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Ideological and moral education of students in the context of the development of information network

Abstract. *The research paper analyzes the opportunities and problems associated with ideological and moral education in schools as a result of the development of the information network, and emphasizes four points regarding education in a network environment. To increase the effectiveness of ideological and moral education, to strengthen its influence, teachers and students should be able to use the extensive and convenient information provided by the Internet. At the same time, one should increase one's political sense and ability to stop wrong actions, thoughts and immoral acts.*

Network culture is an unavoidable factor in the context of society, and students are naturally influenced by network culture as they live in the digital age. For more effective implementation of ideological and moral education, first of all, it is necessary to find out the internal mechanism of the influence of network culture on the ideological and moral thinking of younger schoolchildren in order to be able to choose the right ways.

Keywords: *information network, ideological education, information morality, ethics, network culture.*

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Introduction

In recent years, the relevant departments of Kazakhstan have repeatedly emphasized: Pay attention to and make full use of information network technology. To improve the effectiveness of ideological and political work, expand coverage, and increase influence, teachers and students must be able to enjoy the rich and convenient information provided by the Internet while enhancing their political acumen and political discernment and improving their ability to suppress wrong thoughts and immoral behaviors. The above speech has pointed out the direction for the school to do a good job in the construction of network civilization and promote

ideological and moral education. Therefore, it is the focus of current ideological and political education to clearly analyze the opportunities and challenges that the development of information networks brings to ideological and political education, and think about how to sow correct, positive, and healthy ideas in the environment of information network communication.

1 Opportunity brought by the development of information networks to ideological and moral education.

The Internet has the characteristics of globalization, openness, interactivity, immediacy, and comprehensiveness, which has brought rare opportunities for our ideological and moral education.

1.1 Improve the efficiency of ideological and moral education.

First, the development of information networks has opened information, which can spread the country's major policies and deeds of advanced people. This is a process of actively accepting «indoctrination». Secondly, the dissemination of network information has the characteristics of the interaction. Students can maintain rapid interaction with a variety of political education information at the same time, which can increase the frequency of ideological and moral interaction, thereby improving the effect of political and moral education. In addition, network information has the characteristics of concealment, which can reduce the psychological distance of interpersonal communication and reduce psychological defense. Using the Internet to carry out ideological and political work, educators and students can communicate with real attitudes "without scruple" on the Internet [1,17-18]. In this way, it is convenient to understand the students' thought dynamics and provide effective help for in-depth guidance.

1.2 Propagate the diversity of ideological and moral education.

The abundant information sharing and rich and colorful information methods on the Internet provide sufficient available educational resources for carrying out ideological and moral education. Traditional ideological and moral education takes the form of one-on-one conversations. Although this method can solve some personal ideological problems, it cannot be widely disseminated; or it takes the form of reports and printed materials, but these methods are restricted by venue and time, its coverage is also limited. In the information network environment, the application of multimedia technology can make people feel the effect of learning at the same time with multiple sense organs. Students can have an immersive experience through virtual reality technology, the effect of which is beyond the reach of traditional ideological and moral education comparable.

1.3 Conducive to the socialization of ideological and moral education.

Network technology organically connects all aspects of life in all parts of the world, so that students can obtain valuable information in time, enrich the resources and vision of ideological and moral education, and after comparison and selection, they will be internalized into their own Ideological information and ethical guidelines. In addition, each member is not only a disseminator of ideological and moral education but also a receiver. The social function of the ideological and moral education network is conducive to the organic integration of the individual and the society, forming a huge advantage of the overall social ideological and moral education.

2 Challenges brought by the development of information networks to ideological and political education.

2.1 Network social problems, which complicate ideological and moral education.

The Internet has provided campus culture with massive, rich, complex, and even chaotic information and resources, which is unmatched in the past, in which good and bad are mixed, and the mud and sand are all down. In fact, in addition to healthy content, there are many unhealthy things on the Internet. After students have been exposed to many different opinions and materials that are difficult to distinguish between true and false, their mental status is prone to fluctuate. Internet infringement, Internet crime, Internet pornography, Internet addiction (especially Internet games), Internet loneliness, and other Internet social problems that arise during the operation of the Internet have led to the complexity of ideological and moral education.

2.2 Fast transmission increases the difficulty of ideological and moral education

From the perspective of the coverage and influence of ideological and moral education, the scope of the Internet, its rapid expansion, and its influence are unprecedented. This has greatly increased the difficulty of expanding the coverage of ideological and political education and improving its effectiveness and influence. In addition, in the network society [2,36-38]. There is no real "government" authority to coordinate

network information. If some incorrect ideology and public opinion get out of control, it is easy to spread on a large scale in a short period of time, thereby affecting students' world outlook, outlook on life, and values, thereby increasing the difficulty of ideological and moral education.

2.3 Urgent need to improve the quality of ideological and moral education staff.

The rapid development of information network technology has brought higher difficulties to learning, mastering, and application, and even the phenomenon of technical "feedback" has appeared. This requires ideological and moral educators to strive to strengthen their own quality and improve relevant professional skills. Western hostile forces rely on their economic and technological advantages to use the Internet as their main position and important carrier to step up the implementation of "Westernization" and "differentiation" of our country: The infiltration of Western politics and decadent ideas has brought more urgent challenges to ideological and moral education.

Methods

1. Literature analysis. By collecting, sorting out, and searching for related literature and materials related to Internet culture, ideological and moral education in primary schools, etc., based on detailed analysis of these materials, find appropriate information and sort out the basic framework and structure of the thesis. In the process of document analysis, it mainly highlights the analysis and summary of the characteristics and influence of network culture, and at the same time combs the theory of children's ideological and moral development, to better provide a theoretical basis for ideological and moral education and improve ideological and moral education The effectiveness.

2. Interdisciplinary Research Method. Combining communication, political science, pedagogy, philosophy, and other disciplines, gathering research results in multiple fields in this area, after analysis and integration, unifying them in the category of network culture, through the

method of interdisciplinary theory integration, the current elementary school thinking Conduct an in-depth analysis of the problems and causes of moral education in the context of network culture, so as to study the problems and countermeasures of ideological and moral education in primary schools in the context of network culture from a more comprehensive perspective.

Thoughts on ideological and political education under the network environment.

Strengthen online ideological and ethical education and form online information ethics standards.

The morality in the network environment depends to a considerable extent on personal moral self-discipline. The ideological and moral issues arising from the operation of the Internet, such as cybercrime and online pornography, need to establish a correct ideological and moral system related to it. In the network environment based on information technology [3,160-161]. If there is no clear ideological and political moral system. So many students will still face a variety of behavior choices and be at a loss. Only with the help of ethical and moral guidelines, can it be easier to make moral judgments about which behavior is correct and which behavior is wrong. Students are repeatedly practicing external ethical standards. The main characteristic of the orientation of online culture is that its own values and ideological tendencies have a positive or negative effect on the recipient. According to the report on global Internet trends in 2016, the number of Internet users in the world reached 3 billion, which is 50% of the world's population. In 2014, the level of global penetration of independent mobile users exceeded 50% of the total population. You can see that the Internet is now an integral part of many people's daily lives [4,61-68]. Updates and innovations in online culture penetrate people's minds in a subtle way, thus determining people's thinking style, values, and moral opinions. On the one hand, the network culture is very customer-oriented. On the other hand, to attract the attention of users as a publisher of information and disseminate a certain value, it is also introduced into the mind of

the recipient through a network culture, thereby encouraging the recipient to act according to specific thinking and value choices.

It is possible to internalize this external criterion into a conscious moral consciousness. at the same time. Can strengthen moral evaluation. The news media and the Internet are used to condemn the unethical phenomena in the dissemination of information in the network environment, creating strong public opinion pressure. If everyone attacked bad behavior in groups. This bad behavior will gradually decrease.

Strengthen the construction of campus network culture

Facing the opportunities and challenges of ideological and moral construction under the network environment. The construction of school toilet network culture should be strengthened. Establish ideological education websites and news homepages with rich content and various forms, establish characteristic sections on campus BBS stations, actively promote various activities with distinctive themes, outstanding deeds of advanced figures, and establish a database for ideological and moral education. Increase the teacher-student dialogue column, strengthen students' ideological and moral education, patriotism, and collectivism, and make the Internet an important position for propagating ideology and politics; at the same time, comprehensive use of the Internet, campus radio and television, and off-campus newspapers and magazines to have a strong modern flavor The ideological and moral education is carried out in a lively and high-tech way [5,7-8]. Open an online "ideological and moral education classroom" to transmit correct ideological and political education information to educate and encourage students. In addition, emotional communication should be used to promote ideological and moral education. Due to the characteristics of network simulation, the network is prone to adversely affect students' communication styles and interpersonal relationships, causing people to produce feelings of loneliness, depression, and depression. Especially nowadays, there are

a small number of students who are addicted to online games and cannot extricate themselves. As for the characteristics of online culture, it is necessary to study online culture as a "cultural phenomenon" and as a social phenomenon from a sociological point of view. Analyzes the features and other characteristics of network culture in the dissemination of information. Internet culture as a new culture plays an important role in people's lives, influencing their aesthetics, values, and outlook on life. As a form of cultural education that differs from real social culture, online culture has characteristics such as openness, diversity, and direction compared to the isolation and unity of traditional culture. This chapter combines the theory of network functions to better explain the relationship between the theory of online culture and the ideological and moral education of views, reveals the characteristics of online culture in modern society, as well as positive and negative functions in people's lives.

They regard online games as a paradise for escaping reality and emotional sustenance. Therefore, as ideological, and moral educators, we should carry out online psychological consultation, prescribe the right medicine to strengthen students' mental health education. By providing students with various aspects of information and a variety of options, let them learn to think independently in the choice, which strengthens ideological and moral education. It also highlights the guiding and shaping function for students, enabling students to consciously choose values and ethics consistent with social development.

Strengthen the management of campus network.

The school should establish a permanent institution for network information management and formulate a code of conduct for the network. Regulate students' online behaviors, strengthen the review of free personal homepages and linked webpages, establish an approval system for the Internet and homepages; electronic bulletin service information inspection system: link websites and chat rooms harmful information inspection system; reactionary, pornographic,

and unhealthy online the contents are cleaned up [6,14-15]. The ideological and moral problems existing in the students should be timely and targeted education, to «prevent micro-crack», so as to form a healthy network environment on the campus. The spread of culture on the Internet removes the limitations of time and space. Internet culture is based on computer technology. Network users can explore the world from home, as well as receive a variety of information from around the world without leaving home. Through the online platform, people can share and communicate together, not limited to physical space. Earth is no longer a big planet, but a “global village”. This communication allows you to participate in different classes, nationalities, and regional cultures. They can coexist in the ecological environment of online culture, but also under the influence of online culture different ideas, values, customs, lifestyles, etc. In addition, with the popularity of mobile networks and the advent of smartphones, the means of disseminating online culture have been enriched and improved. Network culture was everywhere. With just one finger, you can get the information you need from anywhere. Geographical distribution is not limited, and the method of extraction does not depend on time and space, which makes network culture transparent.

The online cultural environment is open. Network users participate in cultural interactions on the Internet without any restrictions. To be able to speak, network users only need to have basic computer and mobile phone skills. Online social platforms such as We Chat and Tieba promote personal ideologies and values. Freedom of speech and free communication on the Internet has become more convenient and

faster, and the published speech, voice, video, and other information is at a very high level. This not only makes people's lives easier and enriches the culture, but also helps to manage the online culture. For example, the complexity and technical limitations of the online system, the penetration of different hegemonic cultures, the promotion of cults and the covert cultivation of pornographic culture, and so on. due to which all of them brought cultural waste invisibly and polluted the environment of online culture. Thus, the openness of online culture has brought convenience to people's cultural life but also brought problems.

Conclusion

In the new century, ideological and moral education workers do not understand computer and network technology, and they cannot control and guide the ideological and moral information of modern students without understanding the characteristics and laws of ideological and political education in the network environment. Therefore, contemporary ideological and moral educators must change their concepts, spend great efforts to learn computer knowledge, network information dissemination technology, and have the ability and quality to skillfully use network multimedia to carry out information technology education. Research and explore the laws and methods of students' ideological and moral education under the network environment. Only in this way can we have the freedom to communicate with students on the Internet, fully integrate our political education thoughts into network culture, and achieve results in dynamic modern ideological and moral education.

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Ақпараттық желіні дамыту жағдайында білім алушыларды идеологиялық және адамгершілік тәрбиелеу

Аңдатпа. Зерттеу жұмысында ақпараттық желіні дамыту нәтижесінде мектептердегі идеологиялық және моральдық тәрбиемен байланысты мүмкіндіктер мен проблемалар талданады және желідегі тәрбиеге қатысты төрт тармақ атап өтіледі. Идеологиялық және адамгершілік тәрбиенің тиімділігін арттыру, оның әсерін күшейту үшін мұғалімдер мен студенттер Интернет ұсынатын кең және ыңғайлы ақпаратты пайдалана алуы керек. Сонымен қатар, адамның саяси шеберлігі мен теріс әрекеттерді, ойларды, азғын әрекеттерді тоқтату қабілетін арттыру керек.

Желілік мәдениет қоғам жағдайында сөзсіз фактор болып табылады және студенттерге сандық дәуірде өмір сүретіндіктен, желілік мәдениет әсер етеді. Идеологиялық және адамгершілік тәрбиені тиімді жүзеге асыру үшін, ең алдымен, дұрыс жолдарды таңдай алу үшін желілік мәдениеттің бастауыш сынып оқушыларының идеялық-адамгершілік ойлауына әсер етуінің ішкі механизмін анықтау қажет.

Түйін сөздер: ақпараттық желі, идеологиялық тәрбие, ақпараттық мораль, этика, желі мәдениеті.

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Идеологическое и нравственное воспитание обучающихся в условиях развития информационной сети

Аннотация. В исследовательской работе анализируются возможности и проблемы, связанные с идеологическим и нравственным воспитанием в школах в результате развития информационной сети, и подчеркиваются четыре момента в отношении воспитания в условиях сети. Для повышения эффективности идеологического и нравственного воспитания, усиления его влияния преподаватели и студенты должны иметь возможность пользоваться обширной и удобной информацией, предоставляемой Интернетом. При этом следует повышать свое политическое чутье и способность пресекать неправильные действия, мысли и аморальные поступки.

Сетевая культура является неизбежным фактором в контексте общества, и учащиеся естественным образом подвержены влиянию сетевой культуры, поскольку они живут в эпоху цифровых технологий.

Для более эффективного осуществления идейно-нравственного воспитания, прежде всего, необходимо выяснить внутренний механизм влияния сетевой культуры на идейно-нравственное мышление младших школьников, чтобы иметь возможность выбирать правильные пути.

Ключевые слова: информационная сеть, идеологическое воспитание, информационная мораль, этика, сетевая культура.

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