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# Research on the Path of Network Ideological and Political Education in Colleges and Universities from the Perspective of “Three Complete Education”

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**Abstract:** The ideological and political education in colleges and universities should take building morality and cultivating people as the basis of education. In order to further implement the quality improvement of ideological and political education under the background of the new era, it is necessary to fully integrate the scientific concept of “three complete educations” and network education. By analyzing the current practical problems of network ideological and political education in colleges and universities, this paper puts forward targeted implementation paths, so as to enhance the attraction, communication and influence of network ideological and political education, and maximize the ideological and political work in colleges and universities at the level of network education.

**Keywords:** Three complete education; Network ideological and political education; Path research

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## 1. “Three complete education” and the value embodiment of network ideological and political education

### 1.1. Overview of “three complete education”

In December 2016, general secretary Xi Jinping pointed out at the National Conference on Ideological and Political Work in Universities that we should persist in taking the moral education as the central link, and integrate the ideological and political work throughout the whole process of education and teaching, so as to achieve whole-process education and all-round education, and strive to create a new prospect for the development of higher education in China <sup>[1]</sup>. Adhere to the whole staff education, that is, all teaching staff, family members and social examples of college education participate in the ideological and political education, and jointly guide the formation of a coordinated ideological and political education support system. Grasping the whole process of educating people, ideological and political education is like a relay race that can be completed with the continuous help of the “individual-school-family-society.” The relay race of Ideological and political education in the university stage needs to be considered in the whole process from the aspects of course stage, personality environment and so on. Deepen all-round education, and the all-round education of Ideological and political education in colleges and universities gradually infiltrates from the required ideological and political course to the “second classroom” and then extends to the new network media. Only by mastering the characteristics of network culture can we build a new position of network ideological and political education in colleges and universities.

## **1.2. The value and necessity of network ideological and political education**

Constructing and perfecting network ideological and political education is an important measure to implement the “network education” system in the implementation outline of the quality improvement project of ideological and political work in colleges and universities. According to the 47th statistical report on China’s Internet Development released by CNNIC, by December 2020, the number of Internet users in China had reached 989 million, the Internet penetration rate was as high as 70.4%, and the young group accounted for the majority of Internet users. After “00,” as a “network aborigine,” it basically occupies every corner of the campus. In the network new media era of “widely available network,” the network seems to have become another main battlefield of ideological and political education. Network ideological and political education is not only an educational model advocated in the new era, but also an inevitable choice of educational methods in colleges and universities, but also an important way for students to learn by themselves and grow independently. Facing the new situation and new requirements of international and domestic development, colleges and universities should give full play to the function of network education, constantly deepen the ideological construction of college students, enhance the effectiveness and sense of mission of ideological and political education, and actively guide college students to become new people of the times who are “patriotic, inspirational, truth-seeking and practical”<sup>[2]</sup>.

## **2. Analysis of the problems of network ideological and political education in colleges and universities from the perspective of “three comprehensive education”**

### **2.1. Imperfect network ideological and political platform in colleges and universities**

To carry out online ideological and political education in colleges and universities, we should combine the traditional ideological and political education with the new media network, realize the unity of “online + offline,” “in class + outside class” and “in school + out of school” coordination, and make full use of the new media network platform to carry out ideological and political education<sup>[3]</sup>. First, at present, there are few colleges and universities that have established special websites for ideological and political education. It is difficult for students to understand the level and general situation of ideological and political education through the network platform. Even if there are relevant websites, some colleges and universities have problems such as single theoretical theme, slow content update and outdated courseware form due to insufficient investment, resulting in no interest in the website. Second, the adhesion between the traditional ideological and political media and ideological and political education in colleges and universities is not high, and the opportunity and environment for communication and exchange with students cannot be established. Third, the network ideological and political education is in the initial stage of development. The ideological and political network platform of colleges and universities lacks supervision and management system. There are some wrong ideologies on the network that violate the socialist core values and damage the national image and interests. Some students lack the ability of self-management and distinguish right from wrong, and their own values have not been fully established. Under the influence of some western ideological trends, it is easy to lose will on the merits of personal values.

### **2.2. The network technology of Ideological and political workers is weak**

The promotion of network ideological and political work in the new era puts forward higher requirements for the professional ability of ideological and political workers. The network ideological and political team not only has professional and solid theoretical foundation, but also needs to master the practical skills of various network media and have certain network literacy. First, some colleges and universities do not invest enough in ideological and political education, and the proportion of teachers and students is low. Ideological and political teachers spend most of their energy on daily teaching tasks and students’ transactional management, so it is difficult to pay energy to carry out ideological and political education at the network

level. Second, in traditional colleges and universities, excellent ideological and political teachers often have long teaching experience and rich classroom experience, but their age is generally high, their ability to use and accept network technology is weak, and they lack Internet thinking, so it is difficult to set up online ideological and political courses loved by college students. Third, the network ideological and political education is in the development stage, and there are few replicable learning experiences. Some ideological and political teachers only carry out the network ideological and political education through a simple network communication platform, which cannot really and effectively convey the mainstream values. In addition, there is no network education system, and there is no corresponding theoretical guidance and innovative discovery, so it is difficult to win the attention and support of students.

### **2.3. The phenomenon of network stratification of college students is prominent**

As the main position for developing morality and cultivating people, colleges and universities pay attention to the establishment of mainstream values for college students. They should take carrying forward the socialist core values as their own responsibility, gradually strengthen the “Four Consciousness” of college students, and often show the values of college students in the new era with the attitude of cultural self-confidence. In the new media era, network stratification refers to the social circle group and information circle group formed by individuals in the network. Due to the mutual attraction and integration of convergence, the life circle, learning circle, emotional circle and social circle of network subjects tend to be fixed and closed gradually. For the network ideological and political workers, the social network circle leads to a situation where the educational subjects outside the circle make their voices and promote the theme, while the students inside the circle are “indifferent” due to the blocked channels and become isolated islands of information. The university stage is an important period for college students to establish their world outlook, outlook on life and values. If the network ideological and political education does not form a joint force for educating people and accurately transmit the voice outside the circle to the circle, it will be difficult to grasp the ideological dynamics of college students, so the ideological and political education of college students will not be implemented.

### **2.4. The cultural atmosphere of network education in colleges and universities is weak**

General secretary Xi Jinping pointed out clearly at the National Conference on Ideological and Political Work in Universities: “We should pay more attention to educating people with culture and culture, and widely carry out the establishment of civilized campus. “Colleges and universities should create a cultural atmosphere of network education, spread socialist core values and carry forward the main melody of ideology. First, colleges and universities apply professional ideological and political education theories to the second classroom and practical activities through the network platform. There are few exploration results. It is difficult for students to feel the ideological and political education atmosphere in an “audible” and “visible” way. The existing activities highlight the cultivation of vocational skills and lack the value guidance of ideology. Second, the school’s investment in network education is not enough, the hardware facilities for Internet education lag behind, the of educational resources do not keep up with the pace of education in the new era, at the same time, the university itself does not form a positive ideological and political academic atmosphere, so it is difficult for students to invest in the network education system.

## **3. Exploration on the path of network ideological and political education in colleges and universities from the perspective of “three complete education”**

### **3.1. Highlight demonstration, top-level design and build a network ideological and political platform**

Network platform is an effective carrier for ideological and political workers in colleges and universities to implement network education and teaching. It is an important medium for college students to accept new

affairs and ideas in the new era. Therefore, it is urgent to strengthen and improve the construction of network platform. First, strengthen the management and supervision of network positions. Young people, as explorers in the new era and the helmsman of the rise of the nation, are the backbone of the development of the party and the country. The university stage is an important development period and turning point in life. Facing the non-mainstream ideology spread in the network, it is difficult for college students to distinguish the true from the false. Colleges and universities should grasp the initiative of network education, adhere to the correct direction of network values, give play to the functions of management and supervision, do a good job in guiding and filtering the diversified values in the network, and put an end to the dissemination and diffusion of all western bad thoughts. Secondly, improve the quantity and quality of network platforms. The construction of network education platform in colleges and universities adheres to the principle of building morality and cultivating people, and is guided by the integration of network ideological and political education and practice. However, in practice, many colleges and universities have not formed a network education platform and media to meet their own needs, resulting in the inability of students to conduct in-depth communication and learning. Colleges and universities should expand the ways and channels of network education, improve the radiation and influence of network ideological and political education, strengthen the frequency and quality of Ideological and political interaction with students and theme education, and create a hierarchical, standard and high network ideological and political education platform. At the same time, introduce new technologies, develop a “student-centered” network platform to promote students’ development, help students actively participate in Network Ideological and political education, and give full play to the exemplary role of network education.

### **3.2. Improve standardization and build a strong network ideological and political team**

Ideological and political educators are both educators and learners in the process of “propagating the doctrine, imparting professional knowledge, and resolving doubts.” The construction of network ideological and political team from the perspective of “three complete education” requires full participation, whole process guarantee and all-round cooperation. First of all, the construction of network ideological and political team should form a “four in one” linkage pattern composed of “individual school family society [4].” As the subject of education, individuals should have the subjective initiative of learning. The party and government leading cadres, ideological and political teachers, counselors and student groups in the school escort the ideological and political education. The educational environment of the original family will mark the positive psychological character of students, and the power of social models and examples will bring the most intuitive ideological and political education to college students. Secondly, consolidate the network technology literacy of the ideological and political team in colleges and universities. Ideological and political workers in colleges and universities should skillfully use the carrier of network education, follow the pace of students, master the most cutting-edge, popular and practical network technology, and create the results of network education. Thirdly, the ideological and political work in colleges and universities should continuously strengthen the study of theoretical knowledge, strengthen the guidance of mainstream values, and ensure that the ideological level always adheres to the party’s absolute leadership. Irregularly participate in professional knowledge learning, professional ability competitions, theme lectures, etc. to integrate theory with practice can better guide students to carry out ideological and political work. Finally, enhance the sense of mission and responsibility of the ideological and political team. General secretary Xi Jinping said at the forum of teachers of Ideological and political theory. “Running ideological and political courses well in schools is an important guarantee for ensuring that the cause of socialism with Chinese characteristics will have a successor. It is also an important guarantee for training generations of socialist builders and successors.” Therefore, we should fully mobilize the enthusiasm of Ideological and political work, and give honorary commendations to ideological and political workers who are willing to devote

themselves to outstanding performance, so as to improve the happiness of Ideological and political workers [5].

### **3.3. Pay attention to innovation and deepen the content of network ideology and politics in the whole process**

The content innovation of network ideological and political education should be guided by the development characteristics of “student-centered,” clearly understand the growth law and phased characteristics of students, and run the content of network ideological and political education through the whole process of students’ development. First, take Marxism as the fundamental guiding ideology. We should not only adhere to the Marxist position, but also take into account the psychological characteristics of college students in the new media era, use the words loved by college students to tell Marxism and spread the socialist core values. Secondly, ideological and political content is implanted according to the development characteristics and level needs of students. The network ideological and political education of freshmen focuses on psychological counseling and adaptive assistance and guidance to help students change their roles and better understand themselves and adapt to college life. Sophomores and juniors have higher requirements for learning initiative and purpose, and need to focus on the guidance of professional direction. Senior students tend to be more mature. Ideological and political education tends to employment, career and entrepreneurship, so as to help students face the workplace more calmly and establish a healthy career outlook. Thirdly, take the opportunity of major historical events or special time cut-off points to carry out online ideological and political education. Network ideological and political workers need to be politically sensitive, often care about and pay attention to the hot topics of college students, take what college students think and do as the starting point, speak up for example, society and country in a language that college students can understand, and practice the core values of socialism in a way that college students can see. Finally, carry out ideological and political education according to the phased characteristics of students. Before entering school, guide the vision, values and motto of the school. After admission, students will receive general education in professional learning, ideological and political education, cultural literacy and other aspects. After graduation, help students establish the awareness of lifelong learning through alumni associations and other means.

### **3.4. Enhance effectiveness and build an all-round network ideological and political atmosphere**

Colleges and universities should vigorously develop network ideological and political education, create a positive campus culture that always carries forward the main theme of socialism, and provide a favorable soil for cultivating socialist builders and reliable successors. First, improve the quality of network culture and create network boutique projects. Taking Chinese traditional culture as the source, summarizing the development process of socialist advanced culture, and then combined with the school’s own cultural characteristics, create a group of network culture boutique activities that students can understand and see. At the same time, increase the research on network culture, and create a network education project with ways, implementable and high effect. Secondly, create a network ideological and political atmosphere and create a network learning environment. Through network new media technology, set up online ideological and political columns, spread ideological and political culture and tell Chinese stories through online media such as “cloud” Museum and “on-line” Colonel history museum. For example, use network technology to “design” red classic characters, carry out “through time and space” dialogue and other activities, stimulate college students’ patriotic feelings, revisit Red Classics in a way that college students can accept and want to explore, and create an online education atmosphere. Finally, actively carry out network cultural activities. Encourage students to participate in campus network cultural activities, set up honorary titles such as “network talent” and “network V” through the frequency and number of activities, and help students

establish network awareness and guide students to speak generously through a variety of campus network volunteer activities.

#### **4. Conclusion**

College workers should deeply understand the connotation and significance of “three complete education,” always adhere to the fundamental task of “developing morality and cultivating people”, strive to strengthen college students’ ideological and political education, and better help young friends understand the world and themselves. Integrate network education into ideological and political education, promote the all-round development of college students’ morality, intelligence, physique, beauty and labor, and provide reliable successors for the cause of socialism.

#### **Disclosure statement**

The author declares no conflict of interest.

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