The Path of Content Innovation of Ideological and Political Education in Colleges and Universities

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Abstract: At present, most universities have established a relatively perfect ideological and political education (IPE) in colleges and universities (IPECU) system, including curriculum, textbook selection, teaching methods and so on. However, although the IPECU has achieved certain results, it still faces some problems and challenges. In view of these problems and challenges, IPECU needs continuous innovation and improvement in content, methods and evaluation, so as to meet the requirements of the development of the times and the actual needs of students. Based on this, this paper discusses the importance of content innovation of IPECU and its implementation strategies, and analyzes the challenges and problems faced by IPECU at present, including insufficient updating of educational content, single educational method and poor educational effect. Moreover, it also looks forward to the future development trend of IPECU content innovation in universities, and puts forward corresponding suggestions and prospects, aiming at promoting the reform and innovation of IPECU, and better adapting to the development of the times and the needs of students.

1. Introduction

With the rapid change of the times and the continuous progress of science and technology, IPECU is facing unprecedented challenges[1]. The traditional contents and methods of IPECU have been unable to meet the needs of contemporary university students to some extent[2]. Therefore, how to innovate the content of IPECU to make it closer to students, more targeted and effective has become an important topic of IPECU[3].

Under this background, it is of great practical significance to study the innovative path of IPECU. On the one hand, it helps to promote the IPECU to keep pace with the times and better meet the needs of the development of the times[4]. On the other hand, it is helpful to improve the ideology quality of university students and train them to become socialist builders and successors with social responsibility, innovative spirit and practical ability[5]. The main purpose of this study is to explore the innovative path of IPECU, and put forward specific implementation strategies in order to promote the reform and development of IPECU.

2. The present situation and problems of IPECU

At present, most universities have established a relatively perfect IPECU system, including curriculum, textbook selection, teaching methods and so on. In terms of educational content, it not only pays attention to the traditional Marxist theory education, but also gradually integrates the excellent Chinese traditional culture and the characteristics of the times[6]. In the form of education, in addition to traditional classroom teaching, we also actively explore diversified ways such as practical teaching and online education. In terms of educational effect, most students can recognize and accept the content of IPECU and have certain ideology quality. Although the IPECU has achieved certain results, it still faces some problems and challenges. See Table 1 for details.

Table 1 Problems and challenges faced by IPECU

Problem point	Describe	Example
Insufficient updating of educational content	The content of IPECU in some universities fails to reflect the characteristics of the times and the needs of students in time, which leads to the disconnection from reality.	A school is still teaching outdated political views and fails to cover new policies and concepts.
Single educational method	Universities rely too much on traditional classroom teaching, lacking innovation and effectiveness, and it is difficult to stimulate students' interest in learning.	A school still adopts the teaching method of "full house irrigation", which lacks interaction and practice.
The educational effect is not good	Students' recognition and acceptance of IPECU is not high, and they think that the content is abstract and divorced from real life.	The students' evaluation of IPECU courses in a school is continuously low.
Diversification of value orientation	The increasing diversification of university students' value orientation has had a certain impact on the traditional IPECU content.	Some students pay more attention to personal development and freedom, and have reservations about traditional collectivism.
Network environmental impact	The rapid spread and complexity of network information have a profound impact on university students' ideas and values.	Some students are influenced by online public opinion and have doubts or prejudices about certain political views.

3. Theoretical basis of content innovation of IPECU

3.1. Theoretical basis

The basic principle of IPECU is the basis and premise to guide the innovation of IPECU. Among them, it mainly includes the following aspects: the combination of indoctrination and guidance, the combination of theory and practice, and the combination of education and self-education[7]. The theoretical basis of content innovation is as follows: Marxist human theory, Socialism with Chinese characteristics's theoretical system, pedagogy, psychology and other related disciplines.

3.2. Significance and value of content innovation of IPECU

First of all, with the constant change of the times and the continuous progress of science and technology, IPECU is facing new challenges and requirements. Through content innovation, we can better meet the needs of the development of the times and improve the pertinence and effectiveness of IPECU[8]. Secondly, the goal of IPECU is to improve students' ideology quality and cultivate their socialist builders and successors with social responsibility, innovative spirit and practical ability[9]. Moreover, it can also provide useful reference for IPECU in other regions and countries. Finally, innovative talents are an important force for national and social development. Through the innovation of IPECU, we can cultivate students' innovative consciousness, innovative thinking and innovative ability, and make contributions to the cultivation of innovative talents.

4. Probe into the path of content innovation of IPECU

(1) Guided by socialist core values, construct new contents of IPECU.

Socialist core values are Socialism with Chinese characteristics's core values and an important direction to lead the innovation of IPECU in universities[10]. The specific path includes: deeply studying the connotation and extension of socialist core values, and integrating its core spirit and values into the content of IPECU. Combining the ideological reality and life reality of university students, we should design targeted and effective educational content to guide students to establish a correct world outlook, outlook on life and values. Educators should pay attention to the gradualism and progressiveness of educational content, design different educational content according to students' grades, majors and ideological conditions, and ensure the coherence and

systematicness of educational content.

(2) Blending into Chinese excellent traditional culture and enriching the connotation of IPECU.

Chinese excellent traditional culture is the spiritual lifeline of the Chinese nation and has rich educational resources. Integrating it into IPECU can not only enrich the educational content, but also cultivate students' cultural consciousness and self-confidence. The specific path includes: deeply excavating the educational resources of Chinese excellent traditional culture, such as Confucianism, Taoism and Mohism, and integrating them into the content of IPECU. Combining with university students' ideological reality and life reality, we should design educational content with cultural characteristics and guide students to establish correct cultural and moral values. Teachers should pay attention to the inheritance and innovation of Chinese excellent traditional culture and combine it with modern culture to form educational content with the characteristics of the times.

(3) According to the characteristics of the times, update the content system of IPECU.

With the development of the times, the content of IPECU needs to be constantly updated and improved to meet the needs of the times. The specific paths include: paying attention to the changes of domestic and international situations and policies, and integrating the latest theoretical achievements and practical experience into the content of IPECU in time. Combining with university students' ideological reality and life reality, we should design educational content with the characteristics of the times and guide students to pay attention to social hotspots and issues of the times. Educators should also pay attention to the innovation and foresight of educational content, actively explore new educational methods and means, and improve the attractiveness and effectiveness of educational content.

(4) Respect students' dominant position and promote the humanization, life and practice of IPECU.

Respecting students' dominant position is an important principle of content innovation of IPECU. Specific paths include: paying attention to students' needs and expectations, designing educational content that conforms to their growth laws and development characteristics, and ensuring its pertinence and effectiveness. Teachers need to pay attention to humanistic care and psychological counseling of educational content, pay attention to students' mental health and growth needs, and improve students' self-education and self-management ability; Promote the life and practice of educational content, combine theory with practice, guide students to apply what they have learned in real life and work, and improve their ability to solve problems and practice. Moreover, teachers should actively carry out practical teaching activities, such as social practice and voluntary service, so that students can receive education and grow their talents in practice.

5. The implementation strategy of content innovation of IPECU

(1) Strengthen the construction of teaching staff and improve the teaching level of teachers.

Teachers play a key role in IPECU, so strengthening the construction of teachers is an important strategy to implement content innovation. Teachers should be provided with regular training and professional development opportunities, so that teachers can constantly update their educational concepts and teaching methods and improve their education and teaching level.

(2) Innovative teaching methods to stimulate students' interest in learning and participation.

Innovating teaching methods is an important means to stimulate students' interest and participation in learning. Teachers can use interactive teaching methods such as case teaching, role-playing and group discussion to stimulate students' interest and participation in learning. Teachers should use practical teaching methods such as scenario simulation and on-site investigation to enhance students' practical abilities and experiences; Explore interdisciplinary teaching models, combine IPECU with other disciplines, and broaden students' knowledge horizons.

(3) Using modern information technology to create a new media platform for IPECU.

Modern information technology provides a new means and platform for IPECU. Therefore, special websites and online courses of IPECU can be built to facilitate students to study anytime

and anywhere. Educators can use new media forms such as social media and short videos to spread the content of IPECU, expand educational coverage, and develop interactive and interesting educational applications and games to attract students to participate and improve educational effectiveness.

(4) Improve students' practical abilities and sense of social responsibility.

Practice teaching is an important part of IPECU, which helps to improve students' practical ability and social responsibility. Schools can establish practical teaching bases to provide students with practical opportunities such as internship and volunteer service. Schools can organize students to participate in social surveys, community services and other practical activities to enhance their sense of social responsibility and civic awareness; Encourage students to participate in innovative and entrepreneurial projects, and cultivate students' innovative spirit and entrepreneurial ability; Strengthen the management and guidance of practical teaching to ensure the quality and effect of practical teaching.

6. Evaluation and feedback mechanism of content innovation of IPECU

In order to ensure the quality and effect of content innovation of IPECU, it is necessary to establish a perfect evaluation system and scientifically evaluate the content of IPECU; Establish an effective feedback mechanism to adjust and optimize the content system of IPECU in time; Strengthen the cross-integration with other disciplines and promote the innovative development of IPECU content. See Table 2, Table 3 and Table 4 for details.

Table 2 Evaluation strategy

Evaluation strategy	Describe	Implementation method
Formulate scientific evaluation criteria	Combined with the objectives, contents and methods of IPECU, specific, operable and measurable evaluation standards are formulated.	1. Study the core objectives and values of IPECU. 2. Analyze the integrity and adaptability of educational content. 3. Evaluate the effectiveness and practicability of teaching methods.
Adopt diversified evaluation methods	Comprehensively and objectively evaluate the content of IPECU by using qualitative and quantitative evaluation methods.	1. Design a questionnaire survey to collect feedback from students and teachers. 2. Conduct individual or group interviews to deeply understand the needs and expectations of students and teachers. 3. Implement classroom observation and evaluate the actual teaching effect.
Establish a normalized evaluation mechanism	Evaluate the content of IPECU regularly, so as to find out the problems and deficiencies in time and provide scientific basis for content innovation.	1. Establish a regular evaluation cycle, such as evaluation every semester or every year. 2. Establish a special evaluation team or committee. 3. Use the evaluation results for the revision and optimization of educational content.

Table 3 Feedback strategy

Feedback strategy	Describe	Implementation method
Encourage students and teachers to provide feedback.	Establish channels and platforms to encourage students and teachers to provide opinions and suggestions.	1. Set up a special feedback email or online questionnaire. 2. Organize symposiums or seminars for students and teachers on a regular basis. 3. Use social media or the official platform of the school to collect feedback.
Analyze and summarize feedback regularly.	Analyze and summarize the collected feedback regularly to find out the problems and deficiencies.	1. Designate a person to be responsible for analyzing and handling feedback. 2. Use data analysis tools to classify and sort out the feedback. 3. Regularly publish feedback analysis reports and share the results.
Adjust and optimize the content system in time	According to the analysis results, adjust and optimize the content system of IPECU in time.	1. Organize a team of experts and teachers to revise the content. 2. Update the educational content in combination with students' needs and social hotspots. 3. Use the optimized content system in practical teaching, and continue to pay attention to feedback.

Table 4 Cross-fusion Strategy

Cross fusion strategy	Describe	Implementation method
Explore interdisciplinary teaching mode	Combine IPECU with other disciplines to form an interdisciplinary teaching model.	1. Cooperate with professional courses to jointly design the content of IPECU. 2. Combine mental health education to develop emotion and values. 3. Cooperate with arts, history and other disciplines to enrich educational resources and teaching methods.
Introduce theories and methods from other disciplines.	Draw lessons from and introduce theories and methods from other disciplines to enrich and expand the theoretical and methodological system of IPECU.	1. Introduce psychological theory and pay attention to students' individual differences and psychological needs. 2. Apply sociological methods to analyze social phenomena and changes in values. 3. Combining with management theory, cultivate students' teamwork and leadership ability.
Strengthen interdisciplinary research and cooperation	Encourage teachers' interdisciplinary research and cooperation, and promote the deep integration and innovative development of IPECU and other disciplines.	1. Establish interdisciplinary research teams to jointly carry out scientific research projects. 2. Cooperate and communicate with domestic and foreign counterparts to share experiences and achievements. 3. Organize interdisciplinary seminars or workshops to promote academic exchanges and cooperation.

7. Conclusions

After in-depth research and discussion in this paper, the following conclusions are drawn: First, the innovation of IPECU content in universities has important theoretical significance and practical value, which is not only related to the cultivation of students' ideology quality, but also affects the development of the country and society. Secondly, we can effectively promote the innovation of IPECU by taking socialist core values as the guide, integrating into Chinese excellent traditional culture, combining with the characteristics of the times and respecting students' subjective status. Furthermore, implementation strategies such as strengthening the construction of teaching staff, innovating teaching methods, using modern information technology and strengthening practical teaching links are all important ways to realize content innovation. Finally, the key to ensure the quality and effect of content innovation is to establish a perfect evaluation system and an effective feedback mechanism, and to strengthen the cross-integration with other disciplines. Generally speaking, this study systematically discusses the theoretical basis, path exploration, implementation strategy and evaluation and feedback mechanism of IPECU content innovation in universities, which provides useful reference for the reform and development of IPECU.

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