

# Analysis of Digital Technology Empowerment The theoretical basis of college students ‘ ideological and political education

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**Abstract:** In the context of the digital age, integrating digital technology into the ideological and political education of college students has become an important direction of ideological and political course innovation. In the university education system, the fundamental purpose of ideological and political education lies in order to deepen the understanding and identification of Marxism and its theoretical evolution in the process of Sinicization. The empowerment of digital technology enables the content to be presented in a more vivid, fascinating and persuasive way, so as to effectively promote students’ understanding of Marxist theory. The empowerment of digital technology is not simply to use digital technology as a tool and use “bring doctrine” to join in the ideological and political education of college students, but to realize the empowerment of digital technology to the ideological and political education of college students according to scientific theories and using scientific ways. Clarify the theoretical basis should be the source, from the Marxist theory.

**Keywords:** digital technology; college students; ideological and political education; theoretical basis

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## Introduction

The acquisition of scientific knowledge depends on scientific methods, which are rooted in scientific thought and scientific spirit. In the process of digitization, the ideological and political teaching of college students should be consistent with the core thought of Marxism. The theoretical basis of ideological and political education for college students is discussed.

## 1. Science and technology thought

### 1.1. New science and technology innovation, new culture and new ideas

The continuous progress of science and technology is the material basis of cultural development, and it also promotes the renewal of cultural ideas to a certain extent. The development of digital technology and the deepening of its application level and scope have greatly improved the practice of human production and changed the way of human life. Due to the high application and empowerment of digital technology, the universal and special connection in practice has been enriched, the relationship between social life has been improved, the field of humanistic spirit has been widened. The development of science and technology has a profound influence on the society and culture, which has provided the necessary conditions and strength for the progress of science and technology. Digital technology has developed from the application of digital communication technology that can only carry out information transmission to the technology that can build the virtual world now. The virtual world constructed is quietly changing the production practice and life form of human beings, thus making human beings evolve into complex digital survival. The huge and profound material and spiritual value brought by digital technology has a huge impact on the human survival and development trend of the whole world.

### 1.2. Thinking about the technical risk

Marx and Engels believed that the history of technological development is the history of human development, and as long as there is technology, there will be technological risks. Engels’s philosophy of technology is particularly remarkable, and he attaches great importance to the discussion of technology alienation. In *The Dialectics of Nature*, Engels used the methodology of dialectical materialism to deeply study the relationship between technology and man, and between technology and nature, and pointed out: “We should not be too intoxicated with the victory of our human beings against nature. For every such victory, nature will retaliate against us. Each victory, at first, achieved the result we expected, but then it had completely different and unexpected effects, often eliminating the original result.” His thinking deeply re-

veals the phenomenon of technological alienation, and tries to propose solutions. On the one hand, under the condition that social production has become a wide range of machine production, machines, as the main labor force, have replaced human and animal forces, and the risks and hidden dangers brought by technology application are more inevitable, which objectively increases the outbreak probability of risks. On the other hand, due to the complexity of social practice, the relative limitation of understanding and the stage of development, people's cognitive limitations, error in technical solutions and deviation in practical application will also bring threats and damage to people's production and life.

### **1.3. Talents are the key factor of scientific and technological innovation, and realize self-reliance in science and technology**

Self-reliance in science and technology. China must rely on its own strength to realize self-reliance in science and technology, and cannot rely on external forces. The new era needs the right idea to guide the progress, so scientific and technological innovation is crucial. Innovation-driven development has provided impetus for China's economic progress and has a profound impact on building China into a great modern socialist country. At present, China's economic development should not only transform and upgrade, but also face the pressure of foreign competition. In order to improve the economic power, we must rely on innovation. Man is the core of human exploration and change of natural and social activities."People are the most critical factor in scientific and technological innovation", General Secretary Xi Jinping has put forward many training strategies for cultivating scientific and technological talents, and is committed to "cultivating a large number of international level strategic scientific and technological talents, leading scientific and technological talents, young scientific and technological talents and high-level innovation teams."Reform the innovative talent training and use mechanism. At present, China is still in a relatively backward position in some important fields, the main reason is the lack of investment in basic research, research strength needs to be improved, and coherent research is difficult to continue. Moreover, the external international situation is not optimistic. Western countries regard China as a strong enemy in the development of key and core technology fields, and continue to suppress and contain China. General Secretary Xi Jinping believes that we should adhere to self-reliance and self-improvement in science and technology, adhere to the problem-oriented and demand-oriented approach, rely on our own capabilities to make breakthroughs, and solve problems in innovation and development. To put national prosperity and national rejuvenation on the basis of our own strength, we should research and develop cutting-edge technology, seize the first-mover advantage in the field, conquer the "bottleneck" field, and grasp the initiative of our own science and technology. Scientific and technological innovation is conducive to improving the innovative thinking and quality of workers, upgrading the labor tools, expanding the scope of labor objects, and making the social production relations more suitable for the development requirements of productive forces.

### **1.4. Scientific and technological progress must follow the ethics of science and technology and serve the socialist modernization drive**

Scientific and technological progress must follow scientific and technological ethics and assume social responsibilities. This is because scientific and technological progress is not only related to technological breakthroughs and development, but also related to the impact on society, the environment and human beings. Therefore, while promoting scientific and technological progress, we must ensure that its development direction is in the interest of the public, respect life and health, protect the environment, and prevent the potential risks caused by the abuse of technology. The thought of science and technology emphasizes that the progress of science and technology must follow science and technology ethics and assume social responsibility. This is the moral requirement and social responsibility of the CPC in the field of science and technology. In the process of promoting scientific and technological innovation, China has always adhered to the work of scientific and technological ethics to carry out in accordance with laws and regulations, accelerated the construction of the legal system of scientific and technological ethics governance, and guided scientific and technological workers to enhance ethical awareness, enhance self-discipline ability, adhere to the bottom line of morality, so as to ensure the healthy and orderly development of scientific and technological innovation activities.

## **2. Comprehensive development theory**

### **2.1. Promoting the all-round development of human material aspects**

The overall progress of man covers two dimensions of material life and spiritual life. Human development is all-round, which means that people can not only meet the basic survival needs, but also be enriched and improved at the ideological and cultural level. The comprehensive development of material aspects refers to the improvement of people's material living conditions, including the development of productive forces, the increase of material wealth, and the improvement of living standards. Only under the condition of sufficient growth of the material foundation, people's basic survival needs can be met, so as to have more opportunities and ability to pursue a more advanced spiritual and cultural life. When material scarcity is no longer the main problem, people's attention and resources can turn to spiritual pursuits.

### **2.2. Promote the all-round development of the human spirit**

People's spiritual pursuit is complex and multi-dimensional, which not only includes the exploration and appreciation of truth, morality and aesthetics, but also extends to the acquisition of new knowledge, skills and the enjoyment of artistic and cultural achievements. This all-round development requires a person to constantly seek the enrichment of the soul and the realization of the personal potential on the basis of meeting the basic physiological needs, so as to achieve a higher level of self-realization and social contribution. Culture is an important part of human spiritual life. Only when culture is fully developed can we provide spiritual support for the all-round development of human beings.

### **2.3. Promote the all-round development of human social relations**

The overall growth of an individual depends on the support and protection of the social structure. Only in a harmonious interpersonal network can individuals maximize the use of their own potential and realize their personal value. The development of The Times not only brings rich new opportunities for people's social relations, but also objectively and inevitably makes people's social relations constantly withstand the new challenges of the development of The Times. If the enemy is underestimated or handled improperly, they will fall into new difficulties. Especially in the digital age, the establishment of "social relations" and maintain due to advanced communication technology and Internet technology support, communication becomes more convenient, communication become more diverse, but it is also likely to make people present social relations changeable, difficult, one-sided indifference, but to a certain extent, restricted the all-round development of social relations.

### **2.4. Promoting the all-round development of people's personality**

The overall progress of individuals is regarded as the driving force and starting point for the development of society. It covers all aspects of scientific and technological innovation, economic growth and cultural prosperity. When individuals are improved in moral, intellectual and physical aspects, they can not only make better use of their own potential and realize their personal value, but also get rid of restrictions and repression, and move towards real freedom and liberation.

## **3. Ideological and political education theory**

### **3.1. The development of social environment affects the transformation of ideological and political education forms**

The ideological and political education theory deeply analyzes the external conditions and various functional factors that influence education. Together, these different elements shape a specific educational environment that is open in nature and free of space or time constraints, showing distinct dynamics. People in a certain period of time, people's thoughts, behaviors, attitudes and opinions, to a certain extent, are restricted by people's objective conditions. Different technologies of social life construction in different stages also create different external environments, which further specific influences restrict ideological and political education. With the continuous evolution of digital technology, new challenges to ideological and political education.

### **3.2. The intermediary factors affect the development of ideological and political education**

The media theory of ideological and political education mainly studies the implementation methods and means of ideological and political education, that is, how to carry out effective ideological and political education through specific ways and means. From the perspective of media theory, this educational process is regarded as a multiple interaction system, involving the interaction of multiple elements. In this educational system, the educational implementer plays a key role in transmitting ideological and political ideas, while the recipient is the object to be shaped and inspired.

### **3.3. Leaders' important discourse on ideological and political education**

Standing on the development height of The Times, it is the ideological and political education of the ideological and political education work with The Times. In inheriting the classic marxist writer of ideological and political education thought, the communist party of China leaders about ideological and political education and the Chinese excellent traditional culture on the basis of education thought, adhere to the basic principles of ideological and political education, pay attention to cultivate students 'moral quality and behavior standards, improve the students' ideological and political quality. General Secretary Xi Jinping stressed the need to promote the deep integration of the traditional advantages of ideological and political theoretical work and modern information technology. Keep up with the pace of The Times and social changes, continue to innovate the ways and strategies of ideological and political education, to ensure that ideological and political education is more in line with the requirements of The Times and has more practical results. These new discussions are not only guiding for the ideological and political education of college students, but also have important guiding significance for the inheritance and development of their ideological and political education.

Looking into the future, it is expected that digital technology can play a greater role in the ideological and political education of college students, promote the innovation of educational concepts and the improvement of educational quality. At the same time, we should always be vigilant to ensure that digital technology enables ideological and political education and does not deviate from the original aspiration and mission of education.

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