

The Research of Network Ideology Education in Hainan Higher Vocational Colleges under the New Media Vision

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Abstract. In the view of new media, when Hainan higher vocational colleges carry out the education of network ideology, they should actively hold high the banner of the main melody, carry out in-depth the great action of Hainan civilization, and strengthen the mainstream ideological public opinion by consolidating, we should carry forward the main theme, dare to respond to the wrong trend of thought and the public opinion that confuses right and wrong, study the changes of the public opinion on the Internet, improve the control ability of the public opinion, seize the new highland of the propaganda thought, and improve the quality of the education of the network ideology in an all-round way. Based on the new media field of vision, this paper makes a systematic study on the network ideology education in Hainan higher vocational colleges.

Keywords: New Media, Hainan, Higher vocational colleges, Network ideological education.

As the main body of ideological and political education, the educators, especially the front-line ideological and political educators, should master all kinds of new media technology as soon as possible, adapt to the new media environment, and improve their new media literacy, meet the new challenge to the actual effect of ideological and political education of college students in the new media environment.

1 Under the new media visual field Hainan Higher Vocational College Network ideology education background

1.1 Ideological education of college students faces greater challenges

Before the emergence of Internet media, when colleges and universities carried out ideological education for students, they used such methods as teaching materials, newspapers and periodicals, bulletin boards, talks, etc. . These publicity and educational contents, is the result of careful screening. However, since the emergence of the network media, it is difficult to filter its content effectively when information is disseminated because of its high speed, wide content and multi-domain coverage, the content of information transmitted in this context of spatial freedom is difficult to distinguish between good and bad. Therefore, the network media by a variety of ideology and values of the

pursuit. As for college students, in the stage of receiving higher education, it is the key stage for their moral concepts to mature and solidify, and their ability to distinguish corrupt values is not strong, if they are infected by negative information for a long time, they will distort their values and aggravate their inner contradictions, thus gradually deviating from the track of correct values, even the change of ideal and belief, the loss of values and the weakening of legal consciousness, all these problems have posed great challenges to the ideological education of college students.

1.2 The discourse power of ideological education is gradually weakened

The liberal democracy advocated by the Internet media will not be short of enabling all kinds of negative information to be spread. These ideologies, which represent different interests and invert the concept of right and wrong, will also be greatly exaggerated by means of the online media, so that the original correct ideology, in the expression of the right to speak, its influence and dominant position has been constantly weakened. At the same time, the privacy and virtuality of the network media will also make some negative content, take this opportunity to be spread, thus creating great convenience for its counter-mainstream thought and negative energy spread.

1.3 Ideological security and stability are undermined

The safe and stable development of ideology is not only the core content of the security and stability of colleges and universities and the construction of campus culture, but also the key content of the national security and stability. Therefore, ideological security and stability on campus stability, social stability and national ideological security, has a decisive role. After the emergence of the internet media, some countries in Europe and the United States used the internet media to demonize China, pass on negative information affecting national security to young Chinese students, and even fabricate some false news, in this way, some ideas that go against the mainstream values are infiltrated into the masses of students, and the use of Internet media to spread rumors and create incidents, so as to arouse the outburst of racial and religious emotions among some students, delusion causes the collapse of ideological education in colleges and universities, and then affects the safe and stable development of ideological education. Because of the openness and anonymity of the new media environment, some college students who are in the period of forming their world outlook, outlook on life and values, it is easy to be deceived by lots of information in the new media environment, which poses a new challenge to the ideological work in colleges and universities.

2 The characteristics of network ideology education in Hainan higher vocational colleges under the new media visual field

Ideological security education in higher vocational colleges has always been a matter of concern, because colleges and universities are important places for training future talents. With the rapid development of digital technology, new media technology has also emerged. Different from the traditional press, radio, television and other media, it is characterized by the use of network technology to provide teachers and students with information and services. The inherent mode of ideological education in higher vocational colleges changes with the development of new media technology. At the same time, the characteristics of new media are a double-edged sword to the security of network ideology in higher vocational colleges. Compared with traditional media, new media has the characteristics of

convenience, pluralism, speediness and openness, it provides a platform for the ideological collision and cultural exchange between teachers and students. However, the services provided by new media technology have an impact on the ideological security of higher vocational colleges. Its interactive, virtual and open nature allows students to access these fragmented information, changes their perceptions and perceptions, and their thinking jumps.

Compared with the traditional media, the new media more in the form of digital presentation to you, it has a wide range of channels, easy to promote, rich in form and so on. For other groups, students in higher vocational colleges pay more attention to the fate of the country and the form of the country. Some students are prone to extreme and emotional words when they make their own statements, due to the existence of forums, microblogs and circles of friends, inappropriate remarks will soon spread to the whole country, causing adverse effects. As the students of higher vocational colleges come from all over the country, once there are public opinion events, it will form a larger social communication. Therefore, it is necessary to have the ability to judge right and wrong, especially when it concerns the interests of multiple countries and heroic deeds can not be misinterpreted.

With the popularization of the internet, students acquire knowledge in more and more diverse ways. In the Digital Age, book knowledge can be acquired through the Internet. On the network many high-quality course resources, unifies the student's actual to carry on the screening. Educators can use wechat, QQ and other apps to guide students' Learning Outcomes. The timely application of new media makes the mobile teaching run through the daily life without the restriction of time and place. The network new media has broken the traditional indoctrination education pattern, it may satisfy the teacher and the student communication need. The teacher is the leader, first of all must create the question situation, the student's independent study ability may obtain the training. Through real-time interaction and message board message content, to understand the students' real psychological needs. Students are more free to express their psychological thoughts and can communicate with others at any time. The teachers then gave the correct instructions.

Compared with the traditional ideological work, the network ideology has the characteristics of guidance and concealment. All sorts of bad emotions hide in the objective rational content, mislead students in the network public opinion, and finally lead to the infiltration of non-mainstream ideology. In particular, some Internet chat groups in a closed communication environment, talk about the topic will break the legal and moral bottom line, and then people's cognition and thinking will be affected.

3 The strategy of network ideology education in Hainan higher vocational colleges under the new media visual field

In the new media era, the network has become the first public opinion field and the main battlefield of public opinion struggle. Colleges and universities should also attach importance to this position. In addition to running their official websites, microblogs and wechat, they should also pay attention to hot issues on the Internet, organize teachers and students to discuss or hold lectures, in view of the problems among teachers and students, we should guide them to view the problems with Marxist standpoint, viewpoint and method, and encourage them to spread positive energy on the internet, so as to consolidate and strengthen the mainstream ideological and public opinion. Under the background of increasingly fierce ideological struggle, party schools in colleges and universities should dare to take on the responsibility, to carry out targeted research on the training of teachers, staff and students to join the party and on the theoretical and practical problems of party building and ideological and political work in colleges and universities, in particular, we should vigorously criticize the erroneous ideological trends of "universal values",

"constitutional democracy", "historical nihilism" and "neoliberalism" among the activists who have joined the party.

In order to improve the new media literacy of the ideological workers in colleges and universities, it is necessary to pay more attention to the new media literacy of the ideological workers in colleges and universities, to regularly launch new media technology competitions for ideological workers and organize relevant training and study of new media technology, for example, the application of commonly used new media teaching software, the making and use of micro-lessons, the development and design of MOOCS, the theory and practice of the deep integration of information technology and education, etc. , make full use of new media resources to improve themselves, including the formation of advanced new media concepts, the use of new media technology, effective use of new media resources and reasonable criticism of the media. Ideological workers in colleges and universities should try their best to become experts in using new means and methods of modern media. Young people and old comrades should also learn from each other's strengths. To keep "charging" and keep learning, we should not only have a deep understanding of the party's theory, but also be highly sensitive to hot issues, and form a more acute political observation and discrimination, to elaborate the theory accurately and authoritatively, to constantly improve the ability and level; and to require oneself to study the law of the development of the network and the use of new media with the highest standards, improve oneself to be competent for ideological work under the condition of network.

In order to ensure the correct direction of Marxist education, we must improve the political and moral quality of teachers and take responsibility for it. As the object of ideological education for college students, some college students will, because of the existence of various factors, show that the level of media literacy is not enough, thus making their use of network media, lack of effective identification of bad information, which makes the role of the network media in ideological education difficult to play. In order to improve the media literacy of contemporary college students, we must start from the classroom, and the teachers should raise the level of media literacy of contemporary college students in an all-round way through the detailed teaching of various basic principles.

Under the new situation, the teachers of ideological identity education in higher vocational colleges should strengthen the awareness of big data application. The integration of big data into ideological education in higher vocational colleges can effectively improve the quality of teaching and improve students' initiative in autonomous learning. School administrators should also strengthen the awareness of big data, whether in the daily school management, or the ideological education of college students, the importance of the application of big data is becoming more and more obvious. Teachers in higher vocational colleges should have the consciousness of mining big data, so as to make better use of big data technology in higher vocational colleges to establish the mechanism of mainstream ideological education. Compared with traditional teaching methods, big data breaks the traditional teaching methods and ideas. Teachers should strengthen the consciousness and thinking of big data in their educational ideas and teaching contents. With the rapid development of big data, the mainstream ideology education in higher vocational colleges can achieve better teaching results. Changing the traditional teaching method and using big data information technology to carry out online teaching can not only expand the educational resources of the mainstream ideology in the teaching classroom, but also effectively improve the teaching quality of teachers, as well as in the new situation to improve the vocational college students' values and mainstream ideology of training.

Before the arrival of big data in higher vocational colleges, the education of Students' mainstream ideological identity in higher vocational colleges was mainly propagandized by

means of TV, newspapers and bulletin boards, the way of publicity in higher vocational colleges has also gradually changed. Instead of continuing to use traditional propaganda, new media such as wechat and Weibo are used according to the development of modern science and Technology and information technology, in order to facilitate the dissemination of information more extensive and in place. As a concentrated group in network media, higher vocational college students have a better understanding of the mainstream ideological identity education of higher vocational college students. The main feature of the propaganda is to highlight the importance of mainstream ideological identity education in a comprehensive way. Ideological identity education in higher vocational colleges can be carried out online education work, will have excellent theoretical results of the network courses published to the channel for students to watch, so as to improve ideological education work. It is necessary to strengthen the communication function in the online channel so as to make the students better express their suggestions and ideas, and thus help the teachers to understand the dynamics of the ideological identity education of the students in higher vocational colleges and optimize it.

4 Conclusion

With the rapid development of network new media technology, the study of ideological security education can not only promote the development of ideological education in colleges and universities, but also indirectly help college students to establish a correct awareness of network security. The young college students are in the important stage of the maturity of the socialist ideology. To set up the correct ideology will help to set up the correct ideals and beliefs. The network information is widespread and many kinds of information mix together, if lacks the rational thinking to the thing judgment, easy to produce the emotion fluctuation and the choice confusion, will cause the student to have the psychological question. Correctly guiding and improving the students' judgment ability in the face of the diversified network information is conducive to building a good campus atmosphere and improving students' mental health.

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