

# Research on the Innovation Strategy of Ideological and Political Education in Colleges and Universities

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**Abstract:** The ideological and political situation of college students is still active and healthy as a whole. However, with the continuous expansion of enrollment in colleges and universities, the occurrence of ideological and political education in college students is constantly happening. Therefore, colleges and universities must constantly strengthen ideological and political education, making ideological politics of college students is constantly moving towards a healthier direction. At present, colleges and universities generally pay insufficient attention to ideological and political education, which leads to the development of ideological and political education courses in colleges and universities, but has not received good results.

## 1. Introduction

When college students are in the future of our country, the hope of the nation, college students bear the heavy responsibility of building our country. College students will move to various industries and positions in the future. If there are problems in the thinking of college students, for families, work units, and even An industry and our country will have an impact. In order to have a healthier state of mind for college students and to enhance students' sense of responsibility, innovation and practical ability, it is necessary to reform the ideological and political education in colleges and universities and innovate in the practice of educating people. Strengthening the practical education function of ideological and political education in colleges and universities is an important task in the reform of ideological and political education in colleges and universities, an important way to improve the timeliness of ideological and political education in colleges and universities, and an important means to improve students' ideological health. According to the characteristics of students and the characteristics of the times, colleges and universities need to constantly innovate the strategy of educating people in ideological and political education in colleges and universities, and cultivate more healthy and more active talents for the country and society.

## 2. The problem of effective ideological and political education practice educating people

Many colleges and universities do not have a deep understanding of the students' mental health. They seem to be students' health. Therefore, they do not pay much attention to the students' mental health construction and pay insufficient attention to the students' ideological and political education. Although all colleges and universities have carried out ideological and political education courses, the development of the curriculum is only formal, and there is no specific curriculum for the students, resulting in the curriculum not receiving the desired results. Because colleges and universities do not pay enough attention to ideological and political courses, students are lack of work in formulating teaching plans, building teachers, and allocating funds. And the school gives less time for ideological and political education, and there will be situations of being compressed and occupied. Students do not pay enough attention to the ideological and political education curriculum. Students always feel that this course does not have much effect, so students often do not go to class.

Most of the development of ideological and political education courses in colleges and

universities adopts traditional forms of education. Teachers mainly explain the role of students in the classroom. The students do not participate in the classroom, especially in the university classroom. There are not many cases of serious listening in the classroom, so this method of teaching has little effect. The ideological and political education curriculum in colleges and universities is dominated by theoretical courses and lacks practical courses. In order to truly mobilize the enthusiasm of students and achieve the purpose of educating students, college ideological and political education courses need to pay attention to practical courses and improve students' mental and ideological health through practice. As a college student, students' ideas are more mature and difficult to change. In order to change students' thinking, students must have a personal experience, so that students can learn from self-practice.

College students have not really entered the society, and there are many contacts through the network and society. However, there are various bad ideas in the network, which can easily affect the students' thinking and affect the students' values, world outlook and outlook on life. In order to correct some of the students' innermost wrong ideas, colleges and universities must carry out ideological and political education courses and educate people through practice. At present, the content of ideological and political education courses carried out by many colleges and universities cannot meet the real needs of students and affect the effect of teaching. The ideological and political education curriculum is a course that has always existed. It is a course that has been accompanied by students since the students started school. The content of ideological and political education in colleges and universities is a repetition of the previous content, so students will be annoyed with the ideological and political education courses in colleges and universities. Feeling emotional, the development of ideological and political education courses can not receive the desired results.

College students do not realize the importance of ideological and political education to their own development. Many college students' views on ideological and political education courses are that ideological and political education courses are nothing more than cultivating our patriotic concepts, correcting our values, and students regard their values and There is no problem with the concept of patriotism, so students do not pay much attention to the ideological and political education curriculum. Affected by the examination-oriented education, students often regard the ideological and political education curriculum as a course. The courses for the examinations ignore the role of ideological and political education. In the concept of students, professional courses can provide students with professional skills, and it will be helpful for students to obtain some certificates. However, non-professional courses in ideological and political education courses have little effect on students' access to some certificates, so students have ideological and political education. The course is not active enough.

The ideological and political education in colleges and universities is mostly based on teacher's classroom explanations, but the impact of classroom explanations on students is very small. In the course of carrying out ideological and political education in colleges and universities, we must pay attention to the practice of educating people. It is difficult to change the inner thoughts of students simply by teaching. Only students can practice it personally, and students can understand the truth more easily. Moreover, the development of theoretical courses must also change the way of single teaching. Teachers should mobilize the enthusiasm of students in the classroom, so that students can truly participate in the classroom, so that students have the opportunity to express their own ideas in the classroom. In the classroom to express their own ideas, teachers can understand the misconceptions of students' ideological and political views, and teachers can conduct targeted teaching.

### **3. Colleges and universities ideological and political education practice education innovation strategy**

In order to achieve the desired effect of the ideological and political education curriculum, it is necessary to start from the teachers and improve the emphasis of college teachers on the practice of ideological and political education, so that teachers can first pay attention to this course psychologically, and the teachers will be facing the course. Carry out reforms to make this course

work as it should. There are many ways to improve the emphasis of college teachers on the practice of ideological and political education. It is possible to let the ideological and political education teachers of colleges and universities enter the life of students, understand the inner world of students, and understand the misconceptions and shortcomings of students' ideological and political views. At the same time, and understand the students' views on the regional ideological and political education course, when the teacher understands the students' true views on the course, the teacher will naturally realize the necessity of educating people in ideological and political education. Colleges and universities can carry out some questionnaires or conversations to understand the students' thoughts, feelings and spiritual development, understand the ideological and psychological problems encountered by students in the process of learning and growth, and determine the development guidelines of ideological and political education courses after understanding the situation of students. . In addition, colleges and universities can carry out publicity and education activities to improve teachers' understanding of ideological and political education and educate people, and promote teachers' ideological changes. In addition, in the course of professional course teaching, teachers can publicize the importance of ideological and political education courses to students, so that students can know more about the students' professional knowledge in the future, and more importantly, the students' moral quality and ideological quality, and improve students' The understanding of the ideological and political education curriculum.

Colleges and universities carry out a variety of activities, but students' participation is often not high. Colleges and universities can also carry out some activities related to ideological and political education, and transform the abstract knowledge in ideological and political education into specific time content, but the related activities should focus on the improvement of students' enthusiasm, so that students can truly participate in the activities. Schools should pay attention to the innovation of forms in carrying out practical activities. Colleges and universities often use symposiums, seminars, lectures, etc., but students' participation in these activities is not high, so schools must carry out various forms of thinking for students. Political education practice activities. Colleges and universities can carry out various forms of ideological and political education activities such as debates, speeches, observations, volunteer activities, etc., so that students can participate in them and the ingredients mobilize the enthusiasm of students. For example, schools can carry out debates on ideological and political education for students. On the one hand, students need to prepare for the debate. In the process of preparing students, they can learn a lot of ideas about ideological and political, enrich the spirit of students, and open up the horizons of students. The debate activities can also improve students' thinking ability and logic ability. In addition, colleges and universities can also use multimedia technology to expose students to the latest ideas and information, let students understand the major events in the country and society, enhance students' sense of the times and students' feelings of home and country.

The students' thinking changes with the times, and the students of different eras have different psychological thoughts and characteristics. Teachers should constantly update the new content of ideological and political education practice and education according to the specific conditions of the students. Ideological and political education has distinct characteristics of the times, which determines that the content of practicing education needs to keep pace with the times. Since the 18th National Congress of the Communist Party of China, ideological and political education has highlighted the socialist core values, the Chinese dream propaganda education, and the culture of clean culture. The content of educating and educating people in colleges and universities should also be carried out around this content. In the patriotic education of students, colleges and universities can let students understand the history of the development of the Chinese nation, enhance the national pride of students, and let students understand the current political situation of China and the world and the development direction of China, and enhance students' sense of national responsibility. In addition, ideological and political education should also strengthen the practical education of the Chinese nation's great rejuvenation of the Chinese dream. The education of ideals and beliefs is an important part of the Chinese nation's great rejuvenation of Chinese dream education. Because the individual's ideals and beliefs are closely related to the future

development of the country, only the new young people of our country have lofty ideals and beliefs, and continue to struggle for personal ideals and beliefs. The future of our country can continue to develop in a brighter direction in order to realize the Chinese dream at an early date.

College students' lack of understanding of ideological and political education has led to the ideological and political education curriculum not being valued by students. The attendance rate of students is not high. Even if attending the course, students will listen carefully in class. In order to improve the enthusiasm of students in the classroom, some colleges and universities will take some mandatory measures. Some schools will name them in the classroom to ensure the attendance rate of students. Some schools confiscate students' mobile phones before class to guarantee the quality of students' lectures, but this A mandatory measure can only guarantee the attendance rate of students, so that students do not do other things in the classroom, but these mandatory measures do not really guarantee the quality of the students. In order to ensure the quality of students' lectures, students must be made aware of the importance of ideological and political education. Only when students realize the importance of ideological and political education will students listen carefully in the classroom, and the practical activities of some ideological and political education will be Will actively participate. For example, students know that professional courses are very important for their own development, so students will listen carefully in the professional class and have a high attendance rate in the professional class. In order to improve the efficiency of the ideological and political education practice curriculum, teachers must first improve their understanding of the importance of ideological and political education. The school can conduct some small tests to let students recognize their ideological and political defects and deficiencies. In addition, the school can arrange some internship activities for the students, and the students will go to the post to experience and realize the importance of ideological and political education for their own development. In addition, the school can also ask some graduated students to go back to school to explain the importance of ideological and political education to their own development. Graduating students have stepped into the society and embarked on a post. They have a personal experience of life and work. They can feel the importance of ideological politics to personal development and social development. It is more convincing for these graduates to explain to students. of.

In addition to the theoretical content of innovative ideological and political education, colleges and universities should also innovate the way of ideological and political education in colleges and universities. Traditional education is a form of education that is mainly explained by teachers and supplemented by students' learning. However, the teaching efficiency of this form of education is low. In order to improve the teaching efficiency of ideological and political education, colleges and universities should carry out reforms and take students' exploration as the mainstay. Supplementary ideological and political education. In practical activities, college students will exchange emotional communication, interpersonal communication and information exchange with the society. Students always hope to gain social recognition and desire to realize their own value. Therefore, when carrying out ideological and political education, teachers should pay attention to starting from the students' own development rules and supervisory needs and fully respecting students. Due to the lack of practical experience, students will inevitably have various problems in the process of practice. When students have problems, teachers should give encouragement to students, be sensible and sensible, and fully mobilize the enthusiasm of students, instead of criticizing Students, blind criticism can only suppress the enthusiasm of students and the confidence of students. In practice activities, teachers should let students learn self-selection, self-experience, self-evaluation, self-reflection and self-regulation, and encourage students to learn to find problems and solve problems independently. In this process, teachers should guide students appropriately. In a relaxed and active practice process, students can get subtle changes through practice. This practical teaching effect is far better than the teaching effect of classroom teaching.

#### **4. Conclusion**

From the perspective of schools and teachers, schools and teachers should change the practice of ideological and political education and people's ideas, and transform the teaching methods, and

translate the theoretical teaching into practical teaching, and achieve the educational effect on students through practical activities. In addition, the ideological and political education practice should be carried out from the perspective of students, to understand the needs of students and the ideological and political requirements of the society and even the development of the country, and to cultivate high-quality talents with excellent professional skills and ideological and political values for the society and the country. From the perspective of students, students should properly connect with the society to understand their ideological and political defects, and actively participate in the ideological and political practice of the school to make up for their own shortcomings.

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