



Research on the Strategy of Improving the Effectiveness of Network Ideological and Political Education in Vocational Colleges

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Abstract: Vocational colleges are the important positions for college students to carry out ideological and political education in the new era. Under the guidance of the idea of "three-round education", it has great advantages to establish the concept of "big ideological and political education" and carry out ideological and political education in all directions and in three dimensions. However, there are a series of problems in network ideological and political education in vocational colleges, such as imperfect platform construction, insufficient supply of educational content, simple evaluation mechanism and insufficient cooperation between schools and enterprises. This paper takes the network ideological and political education in vocational colleges as a breakthrough point, makes an in-depth analysis of the practical difficulties faced by the current network ideological and political education, and puts forward a series of strategies that can improve the efficiency, such as building a digital platform system for network ideological and political education, strengthening the supply of network ideological and political education content, improving the evaluation mechanism of network ideological and political education, and deepening the school-enterprise collaborative education mechanism, so as to provide theoretical guidance and practical reference for improving the effectiveness of network ideological and political education in vocational colleges.

Keywords: vocational undergraduate colleges, Network ideological and political education, Efficiency improvement, Educational strategy, School-enterprise cooperation

1. Introduction

Under the background of the rapid development of information technology, as of June 2024, the number of netizens in China reached 1,099.67 million, and the Internet penetration rate reached 78%, among which the group aged 18-24 accounted for a high proportion. As an important part of the higher education system, how to make full use of the advantages of network positions to carry out ideological and political education and effectively improve the effect of educating people has become an urgent problem to be solved.

2. Analysis of the Current Situation of Network Ideological and Political Education in Vocational Colleges

Under the background of the Ministry of Education vigorously promoting ideological and political work in colleges and universities in the new era, vocational undergraduate colleges actively explore new ways of "internet plus" ideological and political education and make full use of new media technologies to carry out education and teaching activities[1]. Some colleges and universities have built a relatively complete network of ideological and political education resources and teaching platforms, and implemented ideological and political education with the help of new media carriers such as WeChat WeChat official account and short videos. However, the overall development level of online ideological and political education in vocational colleges still needs to be improved, which is mainly reflected in the following aspects: the quality of online ideological and political education content is not good, some educational resources are not in line with the characteristics of vocational college students, and the educational form is single and lacks certain attraction; The construction of network ideological and political education platform lags behind, the information infrastructure is not perfect, and the mechanism of co-construction and sharing of teaching resources has not yet formed; The evaluation system of educational effect is not perfect, lacking scientific evaluation standards and feedback mechanism; The cooperative education mechanism between schools and enterprises also needs to be improved, and the integration of ideological and political education with professional education and professional quality training is insufficient. Under the new development situation, network ideological and political education in vocational colleges urgently needs to innovate educational concepts and methods, optimize resource allocation, improve system guarantee and improve educational effectiveness.

3. Strategies for Improving the Effectiveness of Network Ideological and Political Education in Vocational Colleges

3.1 Construct a digital platform system of ideological and political education and optimize the allocation of resources

From the perspective of network education, colleges and universities should build a systematic and multi-dimensional digital platform system for ideological and political education. Integrating campus resources and building a comprehensive platform with full functions can not only carry out ideological and political education, but also meet the needs of teachers and students for daily study, communication and life service[2]. With the help of big data, artificial intelligence and other information technology means, we will build a "smart ideological and political" resource library, and deeply integrate ideological and political elements with professional knowledge. In the functional design of the platform, we should not only highlight the professional characteristics, but also present the laws of ideological and political education to realize the organic integration of professional education and ideological and political education. The education platform should be equipped with functional modules such as intelligent push, real-time interaction and data analysis, and provide students with personalized learning experience with the help of algorithm technology. At the same time, it is necessary to establish a resource co-construction and sharing mechanism, introduce high-quality social resources, and expand the breadth and depth of the platform content.

3.2 Strengthen the content supply of online ideological and political education and improve the effectiveness of educating people

Educators should jump out of the content framework of traditional teaching, and closely combine the theoretical depth with the popularity of the times and the needs of students according to the characteristics of information dissemination in the network era, so that the content of ideological and political education can really "live"[3]. First of all, the teaching content should keep up. The content design should take Marxist theoretical education as the main line, and integrate Chinese excellent traditional culture, socialist core values and Socialism with Chinese characteristics Thought in the new era, so as to make ideological and political education more attractive and infectious. The presentation form of educational content should be close to the reality of students' life, and new media technologies such as short video, animation and gamification can be fully utilized to create an immersive learning scene. Teachers should also be good at excavating the ideological and political elements contained in students' majors and integrating ideological and political education into professional curriculum teaching.

3.3 Improve the evaluation mechanism of online ideological and political education and improve the supervision system

Perfecting the evaluation mechanism and supervision system of online ideological and political education is an important measure to improve educational efficiency. To combine qualitative evaluation with quantitative evaluation, we should not only pay attention to the immediate interaction effect in the teaching process, but also pay attention to the long-term changes of students' ideological cognition and behavior. Construct a multi-dimensional evaluation model of "two-way mutual evaluation+self-evaluation+social evaluation", so that managers, teachers, students and off-campus experts can participate together to realize the objectivity and comprehensiveness of evaluation. You can also use big data analysis technology to dynamically monitor the teaching process, establish an early warning mechanism for teaching quality, and find out and solve problems in teaching in time. On the basis of teaching evaluation, the construction standards of online ideological and political courses and the evaluation system of teaching quality are formulated to form a standardized supervision mechanism.

3.4 Deepen the cooperative education mechanism between schools and enterprises and expand the channels of education

Under the background of the integration of production and education, ideological and political education needs to organically integrate corporate culture and socialist core values according to the actual needs of enterprises and the dynamic situation of industry development. Vocational colleges can jointly develop digital ideological and political course resources with enterprises by means of school-enterprise cooperation platform, and build a new model of online ideological and political education with industry characteristics. In the concrete practice process, colleges and universities should attach importance to the main role of enterprises in educating people, and create a virtual simulation training environment by relying on the digital platform and information resources of enterprises, so as to improve the immersion and experience

of ideological and political education. Taking the network ideological and political education of the major of "Mechanical Design, Manufacturing and Automation" as an example, teachers can design the theme teaching activities of "Craftsman's Spirit in a Big Country" with the help of the digital twin system of intelligent manufacturing production line provided by enterprises. With the help of intelligent equipment such as virtual operation CNC machine tools and robots, students can actually experience the technical requirements of Excellence in industrial manufacturing and cultivate their professional quality of pursuing Excellence. Teachers guide students to share their practical experience on the digital learning platform, and explore the development process of China's manufacturing transformation and upgrading, so as to stimulate students' national pride. It is also possible for enterprise technical backbones to be special guests of online ideological and political courses, share their own growth experiences and technological innovation stories, and guide students to establish correct professional values.

4. Conclusion

To sum up, carrying out network ideological and political education in vocational colleges is a key measure to realize the fundamental task of cultivating people with morality and technology, and it has far-reaching significance for cultivating high-quality technical and skilled personnel. In the future, vocational colleges and universities need to actively promote the transformation of online ideological and political education towards digitalization, innovate educational methods, further promote the cooperation between schools and enterprises, build an all-round educational pattern, effectively improve the pertinence and effectiveness of online ideological and political education, and help the high-quality development of vocational undergraduate education.

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