

Research on the Innovation of College Students' Network Ideological and Political Education Based on the Concept of "Three Integrity Education"

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Abstract: The rise and rapid development of network technology brings not only opportunities but also challenges to college students' network ideological and political education. To solve the present education problems of the college students' network ideological and political education such as education team without formed, education time without covered college students' whole career, education content old and failed to timely be optimized, education method needed innovation, this article first illustrates the concepts and the relationship between three integrity education and college students' network ideological and political education, then focuses on the paths to constructing college students network ideological and political education innovation system, in which all educators should participate in , comprehensive contents should be mentioned, the education time should last through the whole process of students' education career.

The Concepts of College Students' Network Ideological And Political Education And Three Integrity Education

The Definition of Three Integrity Education. Since the 1990s, the concept of "three integrity education " has been interpreted as follow: a way of education in which all educators participate in , comprehensive contents should be mentioned, the education time should last through the whole process of students' education career. For example, Jingshao Chen (1994) [1] and Shanbing Bao etc. (1995) [2] emphasized that all-round education should include educators, students, school education environment, family and society." Education in the whole process" means the continuous and consistent education from the beginning to the end." Full education "is the party and government work group, faculty and staff have to bear the responsibility of education. Three integrity education mentioned in this paper is not only an educational idea but also an educational goal. It mainly focuses on how to use three integrity education idea to guide network ideological and political education, so as to establish the education model of the whole personnel, all-round and whole process of the network ideological and political education.

The Definition of Network Ideological and Political Education. With the high-speed development of the Internet and new media, the network ideological and political education arises at the historic moment. In academia, there are many points of view on researches of network ideological and political education, but in summary, there are two main dimensions: from development dimension, network ideological and political education arises with network development. There is no fundamental difference in education concept, method and content between the traditional ideological instructions. It is the subject of education on the basis of certain social development needs, to cultivate the moral concept of social needs, which reflects the combination of spreading knowledge and educating. The difference is that the new network ideological and political education needs combine with the time request, develop and innovate traditional education content. Another definition, based on technical rationality, holds that science and technology has changed the traditional ideological and political education, so it is necessary to take the Internet as the base for the

development and innovation of education. The essence of this viewpoint is to innovate the ideological and political education with technical means, but not to educate people.[3] This paper argues that college students' network ideological and political education refers to a purposeful, planned and organized social practice, where the educators who have the social mainstream, correct values influence and help college students form political sentiment, ideology and morality, cultural literacy meeting the needs of social development through new media such as network technology. Therefore, the application of what kind of ideas to guide college students' network ideological and political education is directly related to the result of education.

The Relationship between Three Integrity Education and College Students' Network Ideological and Political Education

The Relationship between Theory and Practice. Practice is the source of theory, and theory is the forerunner of practice. Three integrity education as a kind of active education concept advocated by the society, that is, all-member, all-directional and whole-process education, has a positive guiding effect on the practice of college students' network ideological and political education. In this sense, the relationship between three integrity education and college students' network ideological is a relationship between theory and practice. Practice is the touchstone to test whether the theory is correct or not. Conversely, correct theory has a positive effect on practice. Therefore, it is necessary to focus on the objective situation of college students' network ideological and political education if three integrity education is to play a good role. On the other hand, the effect of college students' network ideological and political education can be tested to see whether the concept of three integrity education works.

The Relationship between Cause and Effect. On the one hand, there are many problems in the current college students' network ideological and political education such as education team building not forming a resultant force, education time not through the college students' whole career, education content old and failed to timely optimize, education method required to innovate. Three integrity education can solve the above problems. In this sense, the present college students' network ideological and political education status is the cause, three integrity education is the effect. On the other hand, it is because of the guidance of the concept of three integrity education that the practice of college students' network ideological and political education can develop better and last longer. Therefore, the relationship between three integrity education and college students' network ideological and political education is the relationship between cause and effect, and they influence and promote each other.

The Path How to Construct College Students' Network Ideological and Political Education Innovation System under Three Integrity Education

In order to realize the education system of college students' network ideological and political education, that is all-member, all-directional and whole-process education, it is necessary for educators to apply innovative ideas, innovative means and innovative contents.

Construction of the Mode of All-Member Education of College Students' Network Ideological and Political Education. Combined with the interactivity characteristics of the internet, it is necessary to activate the dual subject status of the subject and object of education. Professor Lanxin Fang of school of marxism in Zhengzhou university believes that in the current ideological and political course, students are generally in a state of passive acceptance, lack of equal participation, communication and interactive dialogue.[4] College students who have grown up with the Internet, as the aborigines of the Internet, have developed the characteristics of being fond of exploration, pursuing novelty and accepting new things quickly. At this time, the traditional classroom teaching, such as the one-lecture teaching mode in which the teacher tells the students, will obviously be greatly challenged. What students need is participatory teaching, so educators need to create various online platforms such as QQ, WeChat and Weibo to communicate and interact with students

spiritually. At the same time, educators still need to change the attitude that used to hold the initiative of discourse and interact with students on an equal footing in order to receive better educational effect. Some colleges and universities set up student theory preaching groups, the aim is to influence the students around through the students themselves search, their own arrangement with their favorite communication mode, which is a good reflection of students' subjectivity role in ideological and political education.

In view of the large amount of Internet information, functional departments need to manage his own responsible land in his own right. While the Internet brings convenience to college students, but also brings them difficulties such as difficult identification of true and false information, mixed and disorderly information that cannot be accurately obtained. To solve this problem, it is necessary for the functional departments of the school to audit the information of the major portals around their own responsibilities, so as to eliminate the spread and diffusion of bad information from the source. For example, the funding center of the ministry of student affairs must strictly check the publicity of funding policies, and screen out the false and hostile funding organizations that carry out other bad activities under the guise of funding so that students can make choices. In addition, in order to regulate the online behavior of college students, relevant state and social departments should also introduce relevant laws and regulations, such as the network security law in June 2017. At the same time, as students are addicted to online games and other recreational activities, teachers and parents should also participate in the education of students' reasonable habits forming.

Construction of the Mode of All-Round Education of College Students' Network Ideological and Political Education. The content of college students' network ideological and political education is rich, including the traditional ideological and political education and the related literacy education on the Internet. It should include network political education, network ideological and moral education, network media literacy education, network culture education and so on.

First of all, the main purpose of network political education is to pass on Chinese major policies, the 19th national congress of the CPC and Jinping Xi thought on socialism with Chinese characteristics for a new era to college students through the Internet, so as to cultivate their firm ideals and beliefs and make them qualified builders and successors of socialism. This requires educators to reasonably use the advantages of the Internet by combining with current events and historical allusions, to guide students' spirit well, and then avoid distorting historical facts and defacing heroes such kinds of scandal; For example, On the occasion of the 70th anniversary of the founding of the People's Republic of China, we can create some excellent online works expressing good wishes to the motherland with the help of the Internet, such as "I and my motherland" flash mob activities, so as to enhance the patriotic feelings of college students.

Secondly, the main purpose of network ideological and moral education is to guide college students to arm their minds with Marxism, help them form a correct world view, outlook on life and values, and then train them to establish noble sentiment and develop a good moral character. In order to achieve this goal, educators should pay attention to the education of students' ideological and moral qualities when using the network to educate students and carry out moral infection silently. For example, when counselors give employment guidance to senior graduates, in order to encourage college students to go to the most needed places in the motherland, they can introduce the video program about excellent deeds of first secretary, Wenxiu Huang and Daonian Huang to them. Through the power of example, they can train college students to bear hardships and stand hard work, and then contribute themselves to the development of our motherland.

Thirdly, network media literacy education is mainly to train students to master basic network theoretical knowledge, such as word, excel and other commonly used office software, as well as the ability of information search, analysis, processing and identification. The academic affairs office of colleges and universities can popularize the basic theoretical knowledge and skills of network to students by offering the course of "basic knowledge of network" and carrying out the national computer rank examination. Network and educational technology center should do a good job in the maintenance and management of campus network and technical guidance, to provide convenience for students to acquire network knowledge and skills; In order to improve students' knowledge and

ability of network, the student affairs department and the youth league committee can select outstanding students to establish new media center and E-class development center, and guide students to conduct education and management of themselves in the way they like.

In addition, the main purpose of network culture education is to cultivate college students' network thinking mode and improve their personal cultural literacy and sentiment under the premise of complying with network laws and regulations. This requires educators to guide college students to develop excellent network works popular, rich in positive content. For example, for students who like challenges and innovations, they can be guided to create original songs and establish innovative teams, so as to improve their cultural appreciation and teamwork ability. Teachers of specialized courses should be good at exploiting the ideological, political, educational and cultural resources contained in the teaching contents and methods of specialized knowledge. For instance, teachers can carry out activities such as elegant art entering the campus and art works exhibition to improve the level of students' art appreciation.

Construction of the Mode of Whole-Process Education of College Students' Network Ideological and Political Education. Today's college students are the new generations growing up with Internet, general secretary Xi said: "the common people on the net, public opinion on the net", so if educators want to do the ideological and political education of college students well, must always pay attention to the entire learning career of college students, that is to say, the ideological and political education should be mentioned through , the entire time period of students such as before enrollment -in the school period - before graduating- after graduating. The traditional ideological and political education is obviously difficult to achieve the above goals, so it is particularly important to carry out network ideological and political education.

First of all, before enrollment, educators can use the welcome system and create a class QQ group, E-class group will contact college students who haven't met, in advance to help them do a good job in dormitory selection, tuition payment and other work. Some universities make VR campus maps and enrollment education contents in advance and mail them together with admission notice to college students, which can help students get familiar with the university environment and school rules and regulations before admission, so as to reduce the discomfort caused by the unfamiliar environment after admission.

Secondly, during the college years, educators should choose the content of ideological and political education with strong pertinence according to the different needs of college students at different stages. Such as a freshman, because of facing the differences between learning style and content, task, and other factors in the transition from high school, and far away from family and friends, at this stage educators can use E-class, WeChat and other network platforms to set up courses such as career adaptability education, mental health education and university training lectures to help new students go through the adaptation period.

For sophomores, the main task is to learn professional knowledge. At this time, students who have difficulty in learning can be helped to pass the critical period of sophomore year by recording audio and video materials of excellent students with excellent performance to advertise excellent deeds of learning models on the school or college official website.

And for junior students, their task at this time is learning the basic knowledge and preparing for a senior internship, so it is necessary to attach importance to the cultivation of their practical ability. Take normal students as an example, they should mainly focus on the cultivation of teachers' professional skills, which can be improved by viewing the micro class, attending PPT design matches, simulating teaching, take online teacher lecture hall.

Besides, for the senior students on the eve of graduate who spend most of their time in the internship units, so as to help them spend internships smoothly as soon as possible and find their own jobs, schools can apply them internships and jobs information push through employment service center website, class QQ group, WeChat group, mobile phone, in addition to pay more attention to students' job security and job skills. It is a good practice for the author's university to invite industry experts to hold online and offline employment lectures or invite outstanding former graduates to give employment guidance. However, at this time, many students are hard to attend offline

communication and learning in person due to the absence of internship, so the online broadcast room and online class are particularly important.

Finally, for the students who directly participate in the work after graduation, in order to continue to track employment service, the school often needs to get in touch with the graduates through WeChat, QQ and SMS to understand their employment situation. For some graduates who continue to study in graduate school or choose to go abroad for further study, educators also need to take advantage of various network media to further guide and track them. This will help the students themselves and provide support for the long-term development of the school. For example, many universities will invite alumni to come back during the school anniversary, which is very helpful for cultivating students' gratitude and patriotism.

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