

Exploring the Dilemmas and Paths of Ideological and Political Education Work on the Internet in Colleges and Universities

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Abstract: In recent years, the incidence of safety accidents among college students has significantly increased. Student safety is the primary prerequisite for conducting school education and teaching activities. It is necessary to establish a 'school-student' safety management mechanism to ensure student safety. The four-tiered online education framework, encompassing 'college—ideological and political educators—student information collectors', collaboratively maintains the normal conduct of educational and teaching activities both online and offline, ensuring the safety and stability within the campus. The personal safety and emotional stability of foreign teachers and students.

Keywords: universities; students; online ideological; political education; ways

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1. The necessity of strengthening ideological and political work on the Internet

The Internet is an important platform for ideological and political education in colleges and universities, as well as public opinion. A new battlefield for ideological struggle. College ideological and political workers should Grasp the requirements of the new era, proficiently apply new media technology, and build a network to cultivate human-computer interaction.

System and platform. Online public opinion is crucial for the development of universities. Reasonable and appropriate public opinion News helps to enhance the visibility of universities, increase the goodwill of netizens towards universities, and cultivate. Cultivate invisible attraction and maintenance power for universities. On the contrary, if there is negative public opinion. Improper handling can damage the reputation of the school and have an impact on student sources, educational quality, etc. Poor impact. As one of the top ten education systems, the online education system plays a crucial role in fostering cohesion. The power of college students plays a crucial role. 'Two Micros and One End' is a contemporary concept.

The media software used by students in their daily lives is also the network implemented by ideological workers in universities. An important way to educate people. Online ideological and political education is not overly limited by time and space, and online educational resources.

Having diversity. Students have a high degree of freedom and flexibility in their learning. They can learn and understand content that interests you anytime, anywhere, without being limited by a single classroom. Limitations. In traditional education, due to insufficient class time and frequency. Students have limited energy, and ideological and political teachers cannot fully impart knowledge to them. Online ideological and political education can precisely meet the different needs of students. compared to A large ideological and political classroom taught by multiple people, online ideological and political education is more targeted, within the education system has a greater personal influence on students. Online ideological and political education has a greater educational effect. Online ideological and political education is the implementation of A powerful means to cultivate and practice the socialist core values, and to do a good job in new areas. An important method for ideological work in universities during this period. Compared to traditional education methods. Online ideological education has faster dissemination efficiency and more innovative dissemination.

Delivery method. With the constantly updating trend of the times, network information and ideas. Political education can make students more interested and easier to accept. During the prevention and control period, the importance of online ideological and political work has become increasingly prominent. Student. Not attending school, not attending classes in the classroom, and not being able to receive ideological education face-to-face.

Political workers are a significant challenge. Should be done through WeChat Moments, QQ Space. Through various channels, grasp student dynamics, strengthen communication, and guide students to enhance safety precautions. Cultivate a sense of standardization, cultivate good habits of conscious learning at home, and build a ‘combination of online and offline’ approach. Fully realize online education through the dual mechanism of ‘counselor and academic mentor’.

2.The current difficulties faced by ideological and political work on the internet in universities

As ideological and political education workers in universities, we face the target of our work.

They are the most intellectually active group of college students. Their education stage is relatively advanced long, with a relatively large amount of knowledge, possessing a certain ‘insight’ into social phenomena, forming a set of views on society. Their value orientation is relatively stable and they want to change it. Adapting or completely adapting to their viewpoints and perspectives poses a certain level of difficulty.

2.1 The educational content is fragmented and lacks depth. Current online new media

The physical platform has diverse characteristics, presenting content that is relatively generalized and lacks targeted content Sex. Students mainly use methods such as reading tweets, browsing photos, watching videos, etc. Experience the content of ideological and political education. And the current content of online ideological and political education. Presenting fragmented and decentralized characteristics is not conducive to cultivating mainstream awareness of the internet, and will also result in a decrease in students' trust in online ideological and political content. Promote mainstream ideology. It should become one of the important focuses of ideological and political education in universities.

2.2 The student body has a narrow range of choices and lacks width. Student's Subject Selection

Selectivity and agency are also important factors that cannot be ignored. College students have relatively strong sense of choice, mainly focusing on the online content that interests oneself. Singly, The form of online ideological and political education is far from meeting their educational needs, and it is easy to create the solidification of students' online thinking and daily behavior. Hollow educational content and online interaction can easily cause emotional fatigue and resistance among students, and can also lead them to mistakenly believe that

Online ideological and political education is about accepting the impact of videos and texts.

2.3 The continuity of educational methods is weak and lacks strength. Current online ideological and political education

Education mainly operates through the ‘two micros and one end’, relying solely on WeChat tweets. The promotion of mainstream online trends in universities through platforms such as Weibo and QQ seems somewhat lackluster, better response to online public opinion has not been effective. Content of Online Ideological and Political Education. The sustainability of the sound needs to be improved, and we need to rely on offline education to continue to make efforts and verify. The effect of online ideological and political education, consolidating the role of online ideological and political education, and jointly promoting ideological and political education for college students. I want political education to provide protection.

2.4 The atmosphere of online ideological and political education is not strong, facing a severe situation

Currently, the ‘Internet+ Ideological and Political’ model is not effective and mature enough. Some ideological and political teachers. Still constrained by traditional teaching methods and not suitable for the daily thinking and behavior of contemporary college students features; In the face of the rapid development of the Internet, the education sector cannot be improved in time. Formula. Nowadays, the network ideological education work team in universities is mainly composed of counselors and the composition of administrative personnel is relatively lacking in the construction of professional online education teams. Along with the day compared with the active Internet atmosphere, colleges and universities failed to establish online ideological and political education in a timely manner.

Work management and stability maintenance system. If the targeted education for students cannot be enhanced. Strongly, then teachers cannot accurately predict students' ideological dynamics, psychological states, etc.

Accurately grasping, it brings severe challenges to the management, stability maintenance, and online ideological and political education work of universities challenge.

2.5 The investment in online ideological and political education in universities is insufficient and lacks attention

Online ideological and political education as a means of nurturing students has been recognized by major universities, but how to correct it. The understanding of carrying out ideological and political work on the internet is not clear. Major universities will focus their efforts. More investment has been made in teaching resources, neglecting other online ideological and political education resources the construction of the source. The investment of major universities in online ideological and political education resources is far from sufficient. Enough, which has led to the unclear effectiveness of online ideological and political education in universities nowadays.

3.Ways to strengthen ideological and political work on the internet

3.1 Optimize educational content to enhance attractiveness and attention. College students' equipment

Has good discernment ability and relatively stable values. They traveled to various places. In large online platforms, pay attention to information that interests or benefits oneself, such as selecting schools for postgraduate entrance exams, selecting 'Double First Class' universities, and dealing with campus crisis events in education. Therefore, universities should construct online ideological and political education that conforms to the physical and mental characteristics of students platform, publish educational content that students are interested in, enrich presentation forms, and promote ideological and political education. The content is captivating to the eye and heart.

3.2 Collaborate with teachers, students, families, and schools to build a 'four level' work network. Online ideological and political education

To play a role, multiple stakeholders need to work together to make the function of online education effective. Develop, maintain, and improve. Teachers, parents, and counselors can directly exert their influence face-to-face. The role of educating people requires network information security personnel in corners where they cannot be present in person. Pay attention and provide timely feedback. Network ideological and political education needs to strengthen team building. Strengthening platform construction also requires improving network pattern construction. Actively building 'learning'. The four level work network of school student work secretary counselor student information officer. The work of maintaining network stability and ideological education is of great significance.

3.3 Build diverse platforms and create a space for good governance on the internet. Within the network information

There are various forms and forms, which contribute significantly to the educational function of online ideological and political platforms. Great threat. University ideological and political education workers have the ability to create a harmonious culture. Make contributions to the bright online environment. Colleges and universities should tailor their approaches to students' physical and mental characteristics. Network security education platform, guiding students to abide by laws and regulations, protect life and property safety; Build an online emotional counseling platform, listen to students' emotional demands, and achieve safety . Comfort with strength; Build a network funding registration platform to understand students' family situations, verify the authenticity of the materials, ensuring care and warmth. Use WeChat official account or official account Fang Weibo account serves as a propaganda platform to promote the construction of a civilized campus and timely release the latest updates .New developments help students establish correct 'three perspectives'. Fully utilize big data platforms. Collect student opinions, understand their ideological trends, and enhance their ideological and political awareness targeted education.

3.4 Enhance the timeliness and interactivity of online ideological and political education. Facing thoughts is the most important

The active group of college students and the online ideological and political education activities in universities should be in line with time is advancing. We can take advantage of the current high popularity and student attention on major social media platforms. The topics and events with the highest degree are used as materials for ideological and political education. Ideological and political education work. People can use the Internet to bring the content of ideological and political education closer to students. Show students the ways of daily life and enhance their acceptance of ideological and political education. The willingness of the supervisor. In active classroom interaction, it is beneficial for students to do better. Understand the spirit conveyed by ideological and political education. Expanding the ideological and political space of the extended network. The optional nature of ideological and political education. The teaching methods and approaches in ideological and political classrooms are trending towards. Diversification, no longer confined to guiding students' thoughts, daily management, and heart to heart conversations. Mud in the classroom, eliminating the limitations of time and space, can be carried out anytime and anywhere, making ideological and political education more accessible. Education is more closely related to daily life and efficiency is improved.

3.5 Establish a professional online ideological and political education team to cultivate students' self-education

Ability. College students are faced with rich network resources in the context of the Internet,

Compared to other stages of education, values are relatively stable. Regarding traditional thinking. Political teams and universities need to strengthen online business training and improve ideological and political education workers. Establish a high-level. A high-quality network ideological and political work team. Ideological and political workers should be familiar with learning about online ideological and political platforms, fully utilize online platform resources to guide college students in analyzing Problem solving, cultivating students' good network thinking, and forming a good network Online education. Doing a good job in ideological and political education for students and ensuring campus safety and stability is crucial. The prerequisite for universities to carry out various tasks is to improve the effectiveness of online education, and to quickly improve the online education system to promote better, faster, and healthier growth of college students.

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