

Measures for Effective Ideological Education of College Students In The New Era

ZHAO Jing^{[a],*}

^[a] Chongqing Industry Polytechnic College, Chongqing, China.
*Corresponding author.

Received 16 September 2022; accepted 29 October 2022
Published online 26 December 2022

Abstract

With the progress of science and technology and the development of network, new media have been rapidly developed and widely used in the field of education with their characteristics of fast communication and wide coverage, and have impacted the traditional mode of ideological and political education of college students. In the new era of wider, faster, richer and more interactive information dissemination channels, the ideological and political education workers of college students have a broader platform and richer materials, but at the same time, they also face the impact on the status of the main body of education. Therefore, college students' ideological educators should adapt to the changes of the times, fully take advantage of the advantages brought by the use of new media, innovate ideological education methods and approaches, and promote ideological and political education work in the midst of opportunities and challenges.

Key words: Effective ideological education; College students; New era

.....
Zhao, J. (2022). Measures for Effective Ideological Education of College Students In The New Era. *Higher Education of Social Science*, 23(2), 117-121. Available from: URL: <http://www.cscanada.net/index.php/hess/article/view/12820>
DOI: <http://dx.doi.org/10.3968/12820>
.....

As an educational activity, ideological and political education must follow the laws of educational activities. The connection between educational activities and political, economic and cultural activities is internal in terms of society as a whole and external in terms of

education itself. After long-term efforts, socialism with Chinese characteristics has entered a new era, which is the new historical orientation of China's development. The new era requires new weather and new action. The ideological and political work of colleges and universities is related to the fundamental question of what kind of people they cultivate, how to cultivate people and for whom to cultivate people. As an important part of talent cultivation, the ideological and political education work in colleges and universities needs to be more new.

The work of ideological and political education is the work of people, and the work of people needs to grasp the rules and understand the characteristics, and needs to carry out targeted work according to the requirements of social development, and grasp the clear requirements of ideology in the process of ideological and political education work. At present, the scientific and effective integration of political education into the growth and development of college students' thoughts and the development of education in a silent manner are the key and difficult points of ideological and political education. Socialism with Chinese characteristics has entered a new era, and under the new historical conditions, the ideological and political education work in the new era is facing new issues at both the theoretical and practical levels. New topics require new ideas and new methods, and scientification is both a prerequisite for new ideas and new methods and a basis for studying new topics.

1. THE IMPORTANCE OF STRENGTHENING AND IMPROVING THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

.....
Improving their ideological and political quality and training them to be the builders and successors of the socialist cause with Chinese characteristics is of

great strategic significance for the comprehensive implementation of the strategy of developing the country through science and education and strengthening the country with talents, ensuring that China will always be invincible in the fierce international competition, ensuring that the grand goal of building a well-off society in all aspects and accelerating socialist modernization will be achieved, and ensuring that the socialist cause with Chinese characteristics will flourish and have successors. It is of great and far-reaching strategic significance.

Since the reform and opening up, especially the Fourth Plenary Session of the 13th CPC Central Committee, the Party Central Committee has adhered to the policy of “grasping with both hands and making both hands hard” to strengthen and improve the leadership of the ideological and political education of college students. All regions and departments and higher education institutions have conscientiously implemented the requirements of the central government, strengthened and improved the ideological and political education work, and played an important role in cultivating high-quality talents, promoting the reform and development of higher education, and maintaining the stability of schools and society. The mainstream of contemporary college students’ ideological and political situation is positive, healthy and upward. They love the Party, love the motherland and love socialism, firmly support the Party’s line and policy, highly agree with Deng Xiaoping’s theory and the important thought of “Three Represents”, fully trust the Party Central Committee with Comrade Hu Jintao as the general secretary, and are confident in adhering to the road of socialism with Chinese characteristics and achieving the grand goal of building a moderately prosperous society in all aspects.

The profound changes in the international and domestic situations make the ideological and political education of college students face both favorable conditions and severe challenges. The struggle between international hostile forces and us for the next generation has become more acute and complicated, and college students are facing the impact of a large number of western cultural trends and values, and the influence of certain corrupt and decadent lifestyles on college students cannot be underestimated. With the continuous expansion of opening up to the outside world and the deep development of socialist market economy, the social and economic components, organization forms, employment methods, interest relations and distribution methods in China are becoming more and more diversified, and the independence, selectivity, variability and differences of people’s thought activities are increasing. This is conducive to the establishment of college students’ consciousness of self-improvement, innovation, success and entrepreneurship, but at the same time, it also brings some negative effects that cannot be ignored. Some college students have

different degrees of confused political beliefs, blurred ideals and beliefs, distorted value orientation, weak sense of integrity, lack of social responsibility, diluted spirit of hard work, poor concept of solidarity and cooperation, poor psychological quality, etc.

2. THE MISSION OF STRENGTHENING THE IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS

Strengthening ideological and political education of college students is political. “Politics in ideological and political education mainly refers to the politics of the educational content and the political stance of people’s words and actions, which comes from politics.” Therefore, ideological and political education for college students is an important way to instill the party and national line and policy, and also the university; to guide students to establish the correct outlook on life, worldview, values and principles of life, and to guide them to behave and do things. It is a systematic project that requires the mobilization of school and society, but among all relevant factors, university; 8P196201 professional education, as an education that runs through the study and life of college students, is bound to influence the thinking of college students from the perspective of cultural environment. Political education has an important influence, and the micro-cultural environment constructed by professional education, which is closely related to the ideological and political education of college students, causes difficulties to the ideological and political education and the formation of character quality of college students; insisting on the combination of education and self-education, insisting on the combination of political theory education and social practice insisting on the combination of inheriting good traditions and improving innovative ideological and political education, is to guide people to form correct ideological behavior Science. , current social practice military training, part of the original music competition quality expansion training, etc.

Constantly instill new ideas, constantly raise awareness, to deeply grasp the status and role of strengthening and improving the ideological and political education of college students, is important for the cultivation of high-quality creativity. Talents have important theoretical and practical significance; to do a good job in the ideological and political education of college students, we should focus on the following aspects: Strengthen the construction of counselor team Strengthening and improving the ideological and political education of college students is a systematic project the basic principles of ideological education need to be mobilized However, among all the relevant factors, the counselors in the university have undoubtedly become

the most critical; the reasons are as follows Education is political in nature. "Politics in ideological and political education mainly refers to the content of education. Therefore, ideological and political education for college students is an important way to instill the party and state's line and policy, as well as a university.

In the promotion of ideological and political education, it is necessary to focus on the law of students' growth and development, especially on the understanding of the law of students' mental development, and only by clarifying the law of students' growth and development can we do a better job. Scientific understanding of students' individual thoughts. Thought is the process of internal cognitive change of students, and is the integration of students' individual worldview, outlook on life and values, and in a certain sense it can be said that thought belongs to the individual.

3. MEASURES FOR EFFECTIVE IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS IN THE NEW ERA

In strengthening the ideological and moral education for college students, one is to strengthen the relevance, to study in depth the ideological reality of each student and the changing ideological reality in different periods and situations, to fasten the pulse of students and to target them; the second is to highlight the innovation, that is, the content and ways and means of ideological and moral education should adapt to the requirements of the new era and to the current situation. In terms of content, innovation should reflect both the advanced content of the dominant value orientation, but also should contain content that adapts to the broad requirements of social reality. In terms of methods and approaches, efforts should be made to highlight the main position of students, advocate two-way communication and equal discussion. It should not only play the role of the main channel of classroom teaching, but also make good use of the traditional positions such as campus culture, and at the same time adapt to the situation of networking and informatization to create some new ways and methods. We should continue to explore the characteristics and laws of college students' ideological and moral education in depth and grasp the trend of this hair boat. So as to make this work more scientific and artistic and more effective.

College students are one of the important forces in realizing the strategy of developing the country through science and education in China, and their ideological and moral conditions are related to the success of socialist modernization construction and the realization of the great rejuvenation of the Chinese nation. Therefore, we should take active and effective measures to do a good job in the ideological and moral education of college students.

In the way of ideological and political education, we should adopt reasonable education methods, organize carefully, grasp the implementation of the four aspects of personnel, time, content and effect, and ensure the three organic combination.

i. ideological and political education should be combined with administrative management. When carrying out ideological and political education, we should assist administrative management means to ensure the implementation of education and form an effective education management mechanism. Whenever ideological and political education is conducted, all students are required to attend and take roll call, and the attendance rate needs to meet a certain percentage. Those who cannot attend ideological and political education due to leave should be made up by each relevant teacher and student backbone, and those who do not attend ideological and political education for no reason should be managed with more efforts and criticized by name.

ii. regular education should be combined with random education. Ideological and political education needs to be planned and organized regularly. The number, time and content of regular education should be determined according to the performance and characteristics of students in each discipline and major. At the same time, random education should be carried out in major activities, festivals and times to insist on involving ideological and political education into the students' usual study and work life. The combination of regular education and random education can achieve regular education without interruption, random education often supplemented to ensure the regularity of ideological and political education.

iii. the combination of situation education and knowledge teaching. At present, the profound changes in the international and domestic situation make the ideological and political education of college students face both favorable conditions and severe challenges. The struggle between international hostile forces and us for the next generation is more acute and complicated, college students are facing the impact of a large number of western cultural trends and values, and the influence of certain corrupt and decadent lifestyles on college students cannot be underestimated. Therefore, to carry out ideological and political education work, we should help students analyze the international and domestic situation in combination with knowledge teaching in situation education, so that the majority of students understand the international and domestic situation and recognize the development trend.

iv. vigorously build campus culture. Campus culture has an important function of nurturing people, and it is necessary to build a campus culture reflecting the characteristics of socialism, the characteristics of the times and the characteristics of the school, and to form

an excellent school style, teaching style and learning style. Vigorously strengthen the cultural quality education of college students, carry out colorful and positive academic, scientific and technological, sports, artistic and recreational activities, organically combine moral education with intellectual education, sports and aesthetic education, and integrate education into cultural activities. We should be good at combining traditional festival days, major events and opening and graduation ceremonies to carry out distinctive and attractive thematic educational activities. Pay attention to the construction of campus humanistic environment and natural environment, improve campus cultural activities facilities, and build a good activity center for college students. Strengthen the construction of school newspaper, school magazine, school radio and TV and school publishing house, and strengthen the management of philosophical and social science seminars, reports and lectures, and never provide channels for the dissemination of wrong views and remarks. Resolutely resist the erosion and influence of various harmful cultures and corrupted lifestyles on college students. Prohibit the spread of religion in schools.

v. Insist on the concept of “management cultivation, service cultivation and environment cultivation” in the ideological and political work of students. Cultivating high-quality skilled talents is the historical mission of higher vocational institutions. “High quality” means good professional ethics, integrity, legal concept, professionalism, responsibility and teamwork. In fact, due to the objective reality of the student population in higher vocational institutions, it brings great difficulties to our ideological and political work. The reality and responsibility should inspire our ideological and political staff to adhere to the concept of “management educating people, service educating people and environment educating people” and actively carry out the work. First, the establishment of a scientific and standardized management system, the implementation of effective management. Management is not to reform people, but to awaken them; system is not to restrain people, but to motivate them. For students in higher vocational colleges between secondary school and university, if the nanny management method of secondary school is adopted, it will greatly restrict the development of students’ personality and potential, and if the open management method of university is adopted, it may make a considerable number of students lose their direction and waste their study. How to follow the management principle of “jump and pick a peach” and establish a management system that is moderate in width and severity and in line with the actual thoughts, psychology and behaviors of students in higher education institutions has become an urgent task. At the same time, in the process of implementing the management system, we should try to make both sides reach a relative consensus, supplemented

by the working method of “moving with emotion, treating with sincerity, reasoning and perseverance”, so as to form a synergy of both sides of management. As the saying goes, “into the heart to the ears, and into the practice”, the only way to manage education can receive twice the effect with half the effort. Second, adhere to the “student-oriented”, enhance the sense of service. “All for students, for all students, for all students” is the purpose of ideological and political work in colleges and universities, which is also a generally agreed view. Specifically, we should strengthen the quality teaching service, logistics service, mental health service, dormitory life service, employment guidance service and so on.

At the same time, we should listen carefully to students’ voices, pay attention to their interests and actively help them solve practical problems in the course of our work, so that they can really feel the warmth of the school and thus achieve the purpose of serving and educating people. Third, strive to build a positive, civilized and harmonious campus environment. The learning campus atmosphere, beautiful campus environment, warm dormitory culture, healthy and upward cultural propaganda, educational and fun cultural and sports activities, all play the function of nurturing people in a subtle way, and play an extremely important role in further strengthening students’ ideological and political education work.

vi. teachers of higher education courses should consciously improve their own quality and try to play a key role in the ideological and political education of college students. It is an important way to help students establish a correct outlook on the world, on life, and on values, and plays an important role in training the new generation of university students to become the builders and successors of socialist endeavors. Since the Fourth Plenary Session of the 13th CPC Central Committee, the teaching of ideological and political theory courses in colleges and universities has been emphasized, and their status has been enhanced. The work of the “Three Principles” has achieved obvious results and the teaching effect of the ideological and political education courses has been significantly improved. Teachers engaged in ideological and political education in colleges and universities have the special mission of ideological and political education and play a key role in the ideological and political education in colleges and universities. However, there are problems in the ideological and political education classes, such as the lagging construction of ideological and political education materials, the poor integration of teaching contents with the actual thinking of university students, the dull teaching methods and the single teaching style. Teachers of ideological and political education must study, understand, and implement the spirit of the Opinions, strive to improve their ideological and political quality and professional quality, continuously

strengthen their own Marxist theory, actively explore the laws of ideological and political education, and make their contribution to the academic construction, curriculum construction, teaching materials construction and talent training of ideological and political education courses. We need to take into account the realities of reform and opening up and socialist modernization, and the realities of university students' thinking, to effectively reform the contents of teaching, improve teaching methods, and improve teaching methods, so as to continuously improve the teaching effectiveness of the ideological and political education courses.

CONCLUSION

The key point of this integration is to give students a strong sense of responsibility based on reality and with an eye to the future. Responsibility is the basis for students' independent development and the guarantee that they will be reliable successors in the future development of society. First of all, we should put responsibility into the daily behavior of students. Daily life is the focus of students' education, and the cultivation of a sense of responsibility focuses on the role of daily life. Second, create more opportunities for students to take on independent roles, including learning to share stress and risks, as well as cultivating the ability to create conditions for their own lives. Only if students always integrate personal development into the overall situation of national development, students' sense of responsibility will have a long-term and sustainable guidance.

In a word, the scientific development of ideological and political education work in colleges and universities is a continuous process, which cannot be achieved

overnight. It is necessary to constantly expand the thinking and broaden the path, and to carry out in-depth research around the needs of the development of the Party and the country, the needs of talent cultivation and the needs of students' growth and development. In the process of further advancement, we should clarify the meaning, grasp the law, and move forward in accordance with scientific theory, scientific thinking, and scientific methods in order to make ideological and political education work effective.

REFERENCES

- Hu, J., & Zhou, X. (2022). Exploring the path of cultivating college students' personal morality in ideological and political theory courses. *Contemporary Education Research*, 6(1), 6.
- Rosenthal, J., Darnton, R., & Harding, A. (2022). Parity at last: A new funding model for undergraduate primary care education in England (Vol.72, p.257). *The British Journal of General Practice: The Journal of the Royal College of General Practitioners*, (720), 72.
- Song, M. (2021, May). Research on the patriotic education for college students in the new era: Taking the enhancement of cultural confidence as an example. In *Information Processing and Advanced Education* (pp.1269-1272).
- Yu, K. J. (2022). Commencement Speech at 2022 Graduation Ceremony of the College of Architecture and Landscape, Peking University. *Landscape Architecture Front*, 10(2), 4-8.
- Zhang, X. Q. (2019). Challenges and counter measures faced by ideological and political education of graduate students in the new era. *Journal of Shenyang Institute of Aeronautical Engineering*. *Journal of Beijing University of Posts and Telecom*, 21(4), 80-84.