

How to Improve the Role of E-class Platform in Ideological and Political Education in Higher Vocational Colleges

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Abstract

Under the general trend of modern information technology updating day by day, new media plays an irreplaceable role in various fields. As a famous network education platform in China, E-class is well known by many college students. College students are willing to express their views on learning, life, culture and entertainment through this platform. Therefore, it puts forward new challenges for colleges and universities and counselors to do a good job in college students' ideological education. This paper studies how to give full play to the role of E-class platform in the process of ideological and political education for "people born after 2000" higher vocational students. We should constantly promote the construction of E-class ideological and political education by innovating the mode and content of ideological and political education.

Keywords

E-class; Ideological and Political Education; Higher Vocational Colleges.

1. Introduction

The 46th statistical report on China's internet development shows that by June 2020, the number of Internet users in China had reached 940 million, an increase of 36.25 million compared with March 2020, and the internet penetration rate reached 67.0%, an increase of 2.5 percentage points compared with March 2020. Among them, the "people born after 2000" college students were active among many internet users. The rapid development of the internet has posed unprecedented challenges to the ideological and political work in colleges and universities. It is of great significance to do well the ideological and political work in colleges and universities, which is related to the important issues of who, how and for whom to cultivate people. It requires that our political position must be firm, the banner must be clear, and the direction and orientation must be accurate. Comrade Xi Jinping pointed out clearly that we should cultivate socialist builders and successors with all-round development of morality, intelligence, physique and beauty. It can be seen that "moral education" ranks first. Moral education is ideological and moral education, including political education, ideological education and moral education [1]. How to use the Internet to carry out college students' ideological and political education is a research hotspot of many scholars in recent years.

2. The Influence of Network on Ideological and Political Work

2.1. Network Provides a New Way for Ideological and Political Education

Network has become the main way of information dissemination and information acquisition, which has changed people's way of information acquisition to a great extent. Network makes everyone not only the disseminator of information, but also the producer of information content. It breaks the situation that the traditional media is monopolized by specialized agencies. People can not only watch and collect other people's expressions, but also comment

and forward them. This further stimulates the expression enthusiasm of the presenters and obtains the communication effect that is difficult to achieve by the traditional media. Therefore, the network new media has formed new characteristics different from the traditional media, and further changed the social cultural ecology and political ecology. The development of many new media provides convenient conditions for the information construction in different fields. The ideological and political education in colleges and universities is the beneficiary of the network information age. Comrade Xi Jinping pointed out at the National Conference on ideological and political work in colleges and universities that doing well in ideological and political work in colleges and universities should be changed because of things, and because of the trend of time and progress, new situations. We should follow the law of ideological and political work, the law of teaching and educating people, and the law of students' growth, so as to continuously enhance our working ability and improve our working level [2]. The growth law of contemporary college students is closely related to social development. The network has a subtle impact on college students' thought and behavior. Making good use of the positive energy of the network can provide new ways and innovative opportunities for college students' ideological and political education.

2.2. Mobilize Students' Enthusiasm through Network Platform

The ideological and political education of college students can be carried out flexibly through the network platform. College students' ideological and political education is a systematic project, not a short-term phased task. It can not achieve the expected effect by using a simple preaching mode in ideological and political education. It is an inevitable choice to adhere to people-oriented and students as the main body. College students can fully express their wishes and demands in learning and life through the network platform, and can also obtain targeted information about learning and life through the platform. Comrade Xi Jinping pointed out at the National Conference on ideological and political work in colleges and 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 full education and all-round education. Teachers use the network platform to realize online and offline interaction with students, which not only improves the quality of service for students, deeply understands students' thoughts and thoughts, but also mobilizes students' enthusiasm, breaks the restrictions of time and space, achieves the unity of teachers and students, and effectively enhances the effectiveness of education.

2.3. Network Information Needs to be Identified

The influence of network on college students' thought and behavior is not equal to the influence of network itself. College students are the subject and network is the object. In short, whether the impact of the internet on college students is positive or negative, the main reference standard is whether it is conducive to the growth of college students. The influence of network status on college students includes language, culture, false information, false dependence on network, network intellectual property rights and so on. College students are in the mature period of physiology and psychology. They are relatively lack of social experience, and their ability to distinguish information and self-control is relatively weak. The influence of network on college students' thought and behavior has both advantages and disadvantages. To do a good job in college students' network ideological and political education in the new era, we need to be ready to accept new challenges.

3. Advantages of E-class Platform

3.1. Wide Coverage

As a national well-known network platform education brand, E-class has been successfully registered in more than 1000 schools across the country since its establishment for more than 10 years. It has continuously played its unique advantages in college students' ideological and political education and is an important position for college students' online activities. Novel coronavirus pneumonia is especially novel coronavirus pneumonia, especially in the period of E-class prevention and control. The new education is also highlighted by the platform, which is a positive guide to the prevention and control of new crown pneumonia. It also provides a quality course, provides mental health education and correct public opinion guidance. It has played a positive role in developing the college students' ideological and political work. Through the platform, college students can expand their social circle horizontally and vertically, increase their knowledge and obtain the latest information in time. College E-class platform managers and counselors can timely release targeted content according to the characteristics of different students, highlighting the characteristics of the platform, such as high efficiency, real-time and convenience. E-class is a sharp weapon to do a good job in ideological and political education.

3.2. There are Many Types of Services Provided

E-class platform can provide students with various convenient services, and carry out various work around the concept of serving students and improving work quality and work efficiency. For example, ideological education into E-class, special activities into E-class, learning resources into E-class, party construction into E-class, league learning activities into E-class, mental health education into E-class, student management into E-class, student life into E-class, etc. Under the background of information construction, it not only caters to the general trend, innovates the working mode, but also improves the working efficiency, breaks through the traditional working ideas and simplifies the working process. Some scholars have proposed that education should be service-centered, student-centered and learning centered. To a certain extent, the construction idea of E-class platform serves education and students by playing an active role. E-class has long been a well-known education network platform because its various functions such as information display form and one-stop service are welcomed and recognized by students [3].

3.3. There are Many Studies on E-class

E-class construction has always been the research hotspot of many ideological educators. Since the 18th CPC National Congress, the CPC Central Committee has attached great importance to the construction of network positions and network publicity and ideological work. As far as colleges and universities are concerned, counselors are the backbone of students' ideological and political education. They have a number of research results on how to carry out E-class construction, which provides a certain theoretical reference for continuously promoting the high-quality and efficient development of E-class platform. In the specific application process, we will constantly innovate means in content display and push, give play to the timeliness, authenticity, hierarchy, systematicness and other advantages of the platform, develop special network areas and push information on the basis of understanding students' psychological characteristics, thoughts and behaviors, take multiple measures to enhance students' stickiness and improve college students' welcome to E-class. In short, the advantages of E-class platform in many aspects make its role in college students' network ideological education more and more valued.

4. Suggestions on using E-class Platform for Ideological and Political Education

4.1. Innovative Use

Influenced by social evolution, the "people born after 2000" have "advanced" understanding of people and things, which requires the "helmsman" to have a synchronous and in-depth understanding and clarify the specific navigation direction. Any work cannot be carried out without the support of advanced science. The emergence of big data provides convenience for the development of many works. Through certain data, we can grasp the information released by E-class platform and the specific situation of students' attention in real time. The difference between online education and traditional education is not just copying the traditional way to the network platform, we should also make good use of the platform. First of all, we should be good at thinking, have the courage to innovate, and combine the initiative, science and innovation of our work. Especially as a full-time student ideological educator, we should constantly summarize in practice, explore the most suitable and efficient methods in the summary, give full play to the advantages of E-class platform, improve students' interest in the platform from the content, and innovate the incentive mechanism from the way, fully enhance the effectiveness of platform network education.

4.2. Top Level Design

As a modern scientific design method, top-level design is applicable to the scientific development design of education or schools, as well as the development planning of ideological and political education in colleges and universities [4]. According to many research documents and practical experience, some students have the phenomenon of high registration rate and low real utilization rate in the use of E-class platform. Through the analysis of this phenomenon, it is worth our deep reflection. The initiative consciousness of college students in ideological and political education is the key factor to improve the quality of ideological and political education. Keeping up with the ideological dynamics of college students is an important basis for doing a good job in ideological and political education. We should adhere to the concept of top-level design in line with ideological reality. The development level of higher education is an important symbol of a country's development level and development potential. The Party committee of colleges and universities comprehensively leads the work of colleges and universities, pays close attention to ideological and political education and does a good job in top-level design is an important link of comprehensively leading the ideological and political work. Only by doing a good job in ideological and political work can colleges and universities firmly grasp the core point of comprehensively enhancing talent training ability. We should constantly strengthen our position consciousness, promote the reform and innovation of online campus culture construction in many aspects, and improve the comprehensive business level of full-time college students' ideological and political educators. At the same time, doing a good job of college students' ideological and political education is not only the responsibility of students' office, publicity department, youth league committee and other departments, but also the responsibility of all teachers in the school.

4.3. Strengthen Theoretical Learning and Improve Content Design

Strengthening the theoretical training of ideological educators is the key to give full play to the role of E-class in the process of ideological and political education. Theoretical learning is a prerequisite for doing practical work well. How to gather college students through the platform and targeted services is worthy of our continuous exploration. It is very important to strengthen the educational concept of college students' ideological and political educators and deepen the understanding of network ideological and political education. On the basis of deepening the understanding, how to use the network to do a good job in ideological and

political education is an important guarantee. Network ideological and political education breaks the traditional time and space constraints and expands the space and field of ideological and political education. Its environment is open and social, and its content is rich and visual. This way breaks the traditional closed mode in habit, makes up for the boring deficiency of traditional education in content, and is easy to be accepted by college students. In terms of content design, we should effectively strengthen the attraction and pertinence, pay attention to continuously expanding the breadth and depth on the basis of consolidating the E-class platform, synchronize the mode with the thoughts of college students, and enhance the educational effectiveness of the platform in all aspects.

5. Conclusion

The purpose of ideological and political education in colleges and universities is to implement the fundamental task of building morality and cultivating people. Constantly promoting the construction of ideological and political education on E-class platform is a specific measure to implement morality and cultivating people. Keeping up with the pace of informatization is an inevitable requirement for ideological educators in the new era. Going deep into the network position is an important measure to do a good job in college students' ideological and political education. To continuously promote E-class ideological and political education, we still need to adhere to the concept of taking students as the main body, and promote it simultaneously from the aspects of team construction, student service, curriculum resource sharing, targeted student activities and so on.

Acknowledgments

This study is supported by Project of Philosophy and Social Science Research in Colleges and Universities of Jiangsu Province-Special Topic of Ideological and Political Work (2020SJB0745).

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