

Ways to Rectify Network Rumors in Ideological and Political Education

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Abstract: network rumor is a false speech formed through network media. It not only has the false essence of traditional rumor, but also forms new characteristics under the protection of the virtual, interactive and fast characteristics of new media such as the Internet. Internet rumors, in the name of “Internet freedom”, explain the expression of public opinion, spread negative emotions and pollute the public opinion environment, which have become a serious obstacle to the ideological and political education and brought great challenges to the construction of mainstream ideology in China. In the new era, the key to how to crack down on and rectify network rumors is to promote the mainstream ideology, occupy the highland of network public opinion and purify the network environment. At the same time, using ideological and political education as a weapon to repel Internet rumors is a long-term and systematic project, which needs the restraint of law, the consciousness of the people and the responsibility of Ideological and political educators.

1. Introduction

Socialism with Chinese characteristics has entered a new era, with the rapid development of new media technology, the update speed of network rumors is faster and faster, and the fields involved are wider and wider. “Under the new situation, the ideological and political education work is more and more hindered, the requirements for the transformation of its traditional work concept are stronger and stronger, and the historical responsibility of Ideological and political educators is more and more heavy, How to explore the way of survival and development of Marxist ideology in the dark square of network public opinion still needs to rely on the efforts and responsibilities of Ideological and political educators. If Marxism does not occupy it, then the anti Marxist and non Marxist ideology will inevitably occupy “new challenges such as network rumors brought by the rapid development of new media such as the Internet, This is an unprecedented new situation in the process of mainstream ideology construction. If we do not strengthen the publicity of Marxism and change the mode of communication, our party will face a major risk of losing its dominant power in the ideological field. “Therefore, in the struggle to resist Internet rumors and promote Internet righteousness, we must adhere to the mainstream ideology of Marxism, Guided by Xi Jinping's social thoughts with China's characteristics in the new era, the new campaign of mainstream ideology capturing cyber positions has been launched.

2. Consolidate the Foundation and Promote the Mainstream Ideology to Occupy the Network Highland

2.1 Winning the Hearts of the People and Change the Way of Propaganda Discourse

At any time, the main force to win the battle for the position of network public opinion must be the people. The people's public opinion information identity and ideological belonging are the foundation of Ideological and political education"[1]. The reason why network rumors can be widely recognized and spread, One important reason is that its discourse mode adapts to the characteristics of people's communication in the new era and can grasp everyone's interests. "Therefore, it uses ideological and political education as a weapon to repel Internet rumors and occupy the highland of public opinion, It is necessary to explain and disseminate Marxist ideas in a popular way of discourse. "Only when the grass-roots people welcome and recognize the mainstream ideology in the process of life practice and recognize its rationality and legitimacy, can Marxist ideology occupy the Internet highland and win the real victory in the battle for cyberspace."

2.2 Changing the Concept, Actively Using the Network Platform to Carry out Ideological and Political Education

The development of network has brought about a new situation of information dissemination. The traditional forms of publicity have become increasingly unsuitable for people's cognitive habits. In order to optimize the network environment, ideological and political education must abandon the thinking pattern and improve innovation. "The Internet has increasingly become an important way to obtain benefits in the market economy[2] . The market economy is blind, spontaneous Compared with various rumor makers and ideological attackers, ideological and political educators have become more and more unsuitable to people's cognitive habits. In order to optimize the network environment, ideological and political education must abandon the thinking pattern, Improving innovation "the Internet has increasingly become an important way to obtain benefits in the market economy. The disadvantages of blindness, spontaneity and lag of the market economy are immersed in cyberspace" to fight against all kinds of rumor makers.

2.3 Preventing Infiltration and Resist the Wrong Idea of "Liberalism" in Western Countries

In the process of cracking down on Internet rumors, promoting mainstream ideology to occupy the highland of Internet public opinion and guiding Internet public opinion, an important task is to always guard against the intervention and interference of external forces, and regard network sovereignty as an indispensable aspect of national sovereignty. "On the one hand, it is very important to improve the independent research and development ability of Internet technology." only by mastering advanced network technology, On the other hand, improving the external information monitoring system can not be ignored. "Only before the external information enters China's cyberspace can we complete the identification and screening, In order to effectively prevent the flood of false and harmful information that can disrupt China's Internet public opinion "

3. Strengthening Understanding and Stimulate People's Consciousness of Consciously Resisting Internet Rumors

3.1 Strengthening Quality Education and Improve People's Moral Conscience

Among the broad subjects involved in the rampant spread of Internet rumors, there is a great

relationship between personal education and the promotion effect of rumor making and dissemination. The higher the quality of the masses, the greater the resistance to the generation and dissemination of rumors[3].When rational emotions and ideas are popularized in the Internet space, harmful social thoughts and views contrary to Marxist ideology will be consciously exposed and strangled by Internet users, and rumor governance can achieve obvious results. “Therefore, Using traditional classrooms, innovative networks and other channels to strengthen the ideological and political education of the masses, comprehensively improve the moral conscience of the whole people, and provide a “preventive needle” for the spread of Internet rumors is an important way to control Internet rumors, promote the mainstream ideology and lead the Internet atmosphere.

3.2 Popularizing Laws and Regulations and Promote Rumor Discrimination Skills

When using new media technology for information exchange and communication, netizens often inadvertently forward and share rumor information with false nature and destructive intention. The reason is that netizens lack the ability to distinguish the authenticity of information and think that the more free media reflects the more real information content. “Therefore, popularize laws and regulations related to online rumor and promote other technologies, The general public fully recognizes the harmfulness of the network and consciously, scientifically and effectively identify and resist the network rumor information. It is urgent. “The popularization of rumor laws and regulations and the promotion of discrimination skills need the joint efforts of relevant legal workers and ideological builders, but also need to mobilize the enthusiasm of the general public and establish the concept of resisting network rumor Carry forward the sense of responsibility of social integrity “

3.3 Advocating Conscious Resistance and Arouse People's Sense of Responsibility

Firstly, the awareness of popular science rumor crisis “only when the people fully realize the extreme importance of the party's ideological construction can they form the awareness of rumor crisis in the whole society and improve the self-consciousness and initiative of Internet users” secondly, enhance the confidence and courage of rumor refutation “to make the people realize that they are also part of the rumor crackdown task and have the protection of law and justice behind them, It is an indispensable step to give full play to the strength of the whole people to deal with rumors. “[4] Finally, create a positive atmosphere on the Internet.” while cracking down on Internet rumors and eliminating darkness, ideological and political workers and Internet law enforcement workers must pour positive emotions with positive energy into cyberspace, so as to eliminate the dark environment in which Internet rumors can breed and help cultivate the rational concept of Internet users. “

4. Improving the Team and Build a High-Quality Network Ideological and Political Education Team

4.1 Party Members and Becoming the Main Force to Crack Down on Internet Rumors

It is the bounden responsibility and obligation of the majority of Party members and cadres to maintain the order of Internet space, carry forward the positive energy of society and promote the construction of the mainstream ideology of Marxism. Only when the majority of Party members and cadres play an exemplary role can the people have enough courage and enthusiasm. “Many party members and cadres do not realize their roles and tasks in cyberspace and believe that they are no different from ordinary Internet users in the network environment, mainly because they do not

realize the importance and urgency of network ideological construction, They don't even realize their important role in Ideological and political education. "Therefore, we should vigorously improve the ability of Ideological and political education of Party members and cadres and remind them to always clarify their ideological and political education mission, including cyberspace.

4.2 Young Students Shouldering the Burden of Eliminating the Internet Atmosphere

With the development and popularization of new media on the Internet, not only the total number of Internet users has increased sharply, but the groups covered by the network are also constantly changing. However, for a long time, the main force of network use has always been the youth group. "Among Chinese Internet users in 2012, the youth group aged 20-29 accounted for 32.4% of the total number of Internet users, an increase of 0.5% over the end of 2015. Looking back on the age composition of Internet users in recent years, Youth groups have always accounted for more than 25% and show a gradual growth trend. "[5] We must strengthen education, give play to the role of Ideological and political education, stimulate young students' noble feelings of advocating justice and loving the country, enhance their ability to distinguish, so as to prevent them from falling into the swamp of Internet rumors and become an important force to combat Internet rumors. Summing up the mission of journalists is to spread real information, report social facts and promote positive energy. The mission is glorious and the responsibility is great. "In the process of Ideological and political education, journalists should consciously, boldly and scientifically." first, they should stand firm. "Journalists are the most sensitive to public opinion information The most accurate group to grasp the development trend of network new media "they should closely combine their professional ability with Marxist ideas, clarify the political function of news, and take Marxist ideology as the guidance." second, they should innovate methods. "In the face of network rumors, journalists should think deeply and take the initiative to build the mainstream ideology position of the network, Effectively crack down on Internet rumors and other junk information by establishing a special rumor refuting website, and open up a new network channel for ideological and political education. "Third, we should grasp the trend."

5. Conclusion

the development of new media technology is changing with each passing day, and some western capitalist countries with ulterior motives are also constantly developing means of ideological aggression, Journalists, as the professional group who directly perceive the changes of media, need to constantly realize their own development and accurately predict the development trend and direction of cyberspace, so as to provide a scientific basis for the construction and standardization of network ideological and political education.

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