

## **A Countermeasure Research on the Effective Promotion of Ideological Education of College Students in the Context of Internet Age**

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### **Abstract**

*Since the 90s of last century, due to the rapid development of network technology, human society has entered the network era. At present, the Internet has basically achieved the full coverage and full integration of college students, network life has become a basic lifestyle for college students. The network, as a “double-edged sword”, not only opens up a new era and a new space of ideological education of college students, but also has brought great challenges to the ideological education in colleges and universities. This paper focuses on the impacts and causes of the network on the ideological education of college students in order to put forward effective and feasible countermeasures aiming to promote the ideological education of college students.*

**Keywords:** Internet age; ideological education; influence; countermeasure

Ideological and political education of college students refers to workers of ideological and political education use Marxism-Leninism, Maoism and the theoretical system of socialism with Chinese characteristics to arm, guide, shape, inspire and foster college students, promoting their ideological and political quality, urging them to establish a correct view of world, life, value and Marxist beliefs, etc. which are a series of educational practices and processes. <sup>[1]</sup> In the context of the Internet age, the effective promotion of ideological education of college students is an important issue for at present, the Internet is considered to be the “fourth media” after newspapers, radio and television, with the advantages of fast speed of information dissemination, wide coverage and strong interactivity, etc. Although the networked information has not only provided a broad education space for the ideological education of college students, but also more sufficient conditions for the methods and method innovations for the ideological education of college students, it has also enabled various social thoughts, political views and decadent ideas cruising in the cyberspace, which not only exacerbates the complexity of ideological education environment, but also makes the subject (college students in our country) of ideological education more complicated and increases the difficulty of promoting the ideological education of college students. Under this new situation, it is an important task for us presently to explore the problems faced by the effective promotion of ideological education of college students and to put forward practical and feasible countermeasures against the problems.

## **I. Influences on the ideological education of college students brought by the Internet**

The rapid development of the network allows all kinds of ideas and values widely being disseminated which on the one hand, contributes to the further exploration of a new mechanism for ideology education of college students and the enhancement of the vigor and vitality for ideological education in colleges and universities. However, on the other hand, the networked information has impacted the nation-state's cultural line of defense and offered social members many possibilities for the rational choice of values and beliefs. The spread and permeation of western cultural values and the flooding of large amounts of information garbage have made the ideological education space of colleges and universities face serious "information pollution", causing serious erosion to the students' thinking, and adversely affecting the ideological and mental health of students.

### **(I) Positive influences on the ideological education of college students brought by the Internet**

The network provides a lot of convenience to the life and study of current college students, including many new opportunities for the ideological education of college students. Firstly, it extends the time and space of college students' ideological education. It is the sharing and interaction of the internet, which makes it possible for students to accept the ideological education provided by ideological and political education organizations from different regions in the dormitory or at home. Education time can be extended to every moment in 24 hours, whereas the education space turns into a whole-social and open education space. Secondly, the contents of the ideological education of college students have been greatly broadened by the developments of all kinds of network culture and the network transmission of the traditional national culture as well as the input of excellent western culture on the network, etc. Finally, the development of network has made the traditional teaching method, teachers repeat monotonously and insipidly, changed and increased the interests of ideological education and enhanced the lesson's attractiveness and charisma, so that students' learning results have been greatly improved.

### **(II) Negative influences on the ideological education of college students brought by the Internet**

#### **1. The effectiveness and authority of traditional ideological education have been undermined.<sup>[2]</sup>**

(1) The drawbacks of traditional ideological education have gradually emerged under the network environment, for example, large class teaching, unified teaching content, single teaching method, the overlook of the students' ideological foundation, knowledge structure and the ability of accepting, value orientation. The traditional mode no longer meets the individualized educational rule which greatly weakened the effectiveness of ideological education of college students.

(2) With the development of the network, the student's subjectivity has gradually increased whereas the dependence on teachers has decreased, which has shocked the dominant position of ideological and political work, weakened the role of preach and guidance of public opinion of ideological and political workers. In addition, the result-oriented, otherness and selectivity of contemporary college students' world and value outlooks and the departure of ideas, contents and methods of ideological education, all of those above-mentioned, have destroyed the effectiveness of ideological and political work directly or indirectly, increasing the difficulty of ideological and moral shaping and works of ideological education.

## **2. The identity loss of ideological education's content for college students**

(1) The capitalist nations make ideological invasions to Chinese college students through the network, degrading the students' identity on the mainstream ideology. Some Western philosophers use the modern information technologies to do everything they can to publicize the obsolete idea of Marxism in order to obliterate the vitality of Marxist scientific world outlook; those nations expand the lifestyle and value of capitalism with a lot of information to disseminate the superiority of capitalism. With the strong penetration of ideology of western countries, the Chinese college students' senses of identity to the ideological education's content have become weaker and weaker. <sup>[3]</sup>

(2) In the context of the Internet age, the identity problems existed in the Marxist ideological education of college students mainly concern three aspects: First, the political belief is vague, which manifests as query to the scientific nature of Marxist ideology and its dominant position; second, the value orientation is distorted, such as, some college students pursue the creed of "self-worth above all else", showing stress on reality and utility yet contempt on ideals and beliefs; stress on remuneration and benefits yet contempt on dedication and responsibility; stress on personality and absolute freedom yet contempt on the constraint of discipline. Third, the national spirit is weak, for example, the advantages of traditional culture are invisible to some college students, and their patriotism and national spirits seem to be weak. For the economic development and interest-driven, nowadays college students lay too much emphasis on themselves yet very little on the students' collective sense of honor and personal value orientation, which has led to the relatively strong utility of outlook on life and viewpoint of value. <sup>[4]</sup>

## **3. The ideological education environment becomes extremely complex due to the network pollution.**

(1) The contents of the network information are huge and mixed, with good and bad intermingled. The network is polluted seriously. All kinds of non-Marxist and even anti-Marxist ideology are also doing everything possible to occupy the network propaganda positions, corroding most students' value beliefs. Some foreign reactionaries use the network to sell their economic methods, political ideas and value patterns to the colleges and universities in China, and use the network to spread the pornographic violence and ideas of money worship and egoism, in an attempt to influence the college students' political inclination and moral choice.

(2) The domestic ethnic separatists gang up with the international hostile forces, using the network to spread reactionary rumors in order to lure the college students to break the law and commit crimes and creating network riots in order to ruin the national unity, inciting the national hatred and making national splittism. <sup>[5]</sup> In addition, with the increasing employment pressure of college students in recent years and for the corruptions of some of the party cadres are of common occurrence, many college students vent their emotions through the network, which makes more students unhappy with the social inequality, and doubtful about this society and even the Communist Party of China. All these have led to the confusion and doubt about the mainstream ideology of the contemporary college students, even made them confused and perplexed on the basic judgments of value, shaken their beliefs to Marxism and socialism, resulting in problems like value vacuum, value dislocation and value suspension and etc.

## **II Reasons for the negative influences on ideological education of college students brought by the Internet**

### **(I) China is in the transition period when the ideological education is involved in the complex environment.**

1. Challenges brought by the overwhelming dominance of capitalist countries in the fields of economy, politics, culture and science and technology. With the top priority in the powers of politics, economy and military, western countries led by America try to agitate for the unhealthy thoughts and values such as egoism and hedonism by employing the well-functional and improved modern information technology and utilizing the immediacy and elusiveness of Internet communication. However, our country is in the transition period when both economic and social development remains in the primary stage featuring the relative poor strengths in politics, economy and military, which offers the excuses for western hostile forces to preach about the the “obsolete idea” and “useless theory” of Marxism.

2. The problems occurring in the social livelihood of our country appear prominent, weakening the identification of college students on the mainstream values. In the recent years, due to the such various issues as the unfair social distribution, widen gap between the rich and poor, hard job-seeking of college students, soaring housing price, violent law enforcement, brutal demolition and so on, the unhealthy social psychologies like indifference, discontent and hatred are bred, consequently appearing the psychological gap in the whole society, accelerating the social contradiction and weakening the socialist cohesive and centripetal force. Distrust from education receivers upon mainstream ideological education makes the ideological education of college students more difficult, restricting its effectiveness.

### **(II) The traditional model of college students' ideological education lags behind and is divorced from reality.**

1. The traditional model of college students' ideological education lags behind. Firstly, traditional ideological education of college students is unvaried so that new policies and theories can not passed down and students feel boring and reluctant to learn with their own initiatives. Secondly, its teaching methods are so backward and lacking motivation and attraction that students can not learn well. Thirdly, there exists a conflict between traditional college students' ideological education and normal teaching.

2. Traditional ideological education of college students is divorced from reality. Its theories are broken away from the reality and life, with less reflections of emerging phenomena, problems, technology and conception in the modern times, with the difficulties confronted by college students in daily life poorly linked and their confusions failed to be removed.

### **(III) Network information is huge and complicated, lacking filtering mechanism.**

1. The era of network information gives birth to an ocean of information sources uneven in quality. No matter who you are, political stance and social faithfulness can be voiced in your own view. Complexity of Internet subjects determines the uncertainty of Internet content. Many experts and scholars are trying to positively advocate the socialism and Marxism in network while some hostile forces with

ulterior motives are trying to distort socialism and the fine traditional Chinese culture. However, college students usually lack rational cognitive ability and judgments towards to these information intermingled with the good and bad. As a result, some people will be lost in the sea of junk information and develop the ill world outlook and wrong outlook on life and values for the misleading of unhealthy information.

2. Lacking the supervision upon network information and filtering mechanism Currently, the lack of network-related laws and accountability mechanism leads to the unscrupulous speech of various reactionary remarks and casual information forwarding against truth. Those unhealthy information characterized with rapid transmission, radiant coverage and profound impact greatly troubles the improved effectiveness of college students' ideological education.

### **III Countermeasures to the effective promotion of college students' ideological education**

At present, we are still poor in the utilization of Internet to positively cultivate the college students' awareness and ability of ideological education, weak in the exploitation of network functioned as their ideological education platform and in the knowledge of influence of cyber techniques on their ideological education. For these reasons, we must follow the new trend in which modern information technology enjoys its soaring development to expand the coverage of ideological education of college students and increase its influence.

(I) To strengthen the construction of network battlefield and grasp the direction of network public opinion More efforts need to be made to establish a website system themed with carrying forward the themes of times and strengthen the construction of Marxism with Chinese characteristics in the online culture-communication platform. In this way, the spiritual essence of Marxism will be fully demonstrated and Party's line, guideline and policies will be promoted with various social thoughts obtaining a positive response and scientific analysis; the radiating coverage and promotion of mainstream ideology will be enhanced. At the same time, we should pay attention to the guidance of network public opinion and encourage workers, experts and scholars engaging in ideological and political education to fully participate in the online forum, which will make it more accurate to grasp the thinking trend of college students and their life pursuit and more better to shoulder the responsibility of guiding public opinion.

(II) To raise the quality of teachers and convert the forms of education

To change the conception and education forms and raise teachers' quality. In the era of network, as some changes have happened in the receivers of ideological education, forms and ways of ideological education should be correspondingly changed. The network consultation platform and programmes such as "experts forum", "psychological consultation" and "students forum" can be initiated to guide students with right theories and timely answer difficulties confused students; Internet party school should be founded to promote the new positive trend and deliver positive energy in the dynamic ways and with colorful content. After knowing the current hot and hard issues and realizing the ideological trend of students through network, teachers can take targeted measures to carry out scientific research and multi-perspective education, leading students to learn from and integrate other values while adhering to

the guidance of social moral values featuring socialism and collectivism.

(III) To enhance the education of network quality and shape the network moral personality

To strengthen the education involving network ethics and morality for college students and uphold the correct concept about network ethics and morality. We can incorporate “network moral education” into the education curriculum, and in the “moral cultivation”, we can take targeted measures to increase the teaching of “strengthening the online moral education to be civilized and law-abiding net citizens” and “cultivating the network moral personality of college students” in the lessons of *Ideological and Moral Cultivation*. At the same time, more attention should be paid to the construction of campus culture to carry out various academic lectures, entertainment and social practice, consequently attracting students to exchange face to face and narrow the interpersonal distance between students and students and between teachers and students. Education can be take as a measure to enhance the online morality and legal concept of college students, improve their ability to distinguish the good and bad, cultivate their skills and ability to learn and create and disseminate information and understand how to use information resources to develop themselves.

(IV) To establish the network inspection mechanism and clear the channels of network transmission.

Management rules and regulations on network behavior need to be introduced. For those who violate network management regulations and threaten the cyber security of colleges and universities, we should stop them in a timely manner; we should close or shield some sites related to sexuality, gambling and violence and some illegal sites mainly attacking Marxism and socialism. In the popularization of campus network, it is necessary to pay attention to studying the filtering technology of its population contact and take practical measures to prevent the bad website from entering the campus network and provide a reliable guarantee for network security; meanwhile, the guidance for college students to surf the Internet should be strengthened and the appropriate filtering software needs to be installed.

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