Analysis of the influence of network culture on ideological and political education in universities

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Abstract

in the new era, the rapid development of the Internet, at the same time, the network culture also gradually on the stage of cultural history and bring great dividends to people's work and life. However, everything has two sides. Network culture also affects college students' body and mind due to its virtual and deceptive characteristics, and there are some factors that are not conducive to cultivating talents for China's modernization. This article introduced the characteristics and the impact of Internet on college students' network, analyze the great changes in network culture brings to the college students, the college ideological education work, the influence of the study on the basis of network culture construction, the effective method to improve the quality of university education education, in order to overcome the negative effects of network culture, play Internet culture in new era, new aspects of the positive role.

Keywords

Network culture; College students; Ideological and political education.

1. Introduction

It can be seen from the survey that the main population of network application is college students. By using the network, college students have changed their original learning methods, communication methods and other living habits. Due to its great convenience, the network has increasingly penetrated into all aspects of college students. Although network can offer a lot of information for college students, cause university student's study enthusiasm, improve college students' autonomous learning ability and innovative ability, but at the same time, college students will be influenced by bad, distortion of information on the network, attracted to games and activities such as shopping, affected by extreme views, even cheating by criminals, the serious influence to the physical and mental health of college students, are unfavorable to the cultivation of needed personnel for modern construction, thus to some extent, affected the process of our modernization, slow down the speed of a wealthy and prosperous country.

2. The network has distinct characteristics and its influence on college students

The network changes people's life with the unprecedented development speed, penetrates into each domain of the society, has seriously affected people's ideology. As a group with higher culture, college students can accept new things quickly, so they become the best users of the Internet. At present, most colleges and universities have applied the network in the teaching of college students, many college students can not even leave the help of the network, some college students are difficult to get rid of the interference of bad information, resulting in the bottleneck of ideological and political education of college students, not conducive to the healthy growth of college students physically and mentally.

2.1 The positive influence of Internet on college student

Through the Internet, people can get the funny stories happening at home and abroad and many things that cannot be learned from books. Because the Internet can deepen students' understanding of knowledge through colorful pictures, it stimulates their enthusiasm for learning and creativity.

2.1.1 The Internet can provide college students with a wealth of information at any time and place

College students can get all kinds of information stored on the Internet. When they search the knowledge base on the Internet, they will be shocked by the amount of information. Access to knowledge, students can quickly find books, magazines, newspapers and other media knowledge without information, shorten the time of college students check data amount, saves energy of university student access to information, for college students to learn professional knowledge to provide the required time and effort, and improve the professional quality of college students.

2.1.2 The application of network technology in teaching can stimulate the enthusiasm of college students

After entering university, some universities to enhance college students' knowledge of storage and application of network to carry out the relevant teaching, through the use of network technology, college students can accept writing knowledge not only, still can through listening to the standard of quality, watch the wonderful video to acquire knowledge, which for the most part enrich the students' learning activities, let the traditional silent to sound teaching, let the students learning not a dull life becomes rich and colorful. This kind of teaching method that integrates "listening, speaking, reading and writing" provides a relatively real life and language environment for college students, stimulates their visual and auditory senses, and enables them to have a deeper understanding of the learning content and application methods, once the knowledge is successfully applied.

2.1.3 The Internet can provide opportunities for college students to develop their independent learning and innovation abilities

College teachers are no longer like high school teachers to supervise and urge students to study hard all the time if the application of network teaching, as for college students provides a rich reserves of knowledge database, the college students to achieve the purpose of the solid basic skills in learning daily, or interested in understanding their content, will have to be on the Internet to find the information they need, and carries on the induction and summary according to certain methods, so as to supplement knowledge, optimize the knowledge content of the target. In addition, through the use of the Internet, college students can get in touch with students of the same major, and find questions in the knowledge points through communication and discussion, so as to find new ways to solve problems, so as to improve their independent learning and innovation ability.

2.2 The negative influence of Internet on college students

2.2.1 A large amount of pornographic information on the Internet will affect the psychological health of college students

Many universities in order to prevent college students because of pornography and the path of illegal crime, expressly prohibit pornography information for college students, however, some students' self-control ability is poor, can't resist the temptation of pornography, will secretly looking for opportunities to watch pornographic images and video, sometimes, when college students in network, the network will automatically pop up pornographic information, give poor self-control of college students more fall into pornographic information. In the materialistic era, some people in order to quickly became famous, behind team by circulating on the Internet "pornographic event" to college students' attention to the people who want to become famous, once the students immersed cannot extricate oneself, can affect college students' mental health development, is not conducive to the healthy growth of college students.

2.2.2 There are a lot of error messages on the network

At present, there are too many people use the Internet, a message on the network to perform at a rapid speed repeatedly broadcast, making the network has a lot of repetitive information, as people's reported many times, some information may lose the real meaning, once college students needed information on the Internet, the network will give opinions, views there was a big difference in speech, if college students can't for the information and judge is likely to delay the test and promotion of college students and other activities, if too many, students will gradually lose confidence in the

network, eventually lead to college students is hard to trust the people around, things, things, It is not conducive to the long-term development of college students.

2.2.3 Online games and shopping will affect the normal life of college students

Through the survey shows that most of the college students' self-control ability is poor, for boys, they will be attracted by the network adventure, so they are going to go to Internet cafes day and night or in the dormitory will be put into the game, so it is difficult to concentrate in class, even drowsy, unable to improve their knowledge reserves. For girls, they are easy to be attracted by online clothes. Some female college students even spend all their money on online shopping, so that they can only enjoy the happiness for a while, and then spend the rest of their study and life by cutting down on food expenses. Both of these practices have a serious impact on college students' health.

2.2.4 College students are susceptible to extreme comments on the Internet

Compared with the real life, the online world is free, when people through the network to understand political activities both at home and abroad, because of the Internet users to understand the content of the differences, knowledge storage, the insufficient understanding of the interactive content militants will some untrue comments to discredit the national government, some college students if he can't understand the truth of the matter, will be misled by these extreme rhetoric, and even lead to some college students towards the opposite of the government, do something harm, harm human society, is not conducive to social harmony and stability.

2.2.5 College students are easily deceived by Internet criminals

With the rapid development of economy, people's life rhythm faster and faster, the connections between people, less and less trust also gradually reduced, in addition, some students don't want to own loneliness and trouble talking to friends and relatives, but communicate their feelings to unfamiliar net friend, in this virtual network world, however, some criminals silently playing the roles of close friends to talk to the wet behind the college students is not deep, once get the trust of college students, to students display different color of deception, cause serious physical and mental damage to cheat of college students, If cheated college students cannot accept this kind of injury, the rest of their lives will be spent in depression, unable to realize the value of college students.

3.   Network culture brings great changes to college students

3.1   The virtual space provided by the Internet changes the moral and value scales of college students

College students communicate their ideas to people around them through QQ, MSN, E-mail and other communication software. In this process, some college students fail to grasp the boundary between public and private space, so even if they show bad information to others casually, it will easily cause serious harm to some people. The main reason for this phenomenon is that college students can quickly show information to others through the Internet, and are influenced by radical comments and bad information on the Internet, thus weakening their moral awareness, which is not conducive to the healthy growth of college students.

3.2 Internet culture leads to the displacement of role playing

3.2.1 Traditional ideological and political educators gradually evolved into public figures of rhetoric

When the network has not entered the university life, the main job of ideological and political educators is to lead college students to carry out ideological and political learning, and take charge of the discipline of college students. These jobs contain a lot of moral preaching, and are subject to rigid system constraints. After the introduction of network culture, traditional ideological and political educators must carry out an open dialogue with college students through emotional calling on the Internet, aiming to help college students form the primary factor that takes public interest as the consideration and provide selfless builders of socialist modernization for the country.

3.2.2 The methods used to carry out ideological and political education in universities have changed from simplification to diversification

Before the introduction of network culture, to carry out ideological education work mainly through the face-to-face communication between teachers and students, homework, letters and other forms, the above several ways to compare single, not in a timely manner to convey the idea of university students to education education workers, after the application of network technology, the teachers and students will be able to use all kinds of communication software to complete the ideological education work.

3.2.3 The process of ideological and political education has changed

For colleges and universities in China, the traditional ideological education work mainly by rote education method, this approach requires that ideological education worker before class to a large number of data to find work, and to draw up the lecture notes, and then going on in the limited time to college students instill dull, this method greatly reduces the college students' learning efficiency, to achieve the goal of education education work. After using the network for education, teachers assign students with the task of finding information, and then ask students to conduct relevant discussions according to their own understanding, which can not only deepen the understanding of ideological and political education of college students, but also improve the ideological and political level of college students.

4. The influence of network culture on ideological and political education in colleges and universities

4.1 It adds more uncertain factors to the original educational environment

When network into students' study and life, college students will come into contact with the social phenomena, at this point, the college students should not only influenced by parents and ideological workers, they may also influence on social celebrities, the ideological condition of college students have become more complicated and difficult to grasp, and thus makes the traditional education method fails, sometimes even have a negative effect, unable to improve college students' ideological state, is not conducive to achieve social harmony and stability, reduce the speed of economic development in our country.

4.2 It reduces the role of ideological and political education

With the continuous development of network technology, network culture gradually become the era of "discourse" in the process of our existence, however, college students to express their own ideas in the application of network, college students will be able to change your code, and once the idea of college students appeared deviation, teachers can't timely help students establish the correct ideas, so greatly reduces the traditional ideological education work of the role

5. Through the network culture construction to improve the ideological and political education work level

5.1 Raise people's awareness of network culture

Ideological and political educators in universities must recognize the benefits network culture brings to college students' study and life. Traditional culture of course can improve the ideological and moral quality of college students, but facing the new economic development situation, colleges and universities must use modern technology to train college students, which is the ideological and political education workers must understand. In addition to the benefits, teachers should clearly recognize the negative impact of network culture on college students, and then help college students have healthy thoughts through the guidance of teachers.

5.2 Through strengthening the construction of network culture to provide a good ideological and political education environment for college students

In order to improve the level of ideological and political education in universities, ideological and political educators must carry out various campus cultural activities according to the actual situation of the campus, so as to provide a safe and healthy network environment for college students and

prevent them from being disturbed by bad information. To achieve this goal, campus cultural activities must have a strong ability to attract the attention of college students.

5.3 Carry on the profound network moral education to the university student to restrain the university student's network behavior

College ideological education work is the most main purpose is to improve the ideological and moral cultivation of college students, so college students as the main body of the education work, in order to prevent bad information on the college students to surf the web, or published radical, disrupt social stability, requires teachers must to popularize knowledge of ideological and moral cultivation of college students, so that the students consciously regulate their own behavior networks.

5.4 Using the network to find new ideological and political education methods

The rise of a new technology must mean loss of numerous low work efficiency method, so the application of network technology in the college requires teachers have to use a network to change the original education methods, for example, teachers can through the opening of a personal home page way between teachers and students to solve the problem of college students encounter in life, and will be conducive to the healthy growth of college students' physical and mental book introduced to college students, which provide the talent they need for the rapid development of the country.

5.5 Gradually improve the network laws and regulations to regulate the network behavior of college students

People often say that "no rules, no fangyuan", therefore, to want to have strong control of the network behavior of college students, the relevant state departments have to be a system of laws and regulations related to the network, to reduce the bad information on the network, improving the management of network information, examination and treatment, thus providing a green network environment for college students, to prevent the occurrence of illegal crime phenomenon of college students.

6. Summary

The application of network information technology has been carried out in college education, which brings new challenges to ideological and political education in college in terms of content and way of education, and makes it more difficult to carry out ideological and political education in colleges and universities. Network education is generally favored by college students, ideological and political educators must have higher cultural quality, be able to understand the needs of college students for network information, and give full play to modern network technology in ideological and political education in colleges and universities.

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