Hidden Ideological and Political Education in Colleges and Universities under Network Environment

Lei LUO

Yunnan Open University, Kunming, Yunnan 650500, China

ABSTRACT. In the open network environment, the education industry has undergone tremendous changes. For example, the traditional form of ideological and political education is no longer able to meet theneeds of current social development, requiring constant reform and innovation. Recessive ideological and political education is a method of ideological and political education, as relative to explicit ideological and political education, in which the educator uses a variety of ways to hide the purpose of education in a relatively hidden form, so that the students are unconsciously educated. As the Internet is too open and has a large amount of information, it brings new challenges while providing convenience for teaching. The popularization of network not only makes the recessive Ideological and political education in colleges and universities more necessary but also provides the possibility for the development of recessive ideological and political education in colleges and universities. Based on the analysis of the connotation of recessive ideological and political education, this paper obtains the unique advantages of recessive education in the network environment, and further explores its effective implementation strategies.

KEYWORDS: Network environment, Recessive, Ideological and political education

1. Introduction

The education industry is an important industry in China's social development. In the development process of the education industry, teaching methods are intuitive and important. The rapid transmission of information on the internet will have a certain impact on students' ideology. The Internet is not only a tool for ideological and political education, but also the environment and purpose of ideological and political education. For a long time, in the emphasis of ideological and political education for college students, there has always been a bad tendency to attach importance to explicit education while ignoring implicit education. Explicit education does have its actual effect in real environment such as the implementation of ideological and political theory courses [1]. Recessive ideological and political education is a method of ideological and political education, as relative to explicit ideological and political education, in which the educator uses a variety of ways to hide the purpose of education in a relatively hidden form, so that the students are unconsciously educated. [2]. As an important part of ideological and political education, Internet ideological and political education must first adhere to the fundamental principles of ideological and political education [3]. The development and convenience of information collection and transmission under the Internet horizon make it easy for students to obtain various public information through the Internet and identify the authenticity of the information. In order to accomodate to the development of contemporary society, colleges and universities began to use a variety of advanced information technology to carry out ideological and political education for students, correctly establish students' worldview, values, outlook on life, to adapt to the requirements of contemporary students' all-round development.

As the forefront of the development of information technology, the Internet has become an important channel for college teachers and students to acquire knowledge and information, which in turn affects college students' worldview, outlook on life, and values [5]. As a new development of ideological and political education under the network conditions, Internet ideological and political education must also explore, summarize, form, observe and adhere to its basic principles in practice. Under the open network environment, colleges and universities can use implicit ideological and political education to educate contemporary college students, so as to achieve the ideal teaching purpose [6]. The popularization of Internet technology has highlighted the disadvantages of traditional ideological and political education, and the educational status of ideological and political educators has been shaken. The network ideological and political education of colleges and universities came into being, and its important symbol is that many colleges and universities have successively established special websites for ideological and political education [7]. Networks are not only a means to an end, but are increasingly being used as an important venue to enhance building. Ideological and political education in colleges and universities needs to be improved and adjusted according to the current educational background.

2. Challenges of Ideological and Political Education in the View of Internet

2.1 Enriching the Content of Ideological and Political Education in Colleges and Universities

The advantages of easy access to the Internet and instantaneous retrieval of information are favored by students. It is not limited by time, place or occasion and can easily and quickly obtain batch information. Recessive ideological and political education in colleges and universities has the characteristics of openness. Traditional ideological and political education is to teach students in classrooms through teaching methods. This process is often boring and not conducive to students' voluntary learning [8]. The technology of computer networking has completely changed the traditional educational methods and methods and widened the theoretical educational space. At the same time, it plays a role in promoting the scientific and information development of ideological and political education. In the open network environment, social management begins to move towards flexible management and society begins to move towards democratization. In this social situation, ideological and political education has also undergone obvious changes. The teaching content of ideological and political education is obviously different from that of other disciplines, which mainly teach students specific scientific and cultural knowledge. The ideological and political education mainly teaches students to correctly understand the development of social civilization and to improve their moral quality and ideological consciousness. Teachers in colleges and universities can discuss relevant issues with students according to the popular network events at that time, thus forming a two-way interactive form. In this process, teachers should give some guidance to prevent students from going astray.

2.2 Broadening the Vision of Ideological and Political Education in Colleges and Universities

In the process of quality education, if teachers still adopt dogmatic teaching methods to teach students, it will not be able to meet the requirements of contemporary social development and reach the ideal teaching effect. In the actual teaching process, teachers can use implicit education to improve students' comprehensive quality, overcome the problems existing in students' moral cultivation and non-intellectual cultivation, and enable students to form good learning habits in the learning process. From the perspective of the Internet, the circulation of all kinds of information has greatly improved, and the information that students come into contact with has increased a lot. In order to achieve the expected teaching effect, teachers should think about some active information on the Internet. Some teachers are not good at using the Internet for teaching, which leads to a significant reduction in the role of teachers in ideological and political education, directly affecting the effect of ideological and political education in colleges and universities [9]. Internet sharing is characterized by strong public participation and independent choice. Fully respecting the individual independent personality and independent choice of the educated has effectively promoted the status of the educated. However, the role of the network is not single. It can serve users not only in learning but also in many other fields. Network ideological and political education refers to grasping the essence of the network and aiming at its influence. Teachers can issue all kinds of tests through the computer platform and ask and answer students in real time [10]. Teachers should integrate implicit ideological and political education into various activities so that students can get out of the teachers and receive ideological and political education through activities, thus achieving ideal teaching effects.

3. Improving Strategies of Ideological and Political Education from the Perspective of Internet

3.1 Improving the Quality of Ideological and Political Educators

Judging from the international situation, the process of globalization is gradually deepening, and political, economic and cultural exchanges and collisions among countries in the world are constantly strengthening. Influenced by globalization, western non-mainstream values such as liberalism, hedonism and egoism have penetrated into China, seriously affecting college students' ideology, morality and value orientation. Through the equal communication and interaction between ideological and political educators and the educated, it not only helps students to improve their professional knowledge, but also enhances their unity and cohesion. From the perspective of the Internet, the teaching content and workload of ideological and political education in colleges and universities have increased a lot, and the requirements for ideological and political education are higher. Recessive ideological and political education has the characteristics of permeability, indirection, latent, etc. It is implicit in explicit education, permeates in various practical activities and environmental atmosphere, and enables the educated to accept education imperceptibly. Judging from the domestic situation, the gradual advancement of reform and opening up and the reform of the market economy have created a more relaxed public opinion environment for people, and the coexistence of mainstream and non-mainstream ideas has emerged.

From the actual effect of ideological and political education, hidden ideological and political education has a certain

lag. The popularization of Internet has effectively made up for the deficiency of hidden ideological and political education. Contemporary college students are a generation growing up with the network. Ideological and political educators should, in accordance with the requirements of the times, explore the new features and characteristics of the educated, and make full use of the ways that college students like to enhance their network awareness [11]. In the virtual world of the network, its anonymity and autonomy determine that it is almost impossible to imagine explicit ideological and political education in real life classes, which brings great challenges to the ideological and political education of the network. The development of Internet science and technology, which is not comparable, will further deepen and enrich the development of Marxist theory. At the same time, it also provides us with more vivid and extremely rich knowledge and factual materials with distinctive characteristics of the times. While the ideological and political educators themselves improve their network awareness, they should also use the network platform to pay attention to the self-education function of college students and stimulate them to improve their ideological and political education quality.

3.2 Boldly Innovate the Teaching Methods of Ideological and Political Education

The popularity of the Internet has made all kinds of social information widely spread, among which non-mainstream ideas are easy to distort the correct direction of public opinion and mislead people to form wrong world outlook and outlook on life, thus making the ideological and political education in our country face more difficult challenges in dealing with the ideological and political moral literacy of college students. In order to improve the effectiveness of hidden ideological and political education and ensure the right to speak in online education under the new situation, colleges and universities should improve their educational concepts, the quality of educators, the educational environment and other aspects, and strive to promote the new development process of ideological and political education in colleges and universities. In the ideological and political education in colleges and universities from the perspective of the Internet, teachers can enrich the teaching content with the help of the Internet, improve the quality of ideological and political education, and promote the learning efficiency of students. Some moral concepts and behaviors in the society have a positive impact on college students' online communication. In the network era, the dissemination of ideological and political education discourse in colleges and universities must go out of books, out of the campus, into the society, into the network, use mainstream discourse to explain problems, use mainstream values to guide students, and deepen the penetration of ideological and political education discourse system in a quiet way. The formation of people's ideological and moral quality is a process in which educatees integrate, internalize and externalize educational information. Recessive education can urge educatees to conduct self-evaluation and standardization according to socialist moral standards.

Network recessive ideological and political education is a systematic and complicated project. It requires not only professional and sophisticated network ideological and political educators, but also the conscious participation of the majority of college students. Therefore, it is necessary to establish a network recessive education incentive mechanism and evaluation mechanism in which the majority of college teachers and students participate together. The use of computers in teaching cannot be separated from the Internet. Reasonable and appropriate use can improve the quality of teaching, make teaching diversified and vivid, and also promote the feelings between teachers and students [12]. The arrival of the Internet era has impacted the traditional ideological and political education mode, expanded the space of hidden ideological and political education, provided a broad interactive carrier, and is conducive to enhancing the effect of hidden ideological and political education. The development form of ideological and political education extends from classroom to extracurricular, and is no longer limited to rigid classroom education. Flexible time and place can solve the ideological problems of college students more timely and effectively. Students in their youth have not yet fully formed a correct outlook on life and world outlook, and their ability to distinguish right from wrong is not very strong. They are easily attracted by the bad information on the Internet, causing certain harm to body and mind.

4. Conclusion

Innovating the ideological and political education work from the perspective of the Internet is the task and task put forward by the new historical conditions and the times to the ideological and political education workers. Under the influence of Internet vision, ideological and political education teaching in colleges and universities needs to make certain adjustments to the openness of Internet information. Under the new situation and new historical conditions, reform is a new requirement for ideological and political education work and ideological and political educators. Ideological and political education belongs to cutting-edge education and has far-reaching significance for the formation of students' outlook on life and values. Teachers themselves are the best hidden source of ideological and political education. They should communicate with students and influence them with themselves. The Recessive Ideological and political education is an important supplement to the dominant ideological and political education and an inevitable trend of the innovation of Ideological and political education methods for college students. Network ideological and political education is a kind of education mode with the development of network. Although we have

made some achievements in carrying out ideological and political education by using the advantages of network carriers, we still need further development. Colleges and universities should gradually deepen the training of teachers in the direction of psychological teaching, so as to find a suitable point for ideological education in the Internet technology. We will continue to strengthen the personal education ability of Ideological and political teachers to help students avoid the impact of bad information in the Internet environment.

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