

# Research on the Methods of Ideological and Political Education for College Students Targeting the Shaping of Collective Spirit

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**Abstract:** Ideological and political education is an important component of higher education and teaching. In the new era, ideological and political education should focus more on cultivating students' collectivist spirit and values, which is the need for universities to take the initiative to shoulder educational responsibilities. Despite years of ideological and political education, the performance of mainstream values such as collectivism among college students has been good. This article analyzes this. Based on the actual situation and the characteristics of ideological and political education for college students, this paper explores the strategies for shaping ideological and political education for college students with the spirit of collectivism.

## 1. Introduction

In the context of cultivating morality and cultivating talents, ideological and political education is the focus of higher education and teaching work. The spirit of collectivism is an important component of China's traditional culture. Strengthening the education of collectivism in the process of ideological and political education is a practical requirement to improve the quality of ideological and political education and promote the long-term development of college students. The rapid development of modern information technology and changes in the social and cultural environment have led to an increasing number of college students being overly recognized in their daily lives. The complex interpersonal relationships and growth environment have led to some students leaning towards themselves in the process of analyzing and solving problems. Some students' sense of superiority has also had a negative impact on the ideological and political education work in schools, resulting in poor team awareness and weak sense of collective honor among some college students. Low enthusiasm for participating in collective activities. The development of the social economy increasingly requires talents with comprehensive development. In the process of ideological and political education, universities must adopt effective educational methods based on the current characteristics to strengthen the collective spirit shaping of college students, and promote them to become qualified "successors" in the cause of socialism with Chinese characteristics.

## 2. The connotation of research-based learning and educational leadership

### 2.1 Collectivism still dominates the student community

Collectivism refers to the emotional identification of people towards the country and other collectives in social life. From a practical perspective, some students have a high sense of collective identity in their daily lives. In class activities, dormitory activities, and social volunteer activities, they all recognize themselves as members of the collective, actively cooperate with team members to complete various tasks, and strictly adhere to regulations in their work, Standardize one's own words and actions, and uphold collective honor. In a survey on the collective identity recognition of post-00s college students, it was found that most college students have a strong sense of collective honor and belonging, as shown in Table 1. The sense of collective honor and belonging reflects the positive interaction between students and between teachers and students. The sense of collective honor and students' sense of belonging to the class and school collective are representations of

college students' campus life, playing an important role in their campus learning and life.

Table 1: Survey Results of Collective Honor among Post-00 College Students

Project	Self-identity	Same as	Disagree
When my collective is subjected to unfair treatment or evaluation, I will take the initiative to defend it	69.45%	24.44%	6.11%
I will take the initiative to change words and actions that damage the collective image	76.16%	16.92%	6.33%
I will be proud of the collective achievement of honor	69.00%	25.25%	5.50%
Teamwork spirit can help members put aside their prejudices and collaborate at important moments	76.90%	11.10%	12.00%

## 2.2 High expectations for the unity of individual and collective interests

The rapid development of the social economy requires young people to combine personal and social development. In their learning and life, they should try their best to combine personal pursuit with the expectations of the people and the goals of social development, and achieve personal value in collective and social life. Contemporary college students are a generation that has grown up with the rapid development of modern information technology. They have a more active and inclusive mindset, and have more diverse values. Therefore, their expectations for the unity of personal and collective interests will be higher. When there is a conflict between individual abilities and collective interests, the vast majority of college students tend to seek a balance between the two, hoping to protect individual interests while maintaining collective interests, as shown in Table 2.

Table 2: Survey Results on the Relationship between Collective and Personal Interests of Post-00 College Students

Project	Make self sacrifice based on individual recognition and participation in the collective	Putting personal interests first	Prioritize subordination to collective interests while weighing the pros and cons	Consider whether the collective interest is in the interest of a small group of people
Proportion	20.74%	8.89%	27.59%	57.22%

## 2.3 Highlighting Individual Consciousness of Students

Due to the unique growth environment of contemporary college students, most of them have a strong sense of individual consciousness, mainly manifested in their ability to take responsibility for their own behavior in life and learning, and believe that they have a high degree of choice, consider themselves as the core of building interpersonal relationships, and tend to decide whether to participate in various collective activities from the perspective of individual needs. More abundant economic conditions and an open and inclusive environment make contemporary college students generally better at self-expression. College students' values and entertainment methods are deeply influenced by the online environment, and they prefer to showcase their true selves through different ways in collective activities.

## 3. Pointing towards the spirit of collectivism and shaping the strategies of ideological and political education for college students

From the results of the previous analysis, it can be seen that collectivist values still dominate the student community, and most students are able to effectively handle the relationship between

personal and collective interests. However, it cannot be denied that the individual consciousness of contemporary college students is increasingly prominent. In the more complex network and social environment, it is particularly important to strengthen the shaping of the collectivist spirit of college students in ideological and political education work. Therefore, this section explores the strategies for ideological and political education.

### **3.1 Optimizing the Content and Teaching Methods of Ideological and Political Theory Courses**

The ideological and political theory course is the main channel for ideological and political education of college students, and an important way for them to systematically learn Marxist theoretical knowledge and methodology. In the process of strengthening the shaping of collective spirit among college students, the role of ideological and political theory course should also be played as the main channel. By optimizing the content and teaching methods of ideological and political theory courses, the effectiveness of collective spirit shaping and ideological and political education should be improved.

On the one hand, teachers of ideological and political theory courses should integrate more elements of ideological and political education that reflect collectivist values into students' daily lives and social hot events, in accordance with the requirements of shaping the spirit of collectivism. They should optimize the outdated and dull teaching content in textbooks, and combine caring for the collective and social psychology with the daily behavior and life learning of college students. On this basis, Teachers also need to explore the theoretical sources of these teaching contents, guide students to try to combine Marxist theory in textbooks to understand the truth, value, and practical significance of specific manifestations of interpersonal communication, and cultivate students' ability to solve practical problems such as interpersonal communication problems using collectivist values.

On the other hand, teachers of ideological and political theory courses should also optimize the teaching methods of the course, improve the effectiveness of ideological and political teaching, enable students to actively and actively accept the infiltration of collectivist values, and externalize the relevant content learned into action. The education and teaching reform in the new era emphasizes that teachers should be student-centered in curriculum teaching. In the process of classroom teaching, ideological and political teachers should introduce new teaching methods such as group cooperation and case analysis based on teaching content and students' personalized learning needs. In the teaching process, "case" reasoning is used to clarify the situation, and "cooperation" reasoning is used to more effectively cultivate students' collectivist values and collective sense of honor.

### **3.2 Constructing an Ideological and Political Classroom with a Great Ideological and Political Pattern**

In the new era, ideological and political education for college students should not be limited to counselors and teachers of ideological and political theory courses, but should also be combined with professional courses, so that professional and general courses can go in the same direction as ideological and political education, and improve the effectiveness of ideological and political education. Therefore, in the new era, the ideological and political education of college students aimed at shaping the spirit of collectivism should not be limited to ideological and political theory courses, but should also integrate the shaping of collectivism into professional and general education courses. Collective value education can also be integrated into second class activities such as club activities, strengthening the effectiveness of ideological and political education, and allowing the brilliance of collectivism to shine in every corner.

College English, as a general English course, teachers can integrate collectivism education into the classroom teaching process. Through group cooperative teaching or team role-playing teaching activities, students are guided to cooperate and communicate with each other to complete classroom learning tasks or homework. This team style teaching activity can effectively improve the enthusiasm of some students to learn English, It can also help students improve their understanding

of collectivism in teaching activities.

Dormitory activities and club activities are the second classroom of ideological and political education for college students, and are important channels for infiltrating collectivist education. Schools and class teachers and other teaching teams should actively rely on the basic carrier on campus to carry out dormitory activities closely related to college students' daily life and learning or that are of interest to students, such as spiritual civilization dormitory selection and traditional festival themed club activities.

### **3.3 Exploring the mechanism of online interactive teaching**

The rapid development of modern information technology has made online ideological and political education increasingly popular. Online ideological and political education can effectively improve the efficiency of ideological and political education for college students, and also provide students with more diverse learning content and space. In the new era, ideological and political education workers in universities should also actively explore the network interactive teaching mechanism related to collectivist education in the work of online ideological and political education. Open network interactive teaching weakens the role boundaries of teachers and students, and also eliminates the authoritative position of teachers in traditional ideological and political education. In the process of online ideological and political education, teachers should adhere to the principles of caring, understanding, and respecting students. Online interactive teaching should strengthen the infiltration of collectivist values into students. In online ideological and political education, students should be encouraged to boldly leave life, study, or social topics that they are interested in or have questions about in the comment area. Teachers should respond promptly in the comment area to enhance students' emotional experience. We should also explore new synchronous interactive teaching methods such as online live streaming, and use online ideological and political education platforms such as campus networks to further share with students high-quality teaching resources such as red culture that cultivate college students' collectivist values, in order to improve the effectiveness of online interactive teaching and the shaping of college students' collectivist spirit.

## **4. Conclusion**

In the contemporary group of college students, collectivist values still occupy the mainstream position, but it is undeniable that, influenced by factors such as the rapid development of the Internet, more and more college students' individual consciousness has become prominent. It is particularly important to strengthen the cultivation of collectivist values among college students in ideological and political education. In the new era, ideological and political theory course teachers and other ideological and political educators should continuously optimize classroom teaching methods, create a large-scale ideological and political classroom, integrate the shaping of college students' collectivism spirit into ideological and political education activities inside and outside the classroom, and improve the effectiveness of education.

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