

## Research on Network Ideological and Political Innovation in Colleges and Universities in The Post-epidemic Era

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### Abstract

**Under the background of normalized prevention and control of the new crown pneumonia epidemic, ideological and political workers in colleges and universities have actively explored the network ideological and political work model and accumulated valuable experience. In the post-epidemic era, the ideological and political work in colleges and universities is facing new opportunities and challenges. The majority of ideological and political workers need to make full use of emerging network tools to boldly develop in terms of strengthening the affinity of online ideological and political, enhancing the interaction of ideological and political online, and mobilizing the initiative of ideological and political objects. , Continuously innovate, fully implement the party's educational policy, and implement the fundamental task of Lide Shuren.**

### Keywords

**Post-epidemic era Internet ideological and political ideological and political education.**

### 1. Introduction

During the normalized prevention and control of the new crown pneumonia epidemic, all ideological and political workers in colleges and universities have adhered to their posts and acted actively, effectively maintaining good epidemic prevention and control results, maintaining a healthy environment for students' academic life, and striving to develop a combination of online and offline ideological and political work. Education to ensure the physical and mental health and academic development of students. Under the new situation, ideological and political workers in colleges and universities must shoulder the fundamental task of educating people for the party and the country, insisting on taking morality and cultivating people as the central link, running ideological and political work throughout the entire process of education and teaching, and based on the role and mission of teaching and educating people, Effective use of network new media tools, to achieve "because of events, progress with the times, and new with the situation", identify the focus, innovate work methods, educational concepts, condense new educational practice work models, and contribute to the ideological and political work of colleges and universities. Inject new vitality into the development, and open up a new situation in the education of the people of Deshu with a brand-new educational approach.

### 2. Strengthen the Ideological and Political Affinity of the Internet

With the rapid development of information technology, new media such as Weibo, WeChat, and Douyin have continuously enriched the connotation of the "Internet +" era, which has been dubbed the "Micro Era". According to the 48th "Statistical Report on Internet Development in China" released by the China Internet Network Information Center (CNNIC), as of the end of June 2021, the number of Internet users in China reached 1.011 billion, and the average monthly mobile traffic used by users reached more than 7GB, of which students accounted for

The proportion of netizens is the highest, which reflects that digitization, networking and intelligence in the "micro era" have been closely linked with college students. "Micro-era" not only profoundly changes the learning mode, life style, and communication psychology of college students, but also highlights the necessity and urgency of the innovation of the ideological and political education model in colleges and universities.

In terms of ideological and theoretical education, it is particularly important to improve the affinity of students' ideological and political education with the help of the Internet. "Ideological and political work in colleges and universities is fundamentally the work of teachers and students, and it is necessary to identify the 'trigger points' of emotions and the 'resonance points' of ideas." Only in this way can ideological and political work educators and educated people be able to Resonate with the same frequency, so that education becomes a happy thing.

#### (1) Ideological and political courses

Ideological and political courses are the key courses to implement the fundamental task of Lide and cultivating people. The role of ideological and political courses is irreplaceable, and the ideological and political course teachers have a great responsibility. The new generation of young people is the most dynamic newcomer in the era. The post-00s college students grew up with the Internet. They have special feelings and intimacy for the use and preference of new media. New media is indispensable to the study and life of contemporary college students. a part of. Facing the new generation of young students who have grown up in the tide of the Internet, ideological and political educators in colleges and universities should understand new media, study new media, make use of new media, explore the use of networked immersive education methods, make full use of new media technology, and use online Online and offline hybrid air classrooms, micro-lectures and other educational methods are used to adapt to changes in young students' behaviors, cognitive characteristics, value orientations and ideological concepts. The concept of the supremacy of the people, the benevolence of doctors, the mission of party members, and the touching deeds of ordinary people who put the country first, help young students to actively cope with the negative energy of the Internet, know how to "do good", be grateful, love the party, the country, and the family , Love the school, have bottom lines and principles. Understand the charm of the socialist road, system, culture, and theoretical self-confidence with Chinese characteristics, struggle and dedicate, bravely shoulder heavy burdens in times of national crisis, and inspire patriotic enthusiasm and determination to serve the motherland[1].

Ideological and political teachers should take the innovation of ideological and political education carriers as a breakthrough, and use carrier innovation to drive innovation in ideological and political teaching. Teachers should first put their teaching content into the carrier, and then select the appropriate carrier type according to the teaching strategies they have adopted and the hardware requirements of the teaching site, and finally present the teaching content directly to the educated by virtue of the concrete characteristics of the carrier. before. It is necessary to actively change the thinking, change the tense and the voice, and use the innovation of the carrier as a way to find the best way to apply the teaching content to the educated, and effectively improve the teaching level. It is necessary to educate people to "enter the classroom" with classroom teaching + second classroom practice, and to "enter the mind" with publicity + activities, so as to promote the implementation of the "three advancements" work to reduce the small and focus on the long-term. Taking the overall cultural construction of the campus as the starting point, it adopts the simultaneous promotion of online and offline, and builds a cultural pattern of "three comprehensive education"[2].In the post-epidemic era, we should actively explore the ideological and political education resources contained in the anti-epidemic stories, and carry out a series of online and offline activities with the theme of telling the anti-epidemic stories well. Carry out activities such as micro-class lectures, record "epidemic" micro-videos, and video collections of the most beautiful retrogrades, so that

students can intuitively experience the anti-epidemic spirit of the whole country and the whole school, and integrate hard work and patriotic education into online classrooms and college students. Life, tempering the mind. We must adhere to the red culture as the background color, sow red seeds, and inherit red genes. Strengthen the education of students' ideals and beliefs, build up the foundation of Bacon's soul, and cultivate red successors.

Colleges and universities should continuously improve the construction of the ideological and political education curriculum system, realize the organic combination of ideological and political theory courses and micro-courses, classroom and offline, online and offline, make overall arrangements and careful planning, and construct from a strategic perspective, ideological and political theory courses as the core and comprehensive The three-in-one ideological and political education curriculum system with literacy courses as the support and professional education courses as the radiation, forms a good atmosphere for all-round publicity and interaction, and expands the coverage and influence of various ideological and political education activities in colleges and universities[3]. It is necessary to focus on improving the online teaching level of ideological and political teachers, and cultivate a group of famous online teachers. The teaching of ideological and political courses should focus on breaking the rigid model and improve the affinity of teaching, guide the ideological and political theory based on the new media of the Internet, continuously improve multimedia teaching, and stimulate the enthusiasm of college students to study[4].

## (2) Student counseling

Counselors are front-line teachers in student management, the main force in student work, and practitioners of ideological and political work. Colleges and universities need to cultivate a team of counselors with network specialization, strengthen students' affinity for counseling, be responsible for online guidance of students' ideological dynamics, deepen ideological guidance, and ensure the smooth progress of various ideological and political work. Counselors must clearly recognize the "auxiliary" role of online media, and carry out ideological and political education work in strict accordance with the offline counselor's ideological and political work goals, content, and plans and programs.

Counselors use the Internet to hold "cloud class meetings". College counselors generally take more classes and counsel a large number of students. They often adopt a relatively extensive management model for student management. Based on this, counselors should continuously improve their mastery of information technology, improve management efficiency, and put common problems and face to face. The problems of the school will be preached through the class meeting; the more educational aspects such as current political hotspots, policy regulations, and safety education will be carried out through the class meeting. On the other hand, due to the large number of people in class, it is often impossible to detect and deal with personality problems in time, which makes many problems accumulate and accumulate, causing some small problems to become big problems. In the post-epidemic era, safety and development are the main themes of young students' counseling. To strengthen safety education and strengthen psychological counseling, it is necessary to use a variety of network tools to strengthen heart-to-heart with students; to focus on development planning and individual guidance, which also requires multiple ways to strengthen personalized communication and guidance. Using new media, through the "cloud class meeting", multi-frequency, strengthening interaction, and strengthening the affinity of tutoring work. At the same time, college counselors should also conduct multi-party research and exchanges to discuss new paths and new methods of student management, and timely intervene in student-related work[5].

### 3. Enhance the Interaction of Network Ideology and Politics

In the process of ideological and political work, students cannot be defined as listeners, but as active participants. "Post-00s" college students are keen to conduct interpersonal interactions through social media in order to gain identity and mutual recognition. According to the Internet industry big data survey report, the penetration rate of social apps to "post-00" college students has reached 98.93%, and the way they receive and disseminate information is constantly changing, from portal websites to "two micro-ends" and "two micro-ends". "Three micro-multi-terminal", from graphic, barrage, two-dimensional to short video, they know themselves and the society in these fields; they use QQ, WeChat, Weibo, B station, Douyin, Kuaishou, soul, far right, etc. On these platforms, they speak freely, share and communicate, and actively build their own brand and personal image. In order to realize the guidance and cultivation of "post-00" college students in the ideological and political education work, it is necessary to innovate the methods and methods of ideological and political education, strengthen interactive exchanges, and comprehensively use various media carriers to improve the effectiveness of education[6].

#### (1) Community

In the Internet era, the Internet is one of the important public discourse fields. Specially set up an online community for college students, carry out online exchanges and discussions, arrange professional ideological and political educators to carry out ideological guidance, and guide college students to use the online platform to actively spread positive energy and create a cultural campus. For some popular events in the society, college students are more interested in discussing them. They initiate discussions in the community, and make students comment and leave messages. Ideological and political workers discuss with students to increase the popularity and stimulate students' enthusiasm for participation. For speeches with deviations, they should be guided in a timely manner, and finally, students can form correct values, legal concepts, ideological and political concepts, etc. in the exchange together. At the same time, at key nodes such as major festivals, by organizing various online cultural activities that college students love to see, combine traditional theoretical education with vivid campus cultural activities, integrate ideological and political education into college cultural activities, and make students happy. In addition to accepting advanced political thought and understanding, so as to promote the establishment of a correct outlook on life and values for college students. It can also be based on the daily code of conduct of college students and the selection of advanced models to carry out online selection and other activities to advocate positive, healthy and positive behaviors of students.

#### (2) WeChat

WeChat is currently the most popular and main communication software. Ideological and political workers should use the WeChat platform for ideological and political education. In ideological and political education, we use the WeChat platform to recommend some high-quality ideological and political education articles or videos. In addition, digital resources, including cases, videos, etc., can be collected on the Internet according to the common problems of students in the near future, which can be made into ideological and political education micro-lectures, and then pushed to the platform to encourage students to watch them. In the process, he subtly received ideological and political education. Use the WeChat platform or WeChat group to publish some content related to the construction of study style, ideological and political construction, cultural activities, or some content closely related to the vital interests of students, so as to enhance the adhesion between them and the platform, so that students can nurture and educate students in an all-round way. , to improve the ideological and political quality.

#### (3) QQ

The ideological and political work of colleges and universities should grasp the characteristics of students' needs and the general trend of the times, and focus on the more prominent ideological and theoretical learning and employment and entrepreneurship confusion among contemporary college students, implement refined management, comprehensively implement policies, and strengthen "one-to-one" care for students. And network tutoring, so that the school's teaching and educating people closely follow the situation of the times, lead students' thoughts, and solve the problems of students' development. A class QQ group is established for tutoring students, corresponding to common doubts, comprehensive guidance, and related work can be carried out through the QQ group. Adding students' personal QQ, by paying attention to students' dynamics, understanding students' mental health, and conducting targeted problem counseling, students' ideological problems can be solved in the bud. Caring about the study and life of college students with financial and academic difficulties and motivation, so that students can get out of trouble. As a good teacher and friend, actively carry out ideological and political education, hit the key points, help them solve problems, and at the same time guide them to form correct ideological and political concepts.

#### (4) Platform

Continue to develop "micro-ideological and political" products, make full use of Weibo, WeChat, micro-video, micro-movie and other media, and carefully design the content of "micro-ideological and political"; integrate new media resources, establish a "micro-platform", and use the "micro-platform" to stimulate Students learn vitality, and create a personalized "micro-ideological and political" education model. The "micro-platform" should integrate ideological, educational, service and interactivity, continuously optimize the information related to ideological and political education in the "micro-platform", remove bad information in time, realize equal dialogue and communication between teachers and students, and then provide students Generate subtle thought leadership. Ideological and political workers actively participate in the online social platform to integrate into the group, actively improve the ability to use the network, and actively participate in the students' online life circle. Organizational forms such as "ideological and political + Weibo", "ideological and political + WeChat", "ideological and political + Douyin", etc., are gradually and gradually penetrated in major online platforms in the form that everyone likes to hear, integrating ideological and political education in information, services, in entertainment. Counselors are the teachers that college students have the most contact with in schools, and they have a natural affinity advantage. In carrying out ideological and political work, the online platform is used as an important position for ideological and political education work, to communicate close to students' lives, and to ensure the timeliness of communication content. with pertinence[7].

Make full use of the campus website, Yiban and other platforms to highlight the content of the national mainstream consciousness in the design; sing the ideological theme in the campus news, and fully create an educational environment for ideological and political education in the cyberspace. Taking hot public opinion events as an example, you can publish clear-cut articles or commentary articles through familiar platforms such as certified official Weibo and WeChat public accounts, build a mainstream public opinion pattern, guide students to establish correct three views, and stick to online ideology and politics. The general direction of education. Use more vivid audio-visual methods such as micro-lectures, micro-videos, and web articles to stimulate their enthusiasm for learning and initiative, and build a relaxed and pleasant educational scene. While striving to build a high-quality client platform, we should integrate traditional media resources such as journals, campus radio, and television into existing media communication forms in a timely manner, and build platforms such as online journals, online campus radio, and online campus TV. , to expand the media intermediary of mobile terminals[8].It should be noted that when the linkage education platform is built, the core is ideological and political education work, and other educational work in colleges and

universities is connected in series to create an ecological closed-loop education linkage platform, such as party group construction, class construction, credit construction, student management, and mental health. Education, ideological and political education, campus crisis response, career planning, employment guidance, etc. When counselors carry out specific ideological and political education work, relying on network information technology, multiple educational modules are connected in series, achieving a high degree of coordination of various educational elements, and ensuring the level and quality of ideological and political education in colleges and universities[9].

#### (5) Ideological and political APP

When guiding the ideological and political education of college students, in order to improve the effect of student management, the ideological and political campus APP can be developed to serve all teachers and students, effectively reduce the work intensity of counselors, and ensure that counselors concentrate on ideological and political education work. When the ideological and political education APP is developed, the personalized education service of the APP for students should be highlighted, so that students will have a sense of dependence on the ideological and political education APP in their study and life. For example, when the ideological and political campus APP is developed, various service functions of the campus can be integrated, such as book borrowing, campus access control, meal card, living payment, etc., to continuously improve the campus influence of the ideological and political education APP, and provide students with diversified ideas. Political learning platform.

## 4. Mobilize the Initiative of Ideological and Political Objects

To increase the efficiency of ideological and political education, we must ensure that it is highly targeted, rather than routinely educating. Ideological and political teachers should take the initiative to summarize and integrate common problems, and then organize offline ideological and political education activities. According to the needs of ideological and political education, find materials and materials on the Internet, make ideological and political education courseware, or directly introduce typical cases to solve common ideological and political problems in a targeted manner. It is necessary to make full use of participatory and cooperative teaching methods, multimedia technology, micro-lectures and other carriers, and the advantages of multimedia technology in sound, video, color, text, etc., to transform abstraction into visual educational content, and mobilize the initiative of teachers and students to participate in learning, enhance the attractiveness of ideological and political education. It is even possible to set up an immersive ideological and political education situation through virtual reality, so that the educated person can devote himself physically and mentally, strengthen the intersubjectivity between the educator and the educated person, give full play to the autonomy and personal initiative of the educated person, and greatly enhance the ideological and political education. The power of education.

The decentralization of the Internet means that the teaching method of one-way indoctrination will inevitably encounter a "cold field". Young students hope to participate in the teaching process, and they will gain not only knowledge but also knowledge through self-presentation. A full sense of gain and satisfaction. Students can use "flipped classroom" and other teaching modes, through teachers' designation of learning content and reporting methods (carrier design), and under the guidance of teachers, they can carry out independent learning in the form of student teams, and finally report their learning results in classroom teaching. In this process, teachers reshape the teacher-student relationship by transferring the "right to use" of the carrier, but the teacher is still the top designer and the highest operator of the carrier, so the teaching process is still controlled by the teacher. However, the relationship between teachers and students has changed from the relationship between professors and listeners to

that of collaborators. This model must effectively mobilize students' learning enthusiasm and autonomy, thereby profoundly changing the appearance of the classroom[10].

In terms of individualized counseling, in response to individualized problems, counselors take the initiative to attack, and the ideological and political education has a good effect, which can play a role in preventing students from ideological deviations[11].By making full use of new media technology, flexibly using a variety of educational channels and methods, mobilizing the enthusiasm and initiative of young students, and mobilizing the enthusiasm of teachers and students to interact and participate, so that young students will also actively seek help from ideological and political workers. The team of ideological and political teachers and counselors in colleges and universities is the leader of ideological and political education in colleges and universities. It is necessary to actively adapt to the new situation, combine the content of ideological and political education with the ability to process computer information technology, and plan and step by step for the party and government. Youth League cadres conduct training to improve their understanding of their own work, so that they can actively cooperate and assist in the ideological and political guidance of college students. Through various efforts and active participation, the forms of ideological and political work will be more abundant and the results will be more obvious.

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