

# Discussion on the Construction of Network Leading Power of Ideological and Political Theory Teachers in Colleges and Universities

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## ABSTRACT

New media technology is changing the education ecology of ideological and political theory courses in colleges and universities, bringing historical opportunities for innovation, development, quality and efficiency improvement of ideological and political theory courses in colleges and universities, but also facing many challenges. Teachers of ideological and political theory courses in colleges and universities should establish innovative thinking, enhance innovation ability, improve media literacy, and perfect discourse expression, so as to promote the propaganda and education content in line with socialist core values to occupy the network plateau, and lead the majority of young students to form scientific and correct ideals and beliefs.

## KEYWORDS

Ideological and political teachers; Network; Leading power.

## 1. INTRODUCTION

Network leading power refers to the comprehensive ability that has greater influence and strong discourse power in cyberspace. Due to the particularity of their identity, the network leading power of ideological and political theory teachers in colleges and universities refers to the unified network ideological and political education power, which includes ideological leading power as the core, value guiding power, discourse appealing power, emotional empathy power and many other abilities. At present, the Internet has become a new space for young people's life and study. Various thoughts and cultures are interwoven in the Internet, and complex and huge information groups fill the Internet space, which has a huge impact on the thoughts of young students. The purpose of constructing the network leading power of ideological and political theory teachers is to promote the construction of mainstream ideology in cyberspace, promote the propaganda and education content in line with socialist core values to occupy the network plateau, and lead the majority of young students to form scientific and correct ideals and beliefs.

## **2. THE VALUE IMPLICATION OF ENHANCING THE NETWORK LEADING POWER OF IDEOLOGICAL AND POLITICAL THEORY TEACHERS IN UNIVERSITIES**

### **2.1. The inevitable requirements for strengthening the guidance of mainstream ideology**

President Xi Jinping pointed out that: "Ideological work is an extremely important work of the Party, and we must firmly grasp the leadership, management and right to speak of ideological work in our hands, and we must not neglect it at any time." With the continuous development of new media technology, new media has become an important field for cultural communication and ideological confrontation, and a major battlefield for ideological work. As the network "indigenous people", the majority of young students are the backbone of the future social development, and of course become the key object of ideological work. At present, the construction of socialist mainstream ideology with strong cohesion and leading power still faces severe challenges. In the all-media era where everyone has a microphone, the leading role of traditional mainstream media is greatly challenged. Domestic and foreign capitals are heavily concentrated in the field of new media technology, and Western or non-Marxist ideologies seriously impact the leading power of mainstream ideology. Cyberspace has become the "biggest variable" of ideological work. Only by grasping the characteristics of network information transmission and effectively enhancing the leading power of mainstream ideology can the "largest variable" of network be transformed into "the largest increment".

As an important force to spread and study Marxist thought, ideological and political theory teachers in colleges and universities play a vital role in strengthening the leading of mainstream ideology, and this role cannot be played without the improvement of teachers' own network leading power. Teachers of ideological and political theory courses should rely on advanced new media technologies and platforms, use Marxist positions, viewpoints and methods, and use rigorous theoretical elaboration and lively discourse to clarify erroneous thoughts and opinions on the Internet, actively spread Marxist theories, and promote propaganda and education content in line with socialist core values to occupy the heights of online public opinion. Thus, "to promote the popularization of Marxism in China, The Times, and build a socialist ideology with strong cohesion and leading force."

### **2.2. Implement the meaning of the fundamental task of cultivate people**

Moral cultivation is the fundamental task of education, and ideological and political theory course is the key course to implement moral cultivation. President Xi Jinping pointed out that: "The key to running a good ideological and political theory course lies in teachers, and the key lies in giving full play to teachers' enthusiasm, initiative and creativity." The teachers of ideological and political theory course in colleges and universities shoulder the important mission of educating people for the party and the country, which is the key factor of running ideological and political theory course well. In the new era, the main duty of ideological and political theory teachers is to educate people with Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, educate and guide students to establish the lofty ideal of communism, firmly believe in Marxism, firmly believe in socialism with Chinese characteristics, and enhance their confidence in realizing the Chinese dream of the great rejuvenation of the Chinese nation; Education guides students to establish a correct world outlook, outlook on life and values, enhance the ability to distinguish right from wrong, and enhance the ability to analyze and deal with problems scientifically and rationally.

In the era of all-media, the tentacles of new media have penetrated into all areas of social life and the growth environment of young students. "With the rapid development of new media such as QQ, Weibo and Wechat, revolutionary changes have taken place in the way of thinking, communication and behavior of young students." New media not only bring great convenience to people's lives, but

also bring severe challenges to the cultivation of new people of The Times: the openness and interactivity of network information transmission have impacted the authority and guiding power of mainstream ideas; Excessive entertainment, massive fragmentation of complex information flooded the Internet, dissipating the positive factors of youth growth."Teachers of ideological and political theory courses in colleges and universities should strictly observe political views in the governance of cyberspace, promptly and effectively criticize the weakening, blurring and empty generalization of the Party's leadership and mainstream ideology in cyberspace, dare and be good at resolutely fighting against wrong thoughts and statements that distort or oppose Marxism, and guide and educate netizens with correct political direction and thorough thought and theory." Further enhance the political and ideological identity of the vast number of Internet users." Therefore, to enhance the network leading power of ideological and political theory courses in colleges and universities and play an important role in the governance of cyberspace is the meaning of the fundamental task of ideological and political theory courses.

### **2.3. Key measures to improve the sense of acquisition of ideological and political theory courses**

At present, cyberspace has become the "first field" of study and life for young students, especially college students. Various apps, exciting online games, endless entertainment and gossip, and endless short online videos are eroding the willpower of young students and impacting their values. The ideological behavior of young students presents new rules and characteristics, which also has new requirements for the content and mode of ideological and political theory course. President Xi Jinping pointed out that: Ideological and political education should "adapt to events, advance with The Times, and become new due to the situation", and "make use of new media and new technologies to revitalize work, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense of The Times and attractiveness". Therefore, how to accurately grasp students' needs and improve students' sense of gain in ideological and political theory classes is the core proposition that ideological and political theory teachers need to solve. Ideological and political theory teachers need to grasp the new characteristics and new laws, meet new problems and challenges, and take on the important mission of cyberspace governance and the important task of providing quality education content by improving their own network leadership. Only in this way can they strengthen the value guidance for college students and promote the comprehensive, healthy and sustainable development of young students in cyberspace.

## **3. THE REALISTIC DILEMMA OF THE CONSTRUCTION OF NETWORK LEADING POWER OF IDEOLOGICAL AND POLITICAL THEORY TEACHERS IN COLLEGES AND UNIVERSITIES**

### **3.1. The openness of information communication space in the all-media environment weakens teachers' control**

With the advent of the all-media era, the network information dissemination space is characterized by openness, which increases the uncertainty of ideological and political education, and the difficulty of ideological and political theory teachers in carrying out ideological guidance is also greatly increased. On the one hand, the openness of network information dissemination space promotes the interactivity of information dissemination and weakens the discourse authority of educators. "The discourse subject of network ideological and political education is no longer limited to the traditional education field, but any Internet user on the network is the discourse subject of network ideological and political education". In the open network space, everyone is the producer, disseminator and receiver of information, and the authority of teachers' discourse has been severely impacted, and the leading power of mainstream ideas has been greatly weakened. On the other hand, the openness of

network information dissemination space expands the influence of information dissemination and increases the difficulty of information supervision. The dissemination of information in the network era has broken through the limitation of regional space, which makes the content of ideological and political education spread faster and farther, and has greater influence. Due to the openness of the communication space, the influence of all kinds of false, negative and vulgar content has been infinitely amplified, and "spreading rumors with one mouth open, refuting rumors and breaking legs" is the image description of the difficulty of information supervision in the open cyberspace. In this context, the diversification of information transmission channels is beyond the scope that ideological and political theory teachers can control, weakening the leading role of teachers in teaching.

### **3.2. The diversification and fragmentation of network information have multiple impacts on students**

With the advent of the all-media era, the network information is characterized by fragmentation and diversification. According to statistics, in 2019, the total number of registered we-media accounts on major platforms such as wechat public accounts, Toutiao accounts, Weibo accounts, hundreds of accounts, Sohu accounts, and enterprise accounts exceeded 30 million, and the number of employees exceeded 3 million, generating more than 50 million pieces of information every day, and more than 70% of young and middle-aged people took new media as the main way to obtain information. The majority of young students are trapped by a large amount of fragmented information, and the effect of ideological and political education has been seriously impacted. The specific performance is as follows: First, young students can only understand one or two things through fragmented information, and it is difficult to see the whole picture and nature of things, and it is difficult to form a systematic and holistic cognition. Secondly, the sensory experience brought to the audience by the content released through popular new media platforms such as Tiktok and XiaoHongshu is short, which is difficult to trigger deeper emotional resonance and value recognition. Finally, massive fragmented information contains a large number of irrational factors, negative and false news, especially all kinds of bad social trends, which erode the foundation of mainstream culture, seriously affect the cultivation of correct "three views" of college students, and hinder college students from establishing scientific ideals and beliefs.

### **3.3. Coordination dilemma between teacher supply and student demand**

In the traditional ideological and political theory teaching system, the teacher is the publisher of authoritative information and a single information supplier, and the information transmission presents a "one-to-many" mode. With the rapid development of new media technology, new media platforms such as "two micro and one end" have emerged one after another, breaking the original single mode of information transmission, and diversifying information supply subjects and supply channels, making students' choices diversified. In this context, the imbalance between supply and demand in the original ideological and political theory teaching has become more prominent, which has become an obstacle to the improvement of ideological and political theory teachers' leading power. As the demand side, the post-00 college students are the "net students generation". They have grown up with the development of the Internet, and have put forward higher requirements for the supply content, supply mode and supply situation of ideological and political theory courses in the new media era. However, as a supplier, ideological and political theory teachers need to follow the pace of The Times, select topics that are highly related to the "real problems" encountered by students' physical and mental development, excavate fresh and vivid network cases, express the content with the discourse system that students are happy to hear, and transform the systematic and abstract textbook knowledge into profound and easy teaching content. To provide students with valuable, personalized, easy to absorb the teaching content. To coordinate the balance between supply side and demand side is an unavoidable challenge and problem in ideological and political teaching in colleges and universities, which requires ideological and political theory teachers to do their homework and make real efforts.

## **4. THREE ABILITIES THAT IDEOLOGICAL AND POLITICAL THEORY TEACHERS SHOULD ENHANCE IN THE ALL-MEDIA ERA**

### **4.1. Innovative thinking and ability**

On March 18, 2019, Xi Jinping proposed at the symposium of ideological and political theory teachers in the school that the key to running a good ideological and political theory class lies in teachers, and put forward the "six requirements" standard for ideological and political theory teachers. "With the continuous development of information technology, the way of knowledge acquisition and transmission, the relationship between teaching and learning have undergone revolutionary changes. This also puts forward new and higher requirements for the ability and level of teachers." The youth stage is the life of the "festival" period, but also the formation of ideological consciousness of the key period, teachers need to give play to innovative thinking and ability, carefully guide and cultivate students, guide students to buckle the first button of life. The cultivation of innovative thinking and innovative ability of ideological and political theory teachers is a complex systematic project. To implement it in specific teaching practice, ideological and political theory teachers are required to form original opinions on the basis of extensive absorption of teaching and research achievements, explore novel teaching methods in in-depth teaching and teaching practice, and use new media means. Use new and interesting words to achieve teaching goals.

### **4.2. Media Literacy**

In the all-media era, traditional media and new media have realized complementary advantages and resource integration, providing more abundant resources and broader platforms for ideological and political theory courses in colleges and universities. New media should not only exist in the classroom as a form of teaching activities, but should become the mainstream of teaching forms. New media relies on modern information technology, especially the in-depth application of big data and artificial intelligence in recent years, which increases the difficulty of new media operation, leading to the weakening of some teachers' enthusiasm for the use of new media, and even the psychological rejection. Based on this, the improvement of teachers' media literacy becomes particularly urgent.

According to the four basic elements of teaching design, the media literacy of ideological and political theory teachers should include: In terms of teaching objectives, ideological and political theory teachers should have the ability to carry out learning situation analysis based on big data and intelligent algorithms, and on the basis of accurate analysis of learning situation, combined with the requirements of curriculum construction, make clear the teaching objectives of each topic. In terms of the selection and design of teaching content, teachers of ideological and political theory courses should have certain ability of researching, judging and analyzing online public opinion and information screening and integration, keep up with hot events, timely select appropriate teaching topics, and screen valuable and meaningful teaching cases. In the teaching strategy, master the ability of audio and video shooting and editing, picture shooting and processing. In the teaching evaluation, the process evaluation is carried out through the new media platform. The core of Internet thinking is "user first, experience is king", both to meet the needs of users, but also to provide users with a good sense of experience. Therefore, ideological and political theory teachers should follow the "user concept" of the Internet, adhere to the student-centered, pay attention to the scientific truth of the supply content, and consider the acceptance of the supply content and supply mode, meet the growth and development needs of students, and enhance the sense of identity and gain of ideological and political education.

### 4.3. Discourse expression ability

Teachers' discourse is the carrier of content transmission and an important factor influencing whether teaching goals can be realized. Therefore, the discourse ability and discourse system of teachers of ideological and political theory courses in colleges and universities largely determine the play of teachers' leading power and affect the realization of the teaching effect of ideological and political theory courses. At present, there are the following problems in the discourse ability of teachers of ideological and political theory courses in colleges and universities: students' discourse status and expression intention are on the rise, but teachers in class are unable to rationally allocate the discourse power and effectively respond to students' questions, resulting in the widespread phenomenon of "asking but not answering" and "ineffective answering"; From the content of textbooks to the expression of teaching discourse is not smooth enough, the phenomenon of "nothing" and "obscure" sometimes exists, which makes students' sense of gain can not be guaranteed. Therefore, the improvement of discourse ability of ideological and political theory course teachers in colleges and universities is very important for teachers' leading power. The construction of teachers' discourse ability in ideological and political theory courses in colleges and universities needs to optimize the classroom discourse environment, and creating a good classroom discourse environment is conducive to better exerting teachers' leading power. For example, the reappearance of popular events is conducive to equal dialogue between teachers and students, and is conducive to enhancing the appeal of teachers' discourse expression. To improve the discourse ability of teachers of ideological and political theory courses in colleges and universities, they also need to choose discourse contents that keep up with the trend of The Times and social hot spots, close to students' life, meet their needs, and guide students to actively participate.

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