

Research on the Innovative Reformation of Ideological and Political Education in Higher Education Institutions by the Essence of Network Culture

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Abstract

With the progress of the social development era, the attention on the reformation of the education and teaching system in higher education institutions has been increasing gradually. The ideological and political education in higher education institutions is the key content in the reformation. Mastering effective ideological and political education in higher education institutions can provide great help for students' education, life, and future careers. Recognizing the significance of network culture construction, strengthening the utilization rate of network culture essence, attaching importance to the supervision and guidance of network culture, and actively carrying out diversified network culture activities provide a new path for the innovation of ideological and political education in higher education institutions by the essence of network culture. This paper mainly analyzes the problems existing in the current ideological and political education in Chinese higher education institutions and the significance of the network culture essence to the innovation of the ideological and political education in higher education institutions, and provides effective ways to promote the innovation of ideological and political education in higher education institutions, and integrates the essence of network culture into the innovative reformation.

Keywords

Network culture
Essence
Ideological and political education
Higher education institutions

1. Introduction

With the continuous development of information technology, the social information and cultural environment have become increasingly perfect. Network

culture, as an important component of the rapidly developing Internet industry, has a profound impact on the daily life and education of students studying in higher education institutions. With the reformation of

the higher education institutions' teaching system in China, some problems encountered were solved as the status of ideological and political education became higher. At present, in order to promote the development of ideological and political education in higher education institutions as well as adapt to the continuous development at the time, it is necessary to innovate the traditional education model, which can no longer meet the needs of contemporary education as it is overly conservative and narrow-minded. The essence of network culture has an epoch-making effect on the development of ideological and political education. Network culture is an integral part of contemporary society, representing the pinnacle of technological advancement in the current cultural era. Leveraging information collection methods to their full potential can enhance productivity and pave the way for more effective empirical teaching methods. Consequently, harnessing the core elements of network culture is essential for innovating the teaching approach in ideological and political education.

2. The positive effect of the essence of network culture on the development of ideological and political education in higher education institutions

2.1. Network culture expands the content of ideological and political education

In the context of the modern era, network information technology plays a vital role across various domains. Within the realm of education, network culture assumes a significant role. Traditional methods of ideological and political education have been rather simplistic and lack diversity in their instructional content. However, from the current network culture's point of view, there is a substantial transformation in the context of ideological and political education.

Each student is a unique individual, shaped by their immediate surroundings and their accumulated learning experiences over time. Consequently, there exists considerable variation in personal learning abilities and

foundational knowledge. This variance significantly impacts the effectiveness of educational and teaching methods, as they affect students differently. Diverse teaching approaches yield distinct outcomes for students, underscoring the importance of finding a suitable teaching mode tailored to each student. When students are provided with an appropriate teaching approach, they can achieve high-quality learning outcomes efficiently. Furthermore, they can develop problem-solving skills and independent learning strategies during their educational journey, skills that prove invaluable across other courses.

Presently, amidst the rapid development of network culture, integrating its essence into the ideological and political teaching methods at higher education institutions presents unlimited opportunities. This integration holds the potential to enhance the efficiency of ideological and political education and diversify the approaches higher education institutions use to teach these subjects. This environment is conducive to improving students' learning efficiency and stimulating their learning potential, thus introducing innovation into the content of ideological and political education at the higher education level.

2.2. Network culture enriches ideological and political education technology

In the present day, college students exhibit more advanced thinking, greater adaptability to different learning methods, and the ability to quickly grasp modern technology. Network culture is an integral part of modern society, and college students, being part of this generation, spend a significant portion of their time online. Unlike previous generations, they possess a deeper understanding of network culture and can easily stay updated with current trends.

In the realm of modern education, students need to be well-acquainted with the integration of network culture. This familiarity facilitates quicker comprehension of the subject matter. Additionally, investments in education and teaching related to network information have been steadily increasing. In recent years, higher education institutions have made noticeable progress in acquiring

technology equipment such as multimedia tools and computers. Campus facilities like libraries and classrooms are continuously upgraded and enhanced.

By harnessing modern information technology to digitize educational spaces and expand network coverage, higher education institutions are effectively integrating network culture into ideological and political education. This integration not only offers diverse teaching methods for educators but also supports the digital transformation of ideological and political education in higher education institutions.

2.3. Network culture has changed the idea of ideological and political education

Contemporary college students exhibit maturity in both their psychological and physical development. They are skilled at harmonious communication with peers and adept at actively resolving problems when they arise. However, these students often lack significant exposure to real-world societal interactions, which are valuable assets for their future engagement in social affairs.

At present, these students primarily rely on the Internet to gain insights into society, highlighting the pivotal role of network culture in shaping their ideological and political perspectives. The Internet's vastness offers diverse channels for students to explore societal facets, such as browsing different types of websites. Through these interactions, students can swiftly grasp contemporary societal trends and relate these trends to their own experiences. Over time, this exposure leads to shifts in their ideological and political perspectives.

However, network culture presents a double-edged sword. While it provides opportunities for diverse learning, including mixed and potentially misleading information, not all of this information is beneficial for students' ideological and political development. Due to their limited real-world social experiences, students may struggle to discern the quality and relevance of this mixed information. As a result, they may be influenced by negative content, leading to deviations from a healthy growth path and indirectly complicating the task of ideological and political education.

3. The essence of network culture innovates efficient ideological and political education

3.1. Deepen the understanding of the essence of network culture

To play an important role in reshaping the ideological and political education approach at higher education institutions, it is necessary to deepen the cognition of the essence of the network culture, fully understand its connotation, comprehend its underlying meaning, and recognize its positive impact. Furthermore, integrating network culture into the formation of campus culture and aligning it with the overarching strategy for ideological and political education is crucial.

Firstly, higher education institutions' leadership and administration must recognize the importance of network culture in the ideological and political education model. They should vigorously promote the essence of network culture throughout the institution, emphasizing its significance and explaining its intricacies to both educators and students. Clear communication is essential to highlight how network culture can enhance the development of the ideological and political education model.

Secondly, administrative heads of teaching departments should collaborate with other units to implement network culture effectively and drive innovation in the ideological and political education model. Adequate support from various departments, especially financial support for the procurement of relevant network teaching equipment according to practical teaching needs is essential. Any non-essential network cultural teaching equipment should be carefully evaluated.

Thirdly, departmental leaders should supervise the implementation of the innovative education model rooted in network culture by faculty in higher education institutions. The supervision ensures cohesion and guarantees that the essence of network culture is seamlessly integrated into the ideological and political

education process. When feasible, institutions can enlist senior experts to evaluate the effectiveness of this innovative model and provide tailored suggestions according to the specific implementation context.

Lastly, higher education institutions with abundant resources can establish dedicated online cultural education platforms for individual students. Such platforms can offer highly targeted content and a variety of learning modes, allowing students to tailor their learning experience to their needs. This approach not only strengthens weak areas but also enables students to explore professional interests during their free time. Additionally, these platforms can impart correct online behaviors and concepts to both educators and students through guided content, fostering resilience against negative online influences and promoting healthy Internet habits.

3.2. Increase investment in the construction of network culture

To advance innovation in the ideological and political education approach at higher education institutions, increased investment efforts are necessary. This investment can be categorized into three aspects: infrastructure, intelligent software development, and various oversight initiatives.

Regarding infrastructure, this primarily entails improving hardware facilities. This includes expanding the coverage of the campus local area network (LAN), enhancing campus network security monitoring, and ensuring the regular maintenance of the network. Higher education institutions can establish a dedicated campus network management center, specifically designed to oversee the campus network system. This center would promptly detect and address any network issues, ensuring a smooth internet experience for both educators and students. This solidifies the groundwork for fostering a network culture on campus.

Investment in software research and development is mainly aimed at creating user-friendly Internet software for the institution community. This software aims to aid

educators and students in navigating the Internet safely and responsibly. It involves developing tools to automatically filter out negative content, thus creating a wholesome online environment that encourages positive Internet habits. This initiative significantly contributes to purifying the campus network environment, maximizing the value of online education, and benefiting both educators and students.

The investment in various oversight initiatives primarily includes establishing and managing network culture. Specialized teachers with expertise in networking disciplines are pivotal in this effort. They play a crucial role in shaping network culture and should actively participate in its development and supervision. In the event of emergencies, these specialized teachers can employ their professional knowledge to address problems, document incidents as case studies, and utilize these cases as valuable teaching resources. This approach offers students practical learning opportunities and real-world scenarios for educational purposes.

Currently, higher education institutions often enlist experienced engineers to provide technical guidance during the establishment of network culture. They also conduct regular training for supervisory personnel to strengthen their professional competence, expediting the progress of campus network culture development. This collective effort contributes significantly to fostering network culture and innovating the ideological and political education approach in higher education.

3.3. Emphasize the importance and enhance the supervision and guidance of the network

When it comes to network supervision and guidance, higher education institutions should prioritize two key areas. First, they should enhance the foundational framework of campus network culture. This involves identifying issues within existing management systems and adapting them to the specific needs of each institution. The goal is to establish a robust and enduring system that fosters a seamless connection between the core values of network culture and ideological and political

education. Building and refining an internal network culture oversight system will provide clear direction and a structured approach to integrating the essence of network culture into the innovative ideological and political education mode of higher education institutions.

Second, there should be a focus on recruiting professional and technical personnel who possess expertise in campus network culture development. These individuals bring specialized knowledge to address network-related challenges promptly. Moreover, network technicians often share similar interests and experiences with higher education institution students due to their age proximity, making communication and engagement in the classroom more effective. This facilitates the smooth integration of advanced content into the network, ensuring students readily accept it.

In addition, it is essential to establish specific criteria for recruiting professional and technical personnel. Candidates must demonstrate exceptional overall competence, not just in technical aspects but also in other aspects. This implicit approach ensures effective communication with various departments and optimal work efficiency, leading to successful outcomes.

3.4. Actively carry out diverse and vibrant network cultural activities

Network technology personnel in higher education institutions should tailor their efforts to the institution's specific context. They should focus on developing educational materials aligned with the needs of higher education institution students, professional courses, and the current political education landscape. These resources should be made available on the campus network platform, designed to be engaging and easily accessible to both educators and students at any time and from anywhere.

When it comes to web design, simplicity is indispensable, but the content should remain dynamic and engaging. The language used should strike a balance between traditional and contemporary Internet

terminology, ensuring that educators and students can comprehend modern Internet slang and its underlying meaning.

For promoting campus network culture, platforms such as the official WeChat account, the official campus microblog, and TikTok can be harnessed to spread the word about these cultural activities. The content produced should resonate with contemporary higher education institution students while aligning with socialist core values. It should also prioritize authenticity and effectiveness.

Moreover, incorporating educator-student interaction can enhance the appeal of campus network cultural activities, further sparking students' interest and fulfilling the objectives of ideological and political education, and ultimately, advance the goals of college network-based education.

3.5. Increase the content of network moral education for higher education institution students

As network technology continues to advance and become increasingly intertwined with students' studies and daily lives, it is unwise to simply avoid the potential negative impacts that the Internet may bring. Therefore, educational institutions and educators should conduct a comprehensive analysis of network culture and classify it.

For the valuable aspects of network culture, educators should adopt an approach of incorporating these positive elements into ideological and political education in higher education institutions. This approach not only fosters innovation in modern ideological and political education but also infuses the teaching content with contemporary relevance. It is beneficial to stimulate students' learning interests and improve their active learning abilities.

However, when confronted with harmful aspects of the Internet, educators should promptly caution students to prevent them from being negatively influenced by toxic online culture. In this regard, educators should intensify efforts in educating students about network

culture, equipping them with a heightened sense of ideological awareness and the ability to distinguish harmful information. This will fortify students against the corrosive effects of toxic online culture, fundamentally safeguarding their moral and ideological development.

Furthermore, educators should instill a sense of responsibility in students, making them aware that the Internet is not a lawless space, and that recklessly posting inappropriate remarks and content carries consequences. This approach helps regulate students' understanding of ethical online behavior, ensuring that network culture plays a constructive role in the ideological and political education of higher education institution students.

4. Conclusion

In general, integrating the core elements of network culture with innovative approaches to ideological and political education in higher education institutions requires a careful assessment of their respective strengths and characteristics. This involves examining how they interact and accurately predicting the outcomes of such innovation in the context of ideological and political education.

Presently, China's approach to ideological and political education largely adheres to traditional methods, which may not adequately meet the evolving needs of modern higher education institution students. This limitation hampers the enhancement of students' learning

abilities and their overall knowledge accumulation. To address this, it is vital to seek new avenues for improvement. The integration of network culture into the framework of ideological and political education has garnered widespread recognition and has shown promising results in practical applications.

This paper analyzes the importance of incorporating network culture's essence into the ideological and political education process in higher education institutions. It also explores practical ways to apply this essence within the educational framework. Through a series of analyses, this approach can offer valuable insights into higher education, aiding in contemporary higher education institution students' rapid understanding of society, and establishing a solid foundation for their future roles in the workforce.

In addition, ideological and political education, being a compulsory component of higher education curricula, can effectively harness the essence of network culture to broaden students' perspectives and deepen their understanding of ideology and politics. This approach not only helps students uncover effective learning strategies and techniques but also facilitates the acquisition of skills that benefit their other academic pursuits. It serves as a guiding light for the implicit development of students' overall qualities, providing educators with a clear path for their teaching and educational efforts.

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