Discussion on the Innovation Mode of Ideological and Political Work in Private Colleges and Universities under the Background of Information Technology

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Abstract: Under the background of information, the ideological and political work of private colleges and universities is facing many opportunities and challenges. On the one hand, the environment is more open, colleges and universities can obtain more educational resources under a broader environment and vision. On the other hand, the diversity of information increases the difficulty of ideological and political work in private colleges and universities. Therefore, the private colleges and universities should recognize the development trend of the current era, innovate the work mode, actively meet the challenge, and grasp the opportunity to improve the level of ideological and political work in an all-round way, this paper carries on the related elaboration and the analysis.

1. The Challenge of Ideological and Political Work in Private Colleges and Universities under the Background of Informatization

Private colleges and universities should not only improve the quality of running schools, but also strengthen ideological and political work. Under the background of informationization, the ideological and political work of private colleges and universities is facing many challenges and opportunities. Specifically, the relationship between the subject and object of ideological and political education has changed, and the two have shown a changing trend of equality, diversity and integration. The space of ideological and political work has been expanded, and the resources have become more abundant, which has provided a lot of convenience for the development and implementation of the work. Under the application of information technology, ideological and political work has become more real-time, can keep up with the pace of development of the times, and improve the students' learning style, so that students' initiative has been improved. At the same time, the development of the information age has brought many negative effects, including information explosion, multiculturalism input and output, etc., which have a certain impact on students' thought and understanding, and increase the difficulty of ideological and political work.

Figure 1 Ideological and political work

1.1 Multiple Information Affects Students' Thinking

Nowadays, Internet information technology is constantly developing, all kinds of information

can be spread through the network. The distance between the state and the state, the city and the city is constantly shortened, all kinds of ideas, culture, consciousness and punishment begin to differentiate and integrate, and then new trends of thought such as liberalism and democratic socialism appear. In this process, some western dross culture, the bad elements will also through the network technology, the information quantity superiority and so on carries on the ideological and the spiritual erosion to the socialist country, thus affects the Marxism in the modern society dominant position. In this case, the ideological and political work in colleges and universities will also be affected to a certain extent, and students will be influenced by all kinds of ideas and cultures, which may produce wrong cognition and even form bad ideas. In the process of carrying out ideological and political work, private colleges and universities should give full play to their own advantages, not only respect the diversity of culture and tolerance of different personalities, but also objectively carry out various ideological and cultural analyses, make clear the bottom line of socialist meaning and form, resolutely refrain from the influence and poison of bad external trends of thought, and always carry out the central knowing position of Marxism in ideological and political work.

1.2 Traditional Forms of Work Depart from the Times

In the traditional ideological and political work China, due to the lack of communication props, the way of communication is relatively single, mainly rely on face-to-face classroom teaching to carry out ideological and political education, after a long period of practice accumulation, many schools have formed a unique work model. Although the traditional mode of work has played a great role in ideological and political work, and has been tested by practice, the times are constantly developing and advancing, under the background of the information age, people's communication methods are becoming more and more diversified, and the speed of information dissemination is becoming more and more rapid. In the Internet, a large number of information is constantly input and output, the information contains a variety of content, these content will not only affect students, but also have an impact on the thinking of teachers. In this environment, the difficulty of ideological and political work in colleges and universities has also increased, and many uncertain factors have affected the smooth development of ideological and political work [1]. To carry out ideological and political work through the network and new media is a creative work with difficulty and challenge, private colleges and universities should give full play to the positive role of information network technology, expand the mode of dissemination of Marxist ideas, increase the channels and ways of work, realize the transformation and improvement of the traditional work mode to the modern model, join the content with more attractive and influential power, and ensure that the actual work keeps pace with the development of the times.

1.3 Weakening of Multiple Communication

In the "Nineteenth National Congress ," General Secretary Xi Jinping clearly pointed out that" ideology determines the direction of cultural progress and the road of development ," according to which private colleges and universities should clarify the guiding position of Marxism in the ideological and political work of colleges and universities. Under the traditional mode of communication, the state will strictly monitor and screen all kinds of information, and have high ideological control ability. However, the modern society has entered the era of free speech and open-minded, the new media is constantly developing, the network information dissemination forms are various, the speed of information dissemination is also accelerating, people have gained more public opinion rights. Then it increases the difficulty of information release, dissemination, public opinion guidance and so on, the government's monitoring ability is weakened, resulting in the public opinion guidance is difficult to control, thus affecting the ideological field of colleges and universities. In the application of Internet technology, the traditional boundary has been broken through, students can not only learn in schools, classes, through the network students can know all kinds of knowledge and information anytime and anywhere, ideological field has also appeared many new problems.

Figure 2 Knowledge of knowledge

2. The Innovative Ways of Ideological and Political Work in Private Colleges and Universities under the Background

2.1 Strengthening Foundation Construction and Building Digital Campus

In the face of various challenges brought by information, private schools should innovate ideological and political work methods, strengthen infrastructure and actively integrate into the information age. Nowadays ," Internet+" has become the main development mode of various industries, the education industry is also the exception, private colleges and universities can also use the "Internet+" model to actively create digital campus. Specifically, the school should popularize the wireless network, realize the network coverage of the whole campus, and ensure the quality of the network, so that students and teachers can log on to the network anytime and anywhere to get information. Schools will also build digital teachers and wisdom classes. It is necessary to change the traditional teaching environment, increase the information teaching system and teaching equipment, and use the advanced equipment to realize the operation of online teaching, resource online transmission and so on. can use cloud technology to construct virtual network learning space, so that students can learn anytime, anywhere through the network. In addition, we should pay more attention to the teaching experience of teachers and students, provide more convenience for the implementation of ideological and political work, increase the personalized and humanized level of ideological and political services, use cloud computing, big data and other technologies for teaching evaluation, teaching research, teaching management and other work, take the Internet of things, cloud computing and other modern technologies as the basis of construction, and create a comprehensive information portal service platform to enable students and teachers to carry out information query, knowledge transmission, online Q & A through the network, etc. [2]. Through the construction of digital campus, break the barriers of traditional work mode and open up more ways for the implementation of ideological and political work.

2.2 Innovative Work Platform to Increase Information Services

Schools should innovate work by the rules, build a high-quality, high-efficiency digital platform and information education management platform, so as to promote the implementation of information, network management. Can create a one-stop online teacher-student service hall, teachers online answer questions, teachers and students can be self-inquiry in the website, self-service. In addition, we should fully consider the employment of students, so we should also construct the employment work information system, collect the employment information of students, and store it in the data to realize the network interview, network signing, which can save time and increase the employment opportunities of students. Schools should build new media platforms, strengthen the rigid requirements for new media business, strengthen their own management level, so that new media can play a full role, provide more platforms and channels for the dissemination and discussion of Marxism, so that students can receive more positive information edification. At the same time, the school should strengthen the work of safety protection, improve the ability of network emergency handling, strictly monitor the development of network public opinion, find that

professional monitoring system can be adopted, clear the process and system of public opinion monitoring, improve the quality and efficiency of monitoring in an all-round way, and put an end to the large-scale spread and dissemination of dangerous information and garbage information.

Figure 3 Improving monitoring quality and efficiency

2.3 Improve the Team Mechanism and Enhance the Working Ability

Ideological and political work should be people-oriented, the most important objective is to improve human quality. Therefore, in the process of information construction, but also start from people. On the one hand, colleges and universities should strengthen the construction of ideological and political work team, make them realize the importance of information construction to ideological and political work, master the corresponding information technology, and use information network technology to continuously improve their own working ability. The school should have a planned and systematic training of high-quality work teams, actively support college students network culture, new media and other modern, information-based studios, and train more complex talent [3]. At the same time, it is necessary to guide teachers to participate in network learning, encourage teachers to open up self-media, use network technology to strengthen educational research and improve work mode, etc. on the other hand, private colleges and universities should improve the construction mechanism, and school leaders should strengthen the management of network culture and establish corresponding management system, safeguard mechanism and supervision mechanism. Regular ideological and political education and training activities, and rational allocation of education funds to provide more support for the development and implementation of ideological and political work.

3. Conclusion

To sum up, under the background of the new era, the ideological and political work of private colleges and universities is facing many opportunities and challenges. In order to give full play to the role of ideological and political work, private colleges and universities should innovate the work mode, actively use the network information technology, give full play to the role of new media in ideological and political work, so that the mode, content and methods of ideological and political work can keep up with the pace of development of the times.

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