Research on Strategies for Improving the Effectiveness of Moral Education in Ideological and Political Courses in Universities

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Abstract—Online Teaching is an emergency measure of COVID-19 prevention and control, and also an important application demonstration of "Internet+ education." It has the characteristics of autonomy and interactivity. Online teaching has not only positive effects on the effectiveness of moral education in ideological and political courses, such as large classroom capacity and abundant resources, but also negative effects, such as difficulty in monitoring students' learning status and difficulty in exerting the function of "moral education". To improve the effectiveness of moral education function of online ideological and political education and achieve the goal of education, it is necessary to cultivate online teaching teachers and improve their information technology level, expand the coverage of the Internet and promote fairness in education, enrich online classroom content and improve emotional effectiveness, monitor the learning effect and improve the evaluation mechanism.

Keywords—online teaching, ideological and political courses in universities, the moral education function, effectiveness, strategy

I. INTRODUCTION

The COVID-19 outbroke in early2020, and General Secretary Xi Jinping made an important instruction, stressing that the life and health of the people should be put first and the spread of the epidemic situation should be resolutely curbed [1]. In order to stop the spread of the epidemic on campus and put the health and life safety of teachers and students in the first place, China's Ministry of Education issued a notice in a timely manner, requiring that the spring semester in 2020 be postponed and classes be suspended through online platforms. "COVID-19 prevention and control" is not only an emergency action, but also an important application demonstration of "Internet+education". However, how to improve the effectiveness of moral education function of ideological and political education course (hereinafter referred to as ideological and political course) by online teaching is an urgent problem to be solved. Current research about the effectiveness of the education courses in colleges and universities moral education function is less, the existing research mainly concentrated in the moral education function of middle school education courses, and its research topics mainly concentrated in the "offline" classroom teaching,

including course content, teaching methods, teaching means, teaching carrier and teaching evaluation, etc., involving education courses in colleges and universities moral education function of "online" teaching effectiveness research is less. This paper tries to start with the characteristics of online teaching, analyzes the influence of online teaching mode on the functional effectiveness of moral education in ideological and political courses in universities, and puts forward strategies to improve the functional effectiveness of moral education in ideological and political courses in universities.

II. FEATURES OF ONLINE TEACHING

"Online teaching" is a network teaching mode that uses computers or mobile phones to teach students in virtual space with the network as the carrier and the class or class head as the unit. There are four main ways to achieve this: speed course teaching, namely "recorded and broadcast + online q&a","live broadcast + online q&a",demonstration teaching package and other network high-quality resources teaching, mixed teaching, with strong autonomy, strong interaction and other characteristics.

A. Strong Autonomy

Compared with the traditional teaching mode, which teaches students face to face in a fixed classroom and in a fixed period of time, online teaching has broken the time and space limitation, and the learning time, place and way are relatively flexible, so students have a higher degree of freedom in learning. Students can make their own study plans. Due to the limited hardware conditions such as information technology, most teachers do not broadcast, but record fast lessons or integrate high-quality network resources such as high-quality courses. They are distributed in advance according to the one-week task, and students are required to complete the weekly learning task within one week. Students can break away from the traditional classroom "one-size-fit-all", free to arrange their study time and make study plans in line with their own actual conditions. In addition, students can choose their own sources of information. Network teaching can provide students with video, relevant classic readings, courseware learning resources are rich and colorful, illustrated, such as, students can choose from a wide range of network information source the materials they need,

and then according to their actual situation to design and arrange study, students consciously learn the subject.

B. Strong Interaction

Online teaching has broken the traditional teaching mode of "teachers speak and students listen." Whether it is an interactive area for live teaching or a topic discussion for learning, students can answer questions raised by teachers or post their own questions for discussion. Students are not only the educational object to receive knowledge, but also the direct participant and subject of teaching. The separated dialogue of online teaching, especially the virtual dialogue of "not meeting" in the discussion area, conceals the information that the individual is not willing to expose, adapts to the psychological characteristics of the youth's pursuit of independence and freedom, arouses the desire of students to express their views, and also satisfies many wishes that are difficult to realize in offline classroom teaching, and increases the communication between teachers and students. At the same time, teachers can also adjust the teaching schedule, improve the teaching methods and improve the teaching content according to the feedback of students. The interaction of online teaching enhances the communication between teachers and students, satisfies the needs of students' communication, arouses students' enthusiasm and initiative in learning, and is conducive to the establishment of good interpersonal relations among college students, and the cultivation of healthy psychology and correct values.

C. Higher Requirements for Teachers

General Secretary Xi Jinping has stressed that ideological and political course teachers should plant the seeds of truth, goodness and beauty in the hearts of students and guide them to buckle the first button of life. The teachers of ideological and political course are required to have strong politics, deep feelings, new thinking, broad vision, strict self-discipline and correct personality [2]. These six points are the requirements of ideological and political course teachers, and also the standards of good teachers in the new era. These have also highlighted the importance, ardent expectations and high demands of the Central Committee of the Communist Party of China with Xi Jinping as the core. We should be firm in our faith and remain politically sober in the face of major right and wrong. We should keep a sense of home and country, keep the country and the nation in mind, guide students to learn to analyze problems with dialectical materialism and historical materialism, consciously carry forward the main melody and actively transmit positive energy. These are the basic standards to measure a qualified ideological and political teacher. For a teacher who has studied Marxist theory for many years and entered into the ideological and political course teacher system after several layers of selection, he can basically do it. However, it is not easy to achieve these six points consistently. Online teaching has higher requirements for ideological and political course teachers. Teachers should not only meet the above six standards, but also master the information technology required for online teaching. It is not easy for young teachers to set up classes, create classes, interact with each other, record screens, live broadcast, write with the

mouse, doodle on courseware, turn on and off the microphone, turn on and off the camera, etc., but it is even more difficult for older teachers who are accustomed to traditional teaching methods. In addition, the course attribute of ideological and political course determines the unique difficulty of ideological and political course teaching. This highly difficult course requires higher requirements for teachers. Ideological and political course is a political course, students' learning motivation is not strong enough. Ideological and political course is a common course, facing the difficult plight of the masses. Ideological and political course is a theoretical course, teaching and learning are quite difficult. The ideological and political course is a course of faith, with higher demands and more difficult tasks. Ideological and political course is the main channel of ideological education, and ideological work is an extremely important work of the Party [3]. Online teaching can impart knowledge, but without face-to-face communication and inspiration between teachers and students, education does not happen, and the imparting of knowledge may not inspire wisdom and lead to the "three views." To overcome the above difficulties, innovate online teaching methods and give full play to the effectiveness of moral education, which puts forward higher requirements for teachers.

III. The Influence of Online Teaching Mode on the Effectiveness of Moral Education in Ideological and Political Courses in Universities

The moral education functions of ideological and political theory courses in colleges and universities are political leading function, cultural identity function and moral education function, and its effectiveness is effective, efficient and effective [4]. Effective focuses on the students' internalization of the knowledge into their own ideas and the enhancement of their recognition of socialist ideology; effective focuses on the time spent in realizing the moral education function of ideological and political courses; effective focuses on the enhancement of students' social responsibility or the social benefits achieved by moral education function of ideological and political courses. It is found that online teaching mode has both positive and negative effects on the effectiveness of moral education in ideological and political courses.

A. The Positive Influence of Online Teaching Mode on the Effectiveness of Moral Education in Ideological and Political Courses in Colleges and Universities

1) The concealment of online teaching is easy to stimulate students' enthusiasm and initiative in learning and communication

In the survey of "in the teaching process, which kind of teaching interaction do you prefer to participate in?", 90% of the students chose "online discussion", while 10% chose "offline raise their hands." In terms of "which teaching method do you think makes you more receptive to new knowledge and new ideas?" 85 percent of the students chose "online discussion and analysis guidance", while 15 percent chose "teachers speak and students listen." Therefore, online teaching can better exert the principal role of students, to students as the center, using the network teaching platform to

release task drive, let students learn independently, accurately find the student's attention and learning difficulties, and then through the learning platform release problem, teachers and students to discuss, make students become the focus of teaching. Interactivity, concealment and other features of online teaching enables students to keep an open heart, actively participate in teaching, also can communicate with others in their own learning experience, and inspire the enthusiasm and initiative of the students' learning and communication, enhance their awareness of autonomous learning and exploring spirit, and promote the further optimization of knowledge, help to achieve teaching objectives.

2) Online teaching has large classroom capacity and abundant resources, which is conducive to meeting the learning needs of multi-level students

Online teaching can make full use of the advantages of network resources, overcome the limitations of traditional classroom teaching time and space, and provide students with a large number of high-quality learning resources with wide vision, multi-level and multi-types. First of all, the study time is flexible and the classroom capacity is large. Online learning has broken the time and space limit and reduced the impact of the epidemic on students to a certain extent, enabling students to study without leaving home. Secondly, the content and form of teaching need not be limited by the capacity of a 45-minute class. Teachers can provide abundant learning resources such as teaching PPT, teaching videos, classic reading materials and current political hotspots before class, and arrange students to complete the task points of the week within a week. Students' learning time and place are relatively flexible, and the task points completed far exceed the traditional offline teaching capacity of 45 minutes. Thirdly, network information resources are abundant. The sharing of teaching resources is realized by utilizing national and provincial quality courses, super star resources, network resources such as *People's Daily Online*, *Guangming Online* and *QIUSHI Online*, online teaching platforms such as *Super Star* and *Tencent Classroom*. At the same time, the network also provides abundant learning materials for students to help them understand professional and academic frontier issues. Finally, multi-level requirements are met. The rich online teaching resources broaden the choice channels and scope of students, taking into account the knowledge differences and individual needs of each student. According to their own needs, students can choose their own learning materials, learning time and learning method, break away from the traditional classroom "one size fits all", and make their own learning plan in line with their own actual situation, and arrange the learning progress reasonably. Students' learning is more targeted and purposeful, which is conducive to achieving the teaching goals [5].

B. *The Negative Impact of Online Teaching Mode on the Effectiveness of Moral Education in Ideological and Political Courses in Colleges and Universities*

1) The high requirement of online teaching on information technology affects the fairness of education

Online teaching requires very high network quality and platform service, and some rural or poor areas have poor network signal. Once the online platform has too many logons and the background is crowded, the server system will crash and the teaching cannot be carried out, which will have a bad impact on students' learning and psychology. The survey shows that 85 percent of students felt anxious about the congestion and 5 percent felt they needed to use the Internet to study because they didn't have Wi-Fi at home. In addition, due to the high requirements of online teaching on teachers' information technology and professional level, some teachers cannot give full play to their real teaching level, and contents related to moral education functions such as value guidance cannot achieve the effect that face-to-face communication can achieve.

2) The "invisibility" of online teaching makes it difficult to monitor students' learning status

Online teaching is "dialogue" from a distance, although the teachers can use the study of learning teaching platform such as a series of data analysis, but cannot timely grasp the real condition of students' learning, unable to tell whether these data is steadfast students learned or by times speed, drag and drop or half-heartedly after video and "sucks." Some students with low learning initiative or unable to meet the requirements of online teaching are unable to consciously complete tasks such as autonomous learning, discussion, homework and teaching videos in accordance with the requirements of online teaching, thus unable to achieve the expected effects of learning, especially unable to lead the growth of students and shape their values. Due to the "invisibility" of online teaching, it is difficult for teachers to monitor and solve the above problems only by relying on a set of cold computer data.

3) The "mechanization" of online teaching makes the "moral education" function of ideological and political courses difficult to play

The realization of ideological and political education depends on the power of truth and the power of emotion. The power of truth relies on the scientific nature of theory, while the power of emotion relies on the personality charm of the theoretical communicator [6]. Online teaching is realized by means of computer or mobile learning platform, through a series of programmed operations such as lesson building and task opening, which is convenient for "knowledge transmission" and "the power of truth". But the cold machine and "mechanical" operation, it is difficult to achieve face-to-face communication between teachers and students, difficult to achieve the moral guidance of teachers, it is not easy to play the power of emotion. However, the realization of "moral education" in ideological and political courses must rely on "emotional power" to make students resonate with the information they receive. The so-called emotional power means that teachers can convince students through their own personality charm, emotional communication and moral demonstration, so as to identify with the content and viewpoints taught by teachers. Most of the online teaching is a "stealth" teaching between teachers and students, even if the teacher opened after the filter to open the camera, the students may not be willing to open the camera for many different

reasons, unable to face to face communication between teachers and students, unable to observe each other's joys and sorrows, unable to judge the student to grasp the situation of curriculum content or not. The moral function of the teacher is compromised, and political lead of college education courses, cultural identity and moral enlightenment function are weakened to a great extent.

IV. STRATEGIES TO IMPROVE THE EFFECTIVENESS OF MORAL EDUCATION IN ONLINE IDEOLOGICAL AND POLITICAL EDUCATION

Once "thought" leaves "interests", it will make a fool of itself [7]. To improve the effectiveness of moral education function of online ideological and political education and achieve the goal of education, It is necessary to stimulate teachers' enthusiasm in education, and it is necessary to cultivate online teaching teachers and improve their information technology level, expand the coverage of the Internet and promote fairness in education, enrich online classroom content and improve emotional effectiveness, monitor the learning effect and improve the evaluation mechanism.

A. Cultivate Online Teaching Teachers

A handy tool makes a handy man. The realization of moral education function and effectiveness of online ideological and political teaching course requires a group of teachers with firm political stand, advanced teaching concept, appropriate teaching methods and certain information technology level. First of all, update teachers' teaching philosophy. In the new era, college students have active thinking, diversified values and strong sense of political participation, which requires ideological and political education not only in the traditional sense of "indoctrinating" teaching in which teachers speak and students listen, but also in which ideological and political teachers do not have to be confined to the teaching of book knowledge, but to establish the teaching concept of "problem-oriented" and "equal communication". Secondly, promote ideological and political course teaching method reform. In the online teaching of ideological and political course, teachers should pay attention to the use of the methods favored by college students, put students in the center of teaching activities, and guide the analysis and evaluation of the existing problems and key points in students' online learning and discussion, so as to give targeted answers to the common problems. Thirdly, the information technology training mechanism of teachers should be established to improve the informationization ability and quality of ideological and political course teachers. It is necessary for teachers to have certain information technology if they use such teaching methods as recorded broadcast and live broadcast and online teaching platforms such as Super Star and Rain Classroom. Therefore, the key to improve the effectiveness of moral education in ideological and political courses is to build a team of ideological and political course teachers suitable for online teaching, update the network information processing technology, and better control the online teaching under the network environment.

B. Expanding the Coverage of the Network

The smooth progress of online teaching requires smooth network and perfect teaching platform. The network signal of some rural areas, poor areas and remote mountainous areas is poor. Once the online platform has too many users and the background is crowded, the server system will crash. The online teaching cannot be carried out, and the moral education function of ideological and political courses cannot be realized. Government, society and individuals need to establish good communication mechanism, coordination solution to network coverage and its online teaching derivative problems such as computer, For example, the government or enterprise's sponsorship, providing computers and mobile phones for students with difficulties, building mobile, Unicom and telecom networks, and expanding the network coverage area, not only shows the fairness of education, but also reflects the care of our party and the government in solving the practical problems of students, and improves the effectiveness of moral education function of Ideological and political courses in a silent way.

C. Reasonably Planning Online Teaching Course Objectives and Teaching Contents

According to the curriculum objectives of ideological and political course, the reasonable planning of each lesson and the knowledge, ability and emotion objectives to be achieved is the key to improve the effectiveness of moral education function of online ideological and political course. On the one hand, the goal of the curriculum is to improve the effectiveness of the direction of moral education. The goal of Ideological and political course is to guide students to be moral adults, aspire to become talents, establish a correct world outlook, outlook on life and values, firm belief in Marxism, firm faith in socialism and communism, enhance self-confidence in the road, theory, system and culture of socialism with Chinese characteristics, and cultivate patriotism. We should consciously integrate patriotism, ambition for strengthening the country and serving the country into the struggle to uphold and develop the cause of socialism with Chinese characteristics, build a socialist modern power and realize the great rejuvenation of the Chinese nation. The online teaching of ideological and political courses in colleges and universities focuses on cultivating people with the help of information technology, strengthening the mission of college students, guiding students to follow the party's words and strive to be qualified builders and reliable successors of socialism. On the other hand, the course content is the soul of improving the effectiveness of moral education function. The teaching content of ideological and political course contains the function of moral education. According to the requirements of the course objectives, the teaching content is divided into junior high school, senior high school, university and other learning segments. In each learning segment, the teaching content is determined according to the development requirements of the society, the development characteristics of students' physiology, psychology, knowledge and experience, cognitive ability and other aspects.

Centering on the course objectives, the course theory is combined with social reality and students' reality, and the online ideological and political course content construction is coordinated. As long as theory persuades people, it can grasp the masses; as long as theory is thorough, it can persuade people [8]. Using the characteristics of network information, updated quickly, in a timely manner to the network access to the current political, social hot issues of integrated into classroom teaching, through the vivid case and popular language to parse the abstract theory, both is helpful for students to understand and accept, also makes the students in the case of the real deep feeling of the practical application of mainstream ideology. In terms of teaching methods, new methods such as audio and video are used to enrich the classroom teaching method, change the traditional teaching method of reading by the book and teaching by teaching in full room, improve the students' auditory, visual and sensory effects, and increase the attraction and appeal of classroom teaching. In terms of teaching content, we will integrate small ideological and political classes with large social classes, and strengthen Marxist theory education and guidance on hot social issues. We must adhere to Xi Jinping's new socialist ideology with China's characteristics and cultivate people's soul. We should focus on political identification, family feelings, moral cultivation, rule of law awareness and cultural accomplishment. We should adhere to the principle of loving the party, patriotic, loving socialism, loving the people and loving collectives. We must adhere to the unity of patriotism and love of socialism and the Marx doctrine theory education. Such as the case of male figures, expand reading, current political hot spots, leader's speech, personal experience sharing, to provide students with help within their ability, such as psychological counseling.

D. Monitor the Learning Effect and Improve the Evaluation Mechanism

Online teaching is an emergency measure during the epidemic prevention and control period, as well as an important outcome of teaching reform and innovation under the background of "Internet plus". It adapted to the current psychological needs of students' keen to use network learning, can provide a large number of rich learning materials for students, and give students the freedom to choose right, but some students rely too much on the network, or even negative thoughts in the cyber and non-mainstream ideology, this very bad for the healthy growth of college students, the education courses teaching goal and the realization of the function of moral education also creates problems. Only by monitoring the learning effect and perfecting the evaluation mechanism can we enhance the effectiveness of moral education. First, optimize learning status monitoring. Point to ensure that students learn online teaching tasks, teachers task point must be set to prevent drag and drop, prevent times speed mode, and in the process of video broadcast every few minutes to set up a topic, right to continue to study the content below, or still need to study the content of the front, to urge students to study hard and take notes. Second, teachers need to use the network teaching platform feedback on students' online learning time, learning status, sign in, video task completion, online discussions, such as information, timely grasp the students learn to think in a dynamic and dynamic, targeted to monitor student learning and management, help them to correct bad learning behavior habits. Again, set assessment index reasonably. Combined with the actual situation of students and online teaching, teachers can choose the way that can not only objectively reflect students' learning situation, but also urge students to learn and be easily accepted by college students. For example, the superstar platform is used to set the weight of the course score. The assessment factors are composed of task points, assignments and discussions, etc. The score is set as follows: audio and video account for 50% of the course, assignments account for 15%,chapter tests account for 15%,discussions account for 10%,and sign-ups account for 10%. Teachers can also check the completion status of task points, progress, completion rate and accuracy rate of classroom test in real time through the teaching system of Super star platform. Through classroom test, teachers can timely and accurately understand the shortcomings of students and give accurate guidance to improve students' learning effect and promote learning through examinations.

V. Conclusion

Starting from the characteristics of online teaching, using the methods of literature research, questionnaire survey and interview, this paper analyzes the positive and negative effects of online teaching mode on the effectiveness of moral education function of Ideological and political course in Colleges and universities. In view of the negative effects such as the difficulty in monitoring students' learning status and the difficulty in playing the "moral education" function, this paper puts forward some strategies to improve the effectiveness of moral education function of Ideological and political course in Colleges and universities. Its strategy includes the following four points: first, cultivate online teaching teachers; second, expand the network coverage; third, reasonably plan the online teaching curriculum objectives and teaching content; fourth, monitor the learning effect and improve the evaluation mechanism.

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