, thus breaking the time and space limitations of traditional learning methods. In hidden education, one or both of the educators and the educated are in an unconscious state. Because only under this premise, the whole process of education, such as methods, means, content, etc., can be hidden in the whole practical activities [6]. In hidden education, teachers should adopt strategies to stimulate the participants' own interest in participation and experience pleasure and beauty in the process of education. Infiltrating educational content into social practice and daily life such as professional work and entertainment activities is conducive to eliminating the rebellious mentality that students are forced to accept indoctrination, so that educators can complete teaching tasks unconsciously and in a relaxed and lively atmosphere.

4. Analysis on the Present Situation of Implicit Ideological and Political Education in Colleges and Universities under Network Environment

4.1 At the Ideological Level, They Do Not Attach Enough Importance to It and Do Not Have a High Level of Understanding

Ideological and political education workers in colleges and universities are busy with teaching research tasks and other reasons, but their level of understanding has not kept pace with the development of the times. They are used to understanding the current hidden ideological and political education work in a one-way idle mode of thinking. College students are extremely prone to lack of faith, loss of morality and wrong values. However, from the origin point of view, they are just looking for a spiritual sense of belonging. The Internet has changed the way college students think. Through the Internet, college students have come into contact with a large amount of information, which covers all aspects of social life. In addition, the contents of many hidden ideological and political education websites in colleges and universities have not been updated for a long time, and the fresh contents have not been supplemented in time, resulting in the unattractive contents of network hidden ideological and political education, which is also one of the defects of many network hidden ideological and political education. Its anonymity and autonomy make it almost impossible to imagine explicit and implicit ideological and political education in real-life classrooms, which brings great challenges to network implicit ideological and political education [7].

4.2 The Technical Ability of Network Hidden Ideological and Political Education in Colleges and Universities Needs to Be Improved

Using network media to carry out hidden ideological and political education requires colleges and universities to increase investment in the hardware conditions and software guarantee of information construction. Recessive ideological and political education in colleges and universities should be successfully carried out with the help of certain carriers. Appropriate carriers can strengthen the effect of ideological and political work. Therefore, colleges and

universities need to find appropriate carriers to carry out recessive education. Little consideration has been given to how to carry out more and better implicit education of ideological and political education concepts in various teaching processes. Little consideration has been given to the ingenuity of service education, management education and emotional education, and the lack of courage and attitude to communicate with students. Ideological and political education work itself is relatively monotonous, which undoubtedly sets a higher standard for website construction and content. To understand the relevant knowledge of information technology, understand the meaning and function of information technology, so as to enhance the cultural knowledge base of dialogue and exchange with online college students [8]. With the popularization of the network and the diversification of its contents and forms, the hidden ideological and political education in colleges and universities must also be adapted.

4.3 The Hidden Ideological and Political Education Method Lags Behind

Successful hidden ideological and political education pays more and more attention to the methods of infiltration and suggestion, which imperceptibly and imperceptibly make the educational objects receive effective education [9]. Some university educators and administrators also have deviations in the relationship between explicit and implicit ideological and political education. They only emphasize explicit or implicit and artificially separate the complementary relationship between the two. Personnel engaged in ideological education in colleges and universities cannot make full use of the openness and diversity of the Internet, and thus cannot make better use of the Internet to promote ideological and political teaching results. Network recessive ideological and political educators should keep the same goal as ideological and political work in information exchange and processing, have strong social responsibility, high political sensitivity and follow the laws and regulations of network management. The hidden ideological and political education should focus on the growth of students and take the universal values of socialism as the hidden line. To guide students' ideas and consciousness and realize the purpose of ideological and political hidden education through equal status and identity and invisible education methods.

5. Hidden Ideological and Political Education Measures in Network Environment

5.1 To Expand the Auxiliary Function of the Network

In an open network platform, the transmission and consumption of network messages are often anonymous, which leads to the stubborn existence of bad information on the network and erodes the thinking of college students. Teachers infect and influence students with their own thoughts, behaviors and moral characters. Therefore, hidden ideological and political educators must first have a sound personality. To highlight the interactive function of the network platform, to meet the multiple needs of college students through sound services, rich entertainment and other ways, to broaden the channels of equal communication between teachers and students, students and managers through the establishment of message boards, campus leadership mailboxes, opinion columns and other ways. Through the students' real expression in the private space, we can master the students' real feelings and inner perplexity, and communicate with students as teachers and friends. To ensure the timely and accurate update of website information. The advantages of the network environment lie in its convenience, rapidity, flexibility and wide range of coverage. Only by mastering the dominant power of information network technology can we firmly occupy the commanding heights of network hidden ideological and political education and better and more effectively carry out hidden ideological and political education.

5.2 Innovate Educational Mode and Reform Educational Methods

In the network era, ideological and political workers must change their past thinking mode and educational concepts, strengthen their learning and understanding of the network, and improve their ability to use the network to carry out ideological and political work. Therefore, it is necessary to ensure the timely and accurate update of website information, and to use the network to positively transmit the people or things that students are concerned about and interested in. We should appropriately increase the delay in information access to the campus and put an end to corruption and backwardness at the source. The hidden and equal nature of the network enables hidden ideological and political educators and students to break through the limitations of the teacher-student relationship and talk freely as friends, leaving behind the constraints of the teacher-student relationship from study to life, from class to class, from inside school to outside school. Colleges and universities should coordinate and integrate the advantages of network resources, form a joint force in network education, organize student work teams and hidden ideological and political education work teams at the school level and the secondary college level, and regularly carry out online interactive communication activities that conform to the technical characteristics of the network. To meet the needs of college students in many aspects and achieve the purpose of hidden ideological and political education in imperceptible

influence.

5.3 Change the Network Discourse of Hidden Ideological and Political Education in Colleges and Universities

It is necessary to strengthen the humanistic care of words and to embody the true feelings and educational ideas. The guider of hidden ideological and political education in colleges and universities is the relevant personnel, whose main body is students. Only the guider can give full play to the advantages of the network. The hidden ideological and political educators on the network are required to have the ability to obtain ideological and political information from the network and to extract, absorb and store it. Positive and good interaction is conducive to the interaction of the development direction of things, which requires the interaction subjects to have common or similar values, and the interaction subjects are interdependent. The hidden ideological and political education activities in colleges and universities are a new type of education activities, which should fully reflect the leading role of educators and the main role of the educated, and give full play to the function of combining educational courses with the network. Therefore, it is necessary for us to introduce party committees and governments at all levels, departments in charge of culture, etc. to mobilize all sectors of society to participate actively and form a joint force to guide the thoughts and behaviors of netizens, especially college students, into the mainstream values of society. To guide students' right and wrong views and world outlook from a neutral and objective perspective, and then standardize students' behavior.

6. Conclusion

The biggest characteristic and advantage of hidden ideological and political education is hidden, which is imperceptibly and imperceptibly implemented. The network has penetrated into all aspects of life, breaking the normal life of information asymmetry, and realizing the free dissemination of information and the communication between people anytime and anywhere. With the advent of the network information age, ideological and political education in the network environment has provided new opportunities and challenges for universities. The development of network technology has had an important impact on the hidden ideological and political education in colleges and universities, so we should seize the opportunity and make use of the advanced nature of network technology to carry out continuous research and exploration on the hidden ideological and political education in colleges and universities.

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