

Innovation model for college ideological and political education in network environment

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Received 1 October 2014, www.cmnt.lv

Abstract

Ideological and political education is impacted by the rapid development of network technology, computer technology and high-speed communication technology, in aspects of concept, content, ways and means, and can not meet requirements of current network age development. Therefore, the ideological and political education is placed in network technology to form new pattern. This paper, first, made brief overview of the concept and characteristics of ideological and political education in network environment, then summarize college ideological and political education at home and abroad. Afterwards, it analyzed the challenges and opportunities after combined network technology and college ideological and political education, then proposed relative solutions in the perspectives of concept, content, means and position. At last, it put forward the construction of shared community pattern for ideological and political education in network environment, consisting of the organization structure and operation mechanism of shared community.

Keywords: network platform, college ideological and political education, teaching model research, innovation

1 Introduction

College is a place with high informatization degree in our country. The wide application of information technology and network technology brings not only rich resource and teaching platform for college ideological and political education, but also the unprecedented impact and challenge. Network, as the emerging fourth media after broadcast, newspaper and television, changes the idea and value orientation of leaders and students from college [1]. Under the network environment, the urgent task and efforts direction for current college ideological and political educator is to carry out ideological and political education work, innovate education model, and better perform the function of ideological and political education [1].

2 Overview of ideological and political education in network environment

The combination of information technology and communication technology promote the formation of network environment. Academic world defines network environment as the socialized visual environment. Ideological and political education is placed into network environment. With the principle of declaring idea and communication and the basis of stereo spatiality and interactive communication, ideological and political education relies on various newly-developing social tools and platforms supplemented with the behavior and ethics constraints of ideological concept, political concept and moral rule on network audience, thus promote the comprehensive development [2,3].

The combination of ideological education and network environment makes the emerging education model has the following characteristic:

- 1) Openness and timeliness. Resources in network environment can receive the information from various fields, then integrate, absorb and update it. Thus, ideological and political education exceeds the boundary of time, space, nation and country in the open environment.
- 2) Subjectivity and anonymity. Ideological and political education transforms from single one-way knowledge transportation into bilateral interaction communication mode. Educates gradually become the other subject in education relationship. A new interpersonal model in ideological and political education based on network environment open under the effect of dual subjects. In the other hand, visual technology in network technology make the identity information and behavior purpose of netizen no longer transparent. It can bring unexpected effect for ideological and political educator as well as the troubles generated by anonymity of network.
- 3) Equality and interactivity. Ideological and political education in network environment ensures the equality of educator and educate. Meanwhile, the discussing mode between these two becomes more equal and domestic. Passiveness of traditional education will be replaced by two-way and multi-way communication means, which can provides conditions for the facticity, depth and effectiveness of communication.

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4) Richness of content. Network can possess huge advantages, a large amount of information resource and various forms of expression through digital storage of information technology, thus further wide the ideological and political education in network environment.

Ideological and political education is extended and expanded under the network environment. Relatively, traditional ideological and political education is single. The media are most newspaper, television, etc. that is filtered by official media; in addition, it adopts inculcation education mode and political-centered education contents. It often neglects the individual difference of students. Ideological and political education in network environment is

relatively complex, and has obvious diversification, openness and more frequent interactivity [4].

3 The research status at home and abroad

Ideological and political education is one of characteristics in our country. Corresponding subject does not exist abroad. However, network ideological education which has certain relevance to that is always in an important position for teenagers abroad. The research status of ideological and political education in network environment is shown in Table 1.

TABLE 1 Research status of ideological and political education at home and abroad

Country	Research status
At home	<p>In 2000, Several Suggestions for Strengthening Network Work of College Ideological and Political Education pointed out to combine network technology with ideological and political education and emphasize education work situation 10</p> <p>In 2003, Information Network and Innovation of College Ideological and Political Education written by Hu Jue, Doctor of Law from Tsinghua University proposed that network has become thesis and basic method for new platform of ideological and political education innovation, and put forward feasible practical suggestions 10</p> <p>In 2004, Ministry of Education and The Central Committee of the Communist Young League proposed higher standard and requirements, in order to further enhance college campus network management to deeper combined ideological and political education with network technology 10</p> <p>In 2005, in order to further combined college ideological and political education with network technology, Beijing held national working conference for strengthening and improving ideological and political education of university students, and in the same year, Research on Network Ideological and Political Education edited by Dr. Wei Jifeng marked the initial construction of research on network ideological and political education in out country 10</p> <p>In 2013, Ministry of Education proposed to implement comprehensive deployment on network ideological and political education and campus network management in college.</p>
Abroad	<p>There is no relative subject abroad since ideological and political education is the product of Chinese characteristics. Foreign Countries mainly focus on the network ideological research that has certain relationship with ideological and political education in our country. Network ethics is a part that foreign countries emphasize, consisting of the specific problems generated in network application: definition of network behavior and norm, cross problem generated because of the mutual effect of visualized network and real society, etc.. It covers economy, culture, society, etc.</p>

4 Challenges and opportunities faced by college ideological and political education in network environment

4.1 OPPORTUNITIES BROUGHT BY NETWORK TO COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION WORK

Ideological and political education with new media communication mode, overcomes the drawbacks of traditional media such as small amount of information, obvious time and space limitation and slow update of information. In addition, single one-way inculcation mode of “teacher teaching and student listening” has transformed into more vivid and charming teaching means consisting of words, voice, animation, image, etc. Meanwhile, time and space limitation of traditional education is improved; completely release the constraints of education coverage and education reception and form a global information system with broad region, large amount of information and convenient teaching communication. That is, college education space has not only been restricted within campus

but also has realized the extension from internal campus to social open education space.

4.2 CHALLENGES PROPOSED BY NETWORK TO COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION

Every coin has two sides, so does network. Cross combination of network technology and education not only brings opportunities for college ideological and political education, but also put forward challenges in other aspects. Differing from senior school and junior school, teachers from college do not often restrict students, thus it proposes requirements for the self-discipline of students. The quality of education content will be affected by the time university students spent on network, the screening of network information, the restraint ability for bad information in network [6]. First, many university students probably neglect exercise, since they are addicted in network. In addition, facing computer screen for long time may lead to diminution of vision. Irregular timetable can cause poor physical reaction such as chronobiology disorders,

insomnia and dreaminess, etc. On the other hand, students with weak self control and strong curiosity may be attracted by the junk information as well as wrong moral and notions in network, which will affect the physical and mental health of university students and lead to bad result; moreover, one of the characteristics of network is anonymity and concealment, thus university students can play roles different from in daily life in network; this drawback is easy to corrupt the moral character of university students and make them to release speech violate morality and ethics; furthermore, the development of network brings huge changes for the interpersonal communication way, which impact the previous thought of university students.

5 Exploration on innovation solution for college ideological and political education in network environment

5.1 INNOVATION OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION IDEA

Global and open network platform requires college ideological and political education to establish global and democratic education idea [7,8]. It should be improved in aspects of college and students. On the one hand, college ideological and political education should effectively apply network platform to make education promotion, widen education area and get rid of the constraints of regional consciousness; on the other hand, it requires university students to perform their subjective initiative, autonomously search, analyze, settle and screen network information, accept positive information, resist bad information and finally internalize the positive thought as the individual behavior and quality.

5.2 INNOVATION OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION CONTENT

The development of computer network technology can provide technical support for information circulation, update and communication, thus it covers various fields in people's life. Information resources of network become more comprehensive and rich. How college ideological and political education use rich network resources to innovate content should be considered by the reform for college ideological and political education content. Educator obtains the newest message, research achievement as well as the newest ideological and political education content from a large amount of network information resources, and presents them in form of words, music, image, etc. In addition, one of the disadvantages brought by students is that students are too easy to be addicted in network and away from right outlook of right and wrong and mortality; furthermore, university students should establish network legal system consciousness. Therefore, ideological and political education should strengthen

students' network psychological education, guide right cultural value and culture good network mentality. Furthermore, university students should establish network legal system consciousness and restrict self behavior while strengthening self-protection.

5.3 INNOVATION OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION METHOD

In college ideological and political education, traditional duck-stuffing one-way teaching method is that teachers teach students and students accept teaching content passively, which will block the stimulation of students' enthusiasm and initiative to some extent [7]. Elicitation teaching of college ideological and political education is realized by network education platform. On the one hand, educator digitizes education resources and presents it in forms of words, music, image, animation, etc. Students no longer accept passively. Teaching students becomes more interesting in aspects of students' sense and acceptance mode, thus improve teaching quality and enhance the acceptance degree of students on information. On the other hand, educator can change his position by network platforms such as blog, BBS, etc., and interact with students with more equal means. Educator can understand the thought and opinion making use of anonymity of network. In addition, channel of ideological education can be further widened by network technology, for example, set psychological guidance and online employment guidance services in network platform.

5.4 INNOVATION OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION POSITION

Books, newspaper, broadcast and television are the main transmission ways. The development of network technology forms a new way of transmission, and replaces the traditional one to some extent. However, the popularity of network platform conforms to the requirements of age development and provides a new education position. The development of new position for ideological and political education need the extension of network space as well as the expansion and support from ideological and political education function of network mainstream media [7]. On the one hand, establishing ideological and political education website has become one of education approaches. College should strengthen establishment of red thematic website, and introduce rich red culture resource, historic culture, cultural relic of revolutionary spirit and revolutionary remains as teaching materials, in order to attract students, exert a subtle influence on students' character. By doing this, students can impressively feel the lofty ideal, attic faith and strong patriotic spirit, thus to awake their own patriotism and national spirit and better perform the function of ideological and political educa-

tion. On the other hand, establishing college mainstream network media becomes another approach. Currently, the main stream media includes government websites. Government spread and generalize their proposition and voice through mainstream media, thus to guide network consensus. Besides, business websites such as Baidu also has the function of spreading mainstream culture. College can generalize ideological and political education through the education function of mainstream media.

6 Construction of college ideological and political education shared community pattern in network environment

The word “society” first appeared in *Community and Society* written by the German sociologist Tnnies in 1887. Interpersonal relationship is the starting point of community. The same characteristics of societal community are to possess same value orientation, belief, custom and strong population homogeneity and indicate intimate state [9]. The formation and extension of visual community is realized with the support of network technology. No regional restriction is the biggest characteristics of visual community. Meanwhile, network provides a more convenient platform in the process of contributing and acquiring knowledge. Knowledge sharing is involved and generalized in network environment and form concept of share. Community sharing refers to community established based on common interests and hobbies. The important elements are shared resources, shared values, reciprocal behavior and shared rules. Shared community pattern for college ideological and political education should possess knowledge sharing, life sharing, resource sharing and process sharing.

6.1 ORGANIZATION STRUCTURE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION SHARED COMMUNITY IN NETWORK ENVIRONMENT

Core leadership level, management executive’s level and learning community level together form the college ideological and political education sharing community in network environment. Its organization structure is shown in Figure 1:

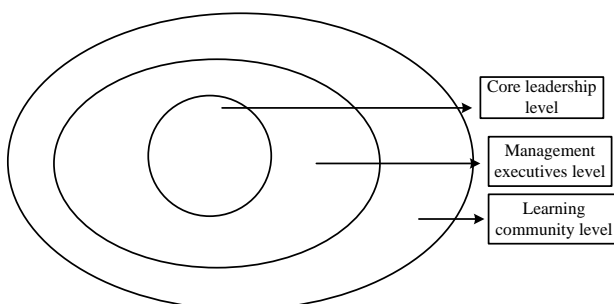


FIGURE 1 Three organization levels of college ideological and political education shared community in network environment

We can see from the Figure 1 that the core leadership level is located in the center, and meanwhile, also is person or organization for defining frontier problem in the whole community. Therefore, staffs in this level have rich experience, highly respected quality. The main function is to formulate the communication content and communication means of ideological and political education in network environment. Management executive’s level is in the middle. It is the most important level in shared community, playing the maintenance function of community daily operation. It is composed of information coordinator and network support services staff. Learning community is the outermost. It is the relaying body and basis for shared community, consisting of members with same interests and professional background. They can autonomously discuss topics such as social hotspot, life fun, etc.

6.2 OPERATING MECHANISM OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION SHARED COMMUNITY PATTERN IN NETWORK ENVIRONMENT

- 1) Leadership mechanism: college ideological and political education mechanism under the management, organization and implementation of party committee has certain defect when implementing ideological and political education teaching, management and logistics services, thus the overall efficiency can not be realized. Therefore, we should first innovate leadership mechanism. First, mechanism innovation should perfect party committee and government, school and students. Party committee of colleges and universities formulates overall planning after analyzing ideological and political education situation; schools further combine ideological and political education with other works and implements in various departments. Grassroots party and league organizations focus on organization work. Secondary, mechanism innovation should balance the relationship between organization structure of ideological and political education shared community in the perspective of network characteristics. At last, mechanism innovation should establish and improve level responsibility system, stabilize party cadres team, establish ideological and political education theoretical teacher team and improve structure of student cadre team.
- 2) Early warning mechanism: schools should understand thought dynamic of student group within the campus as well outside the campus, in order to ensure the successful operation of college ideological and political education shared community pattern and strengthen forward looking and pertinence of college ideological and political education. By doing that, the early warning mechanism for shared community is established.
- 3) Regulatory mechanism: regulatory mechanism of college ideological and political education shared community should insist the policy that combines heteronomy and self-discipline as well as the policy that pay equal attention to technical monitoring and personnel monitoring. Regulatory mechanism is a purposeful

education practice [9]. Regulation includes heteronomy and self-discipline. Heteronomy is to establish and perfect regulation and rules of shared community and form norm, thus to purify network space and monitor network content. Self-discipline is to culture self consciousness of legal system, sense of duty and network moral consciousness to achieve self-regulation. In addition, technology monitoring is combined with personnel monitoring to develop monitoring software for ideological and political education shared community, supporting with professional monitoring controller. Moreover, monitoring standard for network content should be formulated, and the plans and schemes for shared community should be properly revised, regulated, supplemented and improved combined with practice.

- 4) Security mechanism: establishment of ideological and political education shared community security should develop in aspects of content, technology, material and environment. The content of ideological and political education looks at the practice of college, and meanwhile, ensures the pertinence and attraction. For example, establish college ideological and political education in the perspective of ideal and faith, patriotism education, basic moral rule, quality-oriented education, etc., set up special ideological and political education channel and strengthen infectivity of college ideological and political education. College ideological and political education should make technical security on health of network content. In addition, certain material basis is needed for ensuring the normal operating of

network education. Moreover, positive campus environment, scientific legal environment and effective moral environment are also the security of ideological and political education shared community.

7 Conclusions

Network society is characterized by openness, virtuality, universality, democracy and sharing compared with traditional society. In today's China, network forms complete social structure and function for its peculiarity, enters into fields such as education, industry, agriculture, information society, etc., and changes people's previous life style and thinking pattern in interactive process. Ideological and political education in network environment is a relatively new research field. We should remove the conventional part in traditional concepts, refer and innovate emerging technology, keep pace with the times, positively promote the innovation of college ideological and political education in aspects of concept, content, method and position, thus expand the space, channel and position of ideological and political education [7].

Acknowledgement

Provincial research projects of Suzhou Institute- college students' deficiency of moral responsibility education in the colleges and universities teaching and its strategies (Project number 2012 jyxm542).

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