Research on the Integration of "Internet +" Platform into the Path of College Culture Education

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Abstract: Colleges and universities shoulder the important mission of talent cultivation, scientific research, social services, cultural heritage innovation and international exchange and cooperation. With the advent of the internet age, people's ways of thinking and value orientation have also been changed. In this environment, college cultural education will face new opportunities and challenges. This paper intends to deeply analyze the significance of college culture education and the grim reality under the background of "Internet +" from the perspective of college campus culture construction, and deeply consider the effective path of college culture education based on "Internet +" platform. It strives to provide a better reference for the cultural education mode of colleges and universities in the internet age.

1. Theoretical Implications of College Cultural Education under the Background of "Internet +"

Mr. Mu Qian mentioned a concept in the "Twelve Lectures on Chinese Culture": "If A national race of any country can be stretched and multiplied, there must be a set of cultural traditions to maintain and promote it." The Chinese civilization has continued to this day, because it has been profiting from having a fresh national spirit and excellent traditional culture. To realize the great rejuvenation of the Chinese nation, we urgently demand that our country be transformed from a cultural-large country to a cultural-powerful country. This is the historical mission entrusted to us by the Chinese nation for thousands of years of cultural accumulation.

Cultural self-confidence is a nation's respect and affirmation of its own cultural traditions, cultural values and beliefs, and it is a firm belief in the vitality of its own culture. The profound and excellent traditional culture, the great revolutionary culture and the contemporary advanced culture bred by the Chinese civilization constitute the organic whole of "Chinese culture". The Chinese culture has extremely strong and rich patriotism and has a unique aesthetic consciousness and humanistic spirit. It attaches importance to the rule of rituals and emphasizes the harmonious development of society. It has a long-lasting vitality that passes through time and space. It is a long-lasting and innovative one. The more it is deposited, the more it continues to provide the Chinese nation with continuous spiritual motivation and rich cultural nourishment. These undoubtedly provide a theoretical foundation for cultural education.

The so-called cultural education refers to the process of influencing people and shaping people with excellent culture. The essence is to teach people to get the attributes of morality, rational thinking, truth, goodness and beauty by the positive value of human culture. In terms of cultural education, colleges and universities are important and indispensable. Colleges and universities are the main places for inheriting national culture and spreading advanced culture. They have the educational function of guiding the value orientation of college students, improving the quality of college students, and enhancing the practical ability of college students. They also shoulder the heavy responsibility of cultural education. How to keep pace with the times and integrate the "Internet +" platform into the era of college education is an epochal issue for colleges and universities.

2. The Real Appeal Point That "Internet +" Platform Is Integrated into the Education of College and University Culture

The internet age has profoundly influenced and changed people's ways of thinking and values. As a user and communicator of new media, the influence on college students is more obvious and profound. Today's internet has become an important area for the dissemination of ideas and knowledge, and has become the main front for active thinking of college students. The "Internet +" platform has brought about an explosion in the amount of information, which has brought a wealth of theoretical and practical resources to the cultural education of colleges and universities, but also great challenges.

College students are an important force in realizing the Chinese dream. After September 2008, children born after 1990 gradually entered the university campus and began the "90s" and "00s" eras of the university. They are a new generation that has grown up in the cross-century background. They are also a generation that grows up with the internet age. Most of them are only children, growing up in a comfortable environment. They show a novel features in their ideal concepts, life attitudes, and value orientations. A major attribute of the information age is that different ideologies and cultures in the society are influenced each other when coming into colleges and universities. The influence of some teachers and young students on multicultural values is increasingly obvious. Especially the young students are at the critical stage of value orientations, and the integration of "Internet +" platform College education has spawned decentralized, fragmented learning content and diverse learning models, which not only restricts the systematic cognition of college students to higher education, but also weakens their cultural self-confidence. How to adhere to cultural people to educate people, strengthen ideological and political guidance, and enhance the self-confidence of teachers and students is a major and urgent issue of the times for the university. At present, colleges and universities should seize the characteristics of the "Internet +" era to exert the synergy effect of theoretical education, practical education, network education, and environmental education. Then we can cultivate college students' cultural consciousness, cultural identity and culture self-confidence and culture self-reliance.

3. The Ways of the "Internet +" Platform Integrating into the Path of College Culture and Education

3.1 Integrate Scattered Network Information with Various Forms of Classroom Teaching and Enhance College Students' Recognition of Chinese Culture.

College culture self-confidence education lies in cultivating college students' cognition and practice of the inner spirit of Chinese culture through systematic and theoretical teaching content and educational methods. In the information age, the information provided by the internet is numerous and scattered, so students' access to knowledge appears to be "too much" and fragmented. In the real learning process, influenced by the internet, college students are more enthusiastic about the content of the textbooks and novel learning methods brought by new media such as the internet. Such learning channels will affect the accuracy of college students' access to knowledge. It could lead college students to develop bad learning habits of rough processing and less thinking, know a little, not seek solutions, and even be misled by wrong information. Continuous fragmentary and fragmented learning can lead to a decline in the concentration of learning at classroom and a lower depth of learning for students. Insufficiency and other issues have impacted students' perception and use of Chinese culture, which has affected the formation of self-confidence of Chinese culture.

In terms of teaching ideas and design, college teachers are required to open public courses and public elective courses such as "College Chinese", "Chinese Philosophy", "Literature Masterpieces", and enrich the teaching form and content with the help of new media technologies in the internet era. From "painful points" and "points of interest" ,We should carry out various forms of classroom teaching, systematically teach Chinese culture, integrate internet resources, and deeply explore the essence of traditional culture, which allows students to "know their knowledge" and "know their

knowledge". Therefore, it helps students to have a rational understanding of the origin and development of traditional culture. The lack of this link to talk about cultural self-confidence is undoubtedly pale. On this basis, students can combine their own points of interest and use the cultural resources provided by the internet platform to make the "cultural tree" in their knowledge system deep and leafy and realize cultural identity.

In terms of teaching methods and means, the "Internet+" platform has innovated the traditional education model, enabling teachers and students to acquire knowledge and create knowledge "equally". The new teaching forms based on new media technologies, such as micro-curriculum, MOOC, and flipping classrooms, have also promoted the transformation of teaching methods and formed a new educational ecology of "student-oriented, teacher-student progress". On the other hand, the application of the "Internet+" platform has broken through the limitations of traditional cultural self-confidence education because of time and space, geography and other factors. It promotes cooperation and innovation across time, across professions and across space, broadens the time and space boundaries of education and enhances the ability of transforming Chinese culture into real value.

3.2 Deepen the Recognition and Interpretation of Chinese Culture That Practice Is the Foundation of Understanding for Chinese College Students through Cultural Activities.

The practice of educating people is an important part of helping college students to internalize their value of Chinese culture into the heart and externalization. The cultivation of cultural self-confidence will eventually fall into practice. Colleges and universities should vividly embody the theory in the classroom and enhance the cultural self-confidence of college students. They can develop their unique effects by educating them through rich campus cultural activities and regional advantages. Taking our school as an example, in the traditional culture education, the "Journey of a voyage book" gratitude education activity carried out by the school is an effective way to help college students to interpret traditional filial piety culture. In today's society where the Internet is popular, many college students express their affection in a convenient and quick way. The activity requires college students to combine their own specific circumstances, estimate the two accounts of the economy and time during the university's reading period, and understand the parents' living and consumption situation. After reflection, they will feel their own academic research, life, family, friendship and future planning. Write it out and send it to your family. Carrying out gratitude education among college students helps to inherit the excellent traditional virtues of China and contribute to the establishment of humanistic ecology in school education.

Regional culture is the essence of historical precipitation and accumulation. Taking the colleges and universities in Jingdezhen as an example, the rich ceramic culture can be integrated into campus culture and educate people through various channels and perspectives to optimize the educational environment. As the quintessence of Chinese culture, Chinese ceramic culture is an important symbol of the typical representative and brilliant achievements of Chinese traditional culture. The world knows China begins with ceramics. Jingdezhen has forged the charm of porcelain capital and the uniqueness of ceramics with thousands of years of kiln fire. It is the first business card for the whole of Jiangxi and even China. The history of the millennium ceramics in Jingdezhen is a history of self-confidence that highlights Chinese culture. The beautiful ceramic works and exquisite porcelain crafts that can be seen everywhere in Jingdezhen are likely to tell a long story and inherit the history. These organic elements with strong regional characteristics and the combination of university culture and education will give the ceramic culture a fresh life tension. The ceramics teachers and students will take the lead and use the "Internet +" platform to carry out the "volunteers of the China Expo". "I have a speech with the masters of ceramics", "dialogue of ceramics", "going to the old factory to wash porcelain" and other activities, popularize the ceramic culture, so that college students in the practice consciously enhance the value recognition and cultural self-confidence of Chinese culture to create a culture of colleges and universities Features.

3.3 Innovate Cultural Education Methods, Actively Guide Students by Microblog, WeChat, QQ and Other Media to Enhance the Affinity of Cultural Education.

With the rapid development of mobile phones and mobile internet, new media represented by Microblog, WeChat and QQ have won the favor of more and more college students, providing new channels and new means for colleges to carry out cultural education. These new things and college students have a huge contrast with the impression of cultural obsolescence, abstraction and so on. Therefore, it is especially important in the Internet era to carry out cultural education work on the internet era. Educators in colleges and universities must master the skills of using new media to give full play to the instant , convenient and wide coverage characteristics of new media. They should use the way that college students like to see and hear, and fully expand the space for cultural education, adapt to the style of online language and the law of communication, and learn to use new media to carry out education work. So that we will achieve equal communication, and effective communication, ensuring that the network educates people in a high degree, breadth and depth. Of course, the construction and management of the school network platform and the new media platform should be in place, always adhere to the correct political orientation, actively create thematic columns with clear and positive themes, promote the campus culture, and comprehensively use text, sound, video and other materials to publish information, disseminate thoughts, and improve the affinity and conviction of cultural education.

4. Conclusion

Cultural education is a long-term and arduous system engineering. College culture education is an important part of building a system of all-people education, whole-process education, and all-round education. With the advent of the Internet age, colleges and universities should base themselves on the current tendency, focus on the long-term development, gradually establish a long-term mechanism for cultural education, fully explore various excellent cultural resources, enrich the forms of educating people, keep their ideological positions, and give full play to their cultural education.

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