An Optimization Analysis of College Political Education for Students and Modern Teaching under the Network Culture Environment

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Abstract
In order to improve the efficiency of ideological and political education of college students, the paper proposed a new method under the network culture environment. This paper sorts out all the relative theories of culture environment as the research foundation, especially those raised by Karl Marx and Frederick Engels. Karl Marx and Frederick Engels hold the view that culture comes from material and it is essential for human development. Besides, culture is an impeding power of history. Marx and Engels criticize capitalism culture and believe that culture reflect ideology and class. By illustrates the environment theories that Marx and Engels bring about, this paper states that the material natural environment is the preposition of human existing and developing; and human activities shape social environment. Certain natural and social environment influences human in many ways. The experiment result shows the proposed method can improve the education performance.

Keywords: Multimedia technology, Political education, College students, Network culture environment

1. INTRODUCTION

After 20 years of development, the comparative study of Ideological and political education in China has made considerable progress, fruitful research, and established a relatively complete disciplinary system. However, there are some problems in the study, including simple repetition, lack of explanatory power and lack of practical guidance. If the comparative study of Ideological and political education is vague and lacks effectiveness, the surface of prosperity may lead to exhaustion of subject and even decline of discipline. Break through the bottleneck of comparative study of Ideological and political education, and strive to create new ideas of learning ideological and political education. In order to avoid the ambiguity and lack of effectiveness, we should find out the basic factors which are closely related to the ideological and political education in Chinese universities. We should not only study the ideological and political education of both sides in the phenomenon of bilateral ideological and political education (Basu, 1987; Delgado, 2015). We must expand this vision to some factors closely related to the phenomenon of Ideological and political education in the country. We must try to find out the influence of these factors on the ideological and political education in our country.

Comparative study of Ideological and political education is an important research field of Ideological and political education. China's ideological and political education is a new subject, drawing on the successful experience of other countries' Ideological and political education, to promote the development of Ideological and political education theory and practice of great value. Ideological and political education is a universal practice. However, different countries and different ethnic groups have different forms and characteristics of Ideological and political education, and they have their own creation and strength. With the development of market economy and opening to the outside world, China needs ideological and political educators to create new forms, new contents and new ways of Ideological and political education to meet the needs of market economy. Drawing on the experience of other countries and drawing on the successful experience of some developed capitalist countries, it is of great significance to promote the theory and practice of Ideological and political education (Eijck, 2008; Wei, 2012).

Today, with the widespread use and rapid development of mobile media, mobile media is closely related to the college students. We chat, open, has a variety of functions, make it become the favorite mobile phone software for college students (Meeusen, 2015). Due to the widespread use of college students, network chat has a subtle change in college students' Outlook on life, values and so on. From this point of view, the ideological and political educators should exchange ideas, realize the advantages of our chat, so we can use our chat tools to guide students to choose the right way. Under the background of modern information technology, it is impossible to realize the value of Ideological and political education relying on the traditional way. We-chat and other new media as a carrier, the students have more “hidden” impact, is a new field of Ideological and political education. This study aims to solve the current problems, combined with the characteristics of chat and ideological and political education in China, organic combination, makes full use of chat as the carrier. Make great efforts to do the effective work of Ideological and political education, and help ideological and political education to achieve this goal (Li, 2014).

2. THE THOROUGHNESS AND POPULARITY OF IDEOLOGICAL EDUCATION
With the birth and widespread use of the Internet, the forms of culture are constantly changing. The Internet has become a new carrier and part of culture. As a result, network culture flourished and became a new form of culture. College students play a leading role—they create, live, and disseminate online culture, which in turn has a strong impact on their values. The prosperity of network culture provides new research subjects and challenges. As a kind of cultural environment, network culture has brought new research fields for ideological and political education (Varley, 2011; Stanchevici, 2017). Personal portal site data mining and intelligent push together to promote the media dissemination and affected users are willing to accept the way, such as the first rich geothermal pattern will widely smell, and every day the most recommended the areas of interest to users in Southern China tiger incident, animal science. Botany experts and non-governmental organizations, photographers and image processing professionals “tail” in Southern China tiger fake process plays an important role the development of the time. This generalization makes the expression of "self-voice" a trend. However, with the increasing popularity of the media, the “tail” is becoming more and more powerful. The schematic diagram of the medium is shown in figure 1.

Figure 1. The typical schematic diagram from the media

Marx and Engels paid much attention to the study and research of theory and put forward many original opinions. In the introduction of Hagel's critique of the view of rights, Marx put forward the theoretical thoroughness: "theory convinces the people, grasps the masses, the theory needs to be deep and convincing, the so-called depth is to grasp the root of things.". Grasp the root of "refers to the phenomenon of abandoned shallow theoretical errors, grasp the essence, understand the rules, use the system, full, complete, dialectical theory thorough description and reasoning, to guide social practice. Marx expounded the thoroughness of theory, explained the profound connotation of theory from a new level, and provided a theoretical basis for in-depth analysis of Ideological and political education (Alongso, 2015; Djelassi, 2013).

The word "pop" is interpreted as "simple and easy to understand, suitable for the needs and standards of ordinary people” in the modern Chinese dictionary”. According to the interpretation of the word "pop" in Webster's New International Dictionary, it shows "simple and clear, in line with the general level.”. Therefore, popular objects generally refer to popular spiritual products; at the same time, popularity is generally dull and distinctive. The popularization of theory means that the theory is simple and easy to understand, and corresponds to the theoretical ambiguity. It is worth noting that the general requirements of the ideological theory are based on the general features of the popular works of the shallow cutting plain, and also has their own nature, characteristics, adhere to their own nature and characteristics, which is the most obvious difference between the ideological theory and ordinary works.

The thoroughness of the ideological and political education theory is the premise of the ideological and political education theory from the philosophical perspective. The rigorous logic of Marx's theory can explain many basic theoretical problems in practical problems, and can help us think in different ways. The rigorous logical thinking of Marx's theory can deeply grasp the essence of things, and make Marx's theory first is the basic theory, and plays an important guiding role in the development of philosophy and other fields. Using Marx's theory to explain the theory of Ideological and political education in depth and popularity, can be used as a good way to show students their relationship and relationship. The profundity of the theory of Ideological and political education has the guiding role of practice. At the same time, the deepening of the theory of Ideological
and political education has the characteristics of clear thinking, scientific and regularity, and the ideological and political theory clearly and thoroughly understands and grasps the education of readers. Therefore, it can be said that the thoroughness of Ideological and political education theory is endowed with the possibility of being accepted and recognized. Therefore, the thorough penetration of the theory of Ideological and political education is the premise of the popularization of Ideological and political education theory [9]. Figure 2 shows the schematic diagram of the media effect. Figure 3 shows the schematic diagram of traditional ideological and political education.

![Figure 2. Schematic diagram of the media effect](image)

![Figure 3. The traditional ideological and political education](image)

The popularization of the theory of ideological and political education has promoted the popularization of the theory of ideological and political education so that college students have a better understanding and inheritance of the ideological and political education theory. The popularization of the theory of ideological and political education is an important task of theoretical workers in current ideological and political education. If an obscure language, profound vocabulary, and very general content are used in ideological and political education, elaborating the theory of ideological and political education can not only promote ideological and political education, but also make students feel some objection to ideological and political education. However, Nor can it reflect the new features of ideological and political education. This kind of ideological and political education has also lost its original educational purpose. Hollow, obscure, difficult, from the actual phenomenon of ideological and political education is the most complete taboo points. Ideological and political education has been advancing with the times, updated and perfected its own theoretical features, kept its ideological and political education a good feature of its development and progress, and its ideological and political education theory has been deeply and universally popularized. Therefore, in order to maintain the thoroughness of the ideological and political education theory, we must emphasize the popularization of the ideological and political education theory and attach importance to the popularization and simplification of the ideological and political
education theory. However, if too much attention is paid to the popularization of the theory, the ideological and political education will lose its original authority and academic nature. Therefore, the ideological and political education must be close to the fundamental interests of the masses, in order to arouse the common thoughts and concerns of the masses, enrich ideological and political education, and promote the progress of ideological and political education. In short, the popularization of theory has promoted the thorough expression of theory.

The thoroughness of the theory of ideological and political education and the popular combination of the overall function than the single Greek Aristotle, the ancient Greek philosophers, put forward the famous proposition that "the whole does not equal the sum of the parts." It is the most valuable legacy to future generations. This is an important principle of modern system theory. The relationship between the whole and the parts is a major part of this principle. The reason for this is that the effect of the whole function depends on the nature of the interaction between the parts. When the parts are scientifically sound and orderly structures form a whole, it has new functions as a whole; the overall function will be greater than the function of each part, and naturally more than any single function. From a philosophical point of view, ideological and political education theory is complete and popular. Its overall function is greater than a single function. Only by emphasizing the role and nature of one aspect can we balance the development of the ideological and political education theory. Ideological and political education is the object of reality and society; people are divided into individuals and groups. Everything is a dialectical unity of universality and particularity. Just as there are no two identical leaves in the world, the objects of ideological and political education are different in terms of cognition level, ideology and feelings and actual needs. The standard can be divided into different levels and categories. Personalization and pertinence are the successful experiences of the Chinese Communist Party's ideological and political education. To improve the quality of the ideological and political education, it requires that the ideological and political education should take the characteristics of the people, pay attention to the particularity of the people, the pertinence of education, take the appropriate form, arrange the proper content, and deal with the dialectical relationship between form and content. As the target of "realistic man" ideological and political education, it is concrete and historical, and the ideological and political education activities only carry on an individual in a certain historical period. It may have any meaning.

3. THE ALGORITHM AND FEASIBILITY ANALYSIS OF IDEOLOGICAL AND POLITICAL EDUCATION

In order to further understand the impact of media on the ideological and political education, countermeasures to improve college students' Ideological and political education, from November 2014 to the media, to fill in the University as an example, using college students use the questionnaire is from the media random sampling survey, the general situation of College Students' questionnaires, from the use of the media, the four part of the media and media use cognitive psychology, a total of 21 questions. The survey was conducted anonymously and the questionnaire was distributed on the spot. The questionnaire was completed independently. A total of 800 questionnaires were received, including 732 questionnaires, of which 689 were valid questionnaires. The effective rate is about 86.13%. Total effective sample of 689 people, 391 men, accounting for 56.7%, women accounted for 43.3%, accounting for 298 people. From the professional structure, 538 science and engineering students accounted for 78.1% of the total survey; 73 liberal arts students, accounting for 10.6% of the total survey; 41 art students, accounting for 6% of the total survey, 37 sports students, accounting for 5.4% of the total survey. Figure 4 shows the distribution map of media understanding.

Grade distribution, freshmen 249, accounting for 36.1%; sophomore accounted for about 28.9%, 151 college students, accounting for 21.9%; 90 students in higher grades, accounting for 13.1%. Undergraduate is the main body of higher education, and all students are undergraduates. Almost all respondents use the new media, due to restrictions on campus life, such as dormitory is not equipped with television, the use of traditional media is far lower than the new media. Survey data show that in the case of the most commonly used media, 676 people choose mobile phone (mobile Internet), accounting for the overall survey 98.11%628 people are choosing the traditional PC Internet, accounting for the overall survey of 91.15%77 people choose magazines and newspapers, accounting for the overall survey 11.17% the radio has 29 people, including 12 TV 4.21% select the total survey, the total survey of 1.74% have 9 choices and other outdoor media, accounting for the overall survey 1.31%. The above data show that the Internet (including traditional Internet and mobile Internet) has become the daily life of students, students use the main media, mobile phone (mobile Internet) the highest frequency of use, this is because on the one hand, the rapid development of intelligent mobile phone and mobile Internet technology, the cost is reduced, the consumption level of college students can match. The college students mobile phone penetration rate is higher; on the other hand, mobile phone (mobile Internet) not only has the advantages of portability and flexibility, also will extend the function of traditional Internet to mobile phone, even if the new function of the traditional Internet does not have, such as the traditional Internet TencentInc, instant messaging software QQ also extends to the mobile phone application, but in the mobile Internet circle of friends, the TencentInc's instant messaging application function cannot be achieved on the
internet. The use of traditional media, including television, newspapers and radio, is significantly lower than that of new media. When the latest results of new media commentators say, "since the media has fragmented time, it does not tell us that when we use the media, our time is fragmented.". When using the media as a habit, mobile phone addiction, we completely open the time to open the phone, see We Chat, micro-blog fragmentation.

The basic equation of key algorithm is shown as the equation (1):

\[
(N, sk) \leftarrow \text{Key}(t^1) \tag{1}
\]

This formula is used to generate file checksum parameter which is denoted by:

\[
r \leftarrow \{0,1\}^k; sk \leftarrow \{e, d, r\};
\]

Output\{N, sk\}; \tag{2}

The Euler function is:

\[
\phi(N) = (p-1)(q-1) \tag{3}
\]

Then choose an integer e to satisfy the following equation 4:

\[
\begin{cases}
1 < e < \phi(N) \\
gcd(e, \phi(N)) = 1
\end{cases} 
\] \tag{4}

Then finally export(N,sk) in Tag algorithm, we can get the optimization equation (5):

\[
(T_0, T_2, \ldots, T_{n-1}) \leftarrow \text{Tag}(pk, sk, m) \tag{5}
\]

The formula generates labels for each file block.

\[
for(j = 0; j \leq n - 1; j ++);
\]

\[
W_j = r^* (j + 1); T_i
\]

\[
= [h(W_j)^* m] r \mod N \};
\] \tag{7}

Output\{(T_0, T_2, \ldots, T_{n-1});\} \tag{8}

And local fractional integral of \( f(x) \) defined by Eq.9.

\[
a^1_b f(t) = \frac{1}{\Gamma(1+\alpha)} \int_a^b f(t)(dt)^\alpha
\]

\[
= \frac{1}{\Gamma(1+\alpha)} \lim_{N \to 0} \sum_{j=0}^{j=N-1} f(t_j)(\Delta t_j)^\alpha
\] \tag{9}

Its local fractional Hilbert transform, denoted by \( f^H(x) \) is defined by

\[
H_\alpha \{ f(t) \} = f^H_\alpha (x)
\]

\[
= \frac{1}{\Gamma(1+\alpha)} \int_k^r \frac{f(t)}{(t-x)^\alpha} (dt)^\alpha
\] \tag{10}

Ideological and political education is a class of classes and political groups, in order to achieve its political goals and tasks, ideological and political education as the core and focus of ideological, moral and psychological education practice. From the concept of the existence of information dissemination of ideological and political education, educators and the visible light, ideological and political education is actually a special communication process, the communication is a certain social and political groups and the audience is the content of class rule. Ideological and political education in the ideological and political education, ideological and political education is the main channel of ideological and political education. But with the development of science and technology, the information age, the thinking of college students in the new era is more open and more active, broadening their horizons and relying solely on the classroom teaching of college students' ideological and political education can no longer meet the requirements of the current situation.

As a fashion and convenient way of information dissemination, rapid and efficient real-time interaction, diversified and independent information release and reception features, does not meet the high-quality student groups, chase and the tendency of strong participation, opened up a new political and ideological education for college students from the media as a most advanced and trendy online media, the existing high and the quality network platform provides the advanced technical foundation for the ideological and political education and provides the material guarantee for the new position of the ideological and political education for the college students. The validity of the carrier lies in the use of the carrier and the result can meet the need of the main information dissemination in the ideological and political education. On the other hand, refining rich information and various forms of bearings from the media and media information can reveal the purpose and
tasks of ideological and political education, on the other hand, principle and content of the basic information, more importantly, ideological and political education is easy to grasp the media, thanks to the zero entry of civilians from the media barriers. On the other hand, the interaction between media and educational objects can effectively with the subject and object It can be seen from the above two basic conditions that this has become an effective carrier of the possibility of ideological and political education. Traditional ideological and political education adopts a “spoon-feeding” education class, which has a single form of education and a dull content, Single-channel, lack of participation and interaction of college students, while in the new era of universities. Therefore, with the continuous development of science and technology, a single model of ideological and political education can no longer meet the needs of today's education. QQ, MSN, e-mail, mobile messaging point-to-point communication. Although tools provide a platform for interaction between teachers and students, “one-to-one” communication methods still cannot interrupt the communication between teachers and students. As typical social communication software, we chat in the public platform, Weibo. From media to give full play to the function of social service network to promote social interaction and interaction through "concern" to establish "fan" relationship is an important step from the media network, through the "comment", "forward", "praise" and other functions to further information interaction, both in the process of information communication is an important factor in mutual influence and mutual promotion.

Through the media's "attention" feature, students can extend teacher's understanding from the classroom to the life through the functions of "reviewing", "going forward", "point" and teacher interaction. Teachers can use the "Attention" function to understand students' personality, dynamics, focus, attitude and attitudes toward current affairs so as to help teachers prepare for classroom teaching so that students can have resonance in the classroom and enhance the attractiveness of the classroom. In addition, the distance between teachers and students can be narrowed to help students establish a correct worldview through media interaction.

### Figure 4. The distribution map of media understanding

Marx's theory of the relationship between social existence and social consciousness reveals the law of the formation and development of ideology based on the ideological and political education of College students. The mode of production of material life restricts the whole social life, political life and spiritual life. On the contrary consciousness, human existence is not decided, people's social existence determines people's consciousness ”, namely the famous history of dialectical materialism: social existence determines social consciousness, any major changes in social consciousness are attributed to the variation of social existence, social consciousness is relatively independent, there is a dynamic response to the society life, so for the ideological and political education workers, the new changes in the media brings the philosophy first to update the ideological and political education of college students, especially in classroom teaching, educational practice is the main object of the ideological and political education idea, education is in a dominant position in education, is the starting point of the ideological and political education. Is the subject of education; education is the object of education, is completely passive, is the object form, no status. In the media today since the rapid development since their views and understanding continues to expand, as mentioned earlier, the relative advantage of information asymmetry is the mode of education and education is to actively, more access to information, indoctrination, single "object" education concept of ignoring students autonomy, initiative, participation and creativity, cannot adapt to the requirements of College Students' Ideological and political education, and even cause opposition mentality of students, strengthen the role of reverse psychology.
4. CONCLUSION

Inter subjectivity of Ideological and political education, ideological and political education and the education goal of college students are the main body of education, their interaction, interaction and mutual penetration, two are equal social status, equality of personality, the received information is an equal opportunity, not because of the relationship between education and the impact of their subject status, there are equal right. Ideological and political education workers use ideological and political education media, improve students' subjective consciousness, develop their subjective ability, shape their personality, and encourage them to express their opinions and communication freely and fully. We have different opinions, so as to communicate and understand each other. In addition, the ideological and political education should fully mobilize the initiative of students, the use of independent media openness and interactivity, can help students improve their autonomous learning and service ability, change the traditional way of Ideological and political education, down to preach mode. For college students, the horizontal relationship between the emergence and development of the media needs to be strengthened, for example, you can read the same information, browse the same forum and form numerous "temporary groups"; timely communication and communication also have some common interests. That means that this idea and consciousness, as a starting point for building larger and larger groups, is becoming wider, more flexible, and more difficult to control. The report pointed out that in the third Plenary Session of the 18th CPC Central Committee: "comprehensively implement the party's educational policy, adhere to education, serve the socialist modernization, serve the people, and moral education is the fundamental task of education, and cultivate socialist builders and successors.". In order to realize the education of "serving the socialist modernization construction and serving the people", education should be modernized first, and the premise of the modernization of education must be the modernization of educational thoughts.

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