Dissemination and Practice of the Party's Innovation Theory from the Perspective of Ideological and Political Education

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Abstract: Ideological and political education is of great significance to the comprehensive management and stable economic and social development of our country. Ideological and political education is an important content of education in every stage of our country, and it is also an important fortress for spreading the Party's innovative theory. This paper focuses on the perspective of ideological and political education and probes into how to spread and practice the Party's innovative theories in order to bring positive influence to the Party building work in the new era.

1. From the Audience's Point of View, Tell the Party's Story

The dissemination and practice of the Party's innovation theory is related to the future and destiny of the Party, the implementation of the national governance system and the trend of the people's will, which is an important event related to the overall situation. From the perspective of ideological and political education, we should further grasp the dissemination and practice of the party's innovation theory, use the party's innovation theory to guide the practice, and contribute to the realization of the great rejuvenation of the Chinese nation. From the practical effect, it is an effective way to integrate the party's innovative theory and ideological and political education. Therefore, under such circumstances, in-depth analysis of ideological and political education from the perspective of the party's innovative theoretical dissemination and practical countermeasures, to popularize the party's basic theoretical knowledge, improve the effectiveness of communication, have a very positive theoretical and practical role.

From the perspective of ideological and political education, we should do a good job in the dissemination and practice of the Party's innovative theory, among which the most important point is to let the educatee accept the dissemination effectively. The audience is the communicator of the Party's innovation theory, only by carrying out the education from the perspective of the audience, can the audience truly realize the profundity of the Party's innovation theory and make the audience more accept the Party's innovation theory, so that it can be put into practice and consciously be the communicator and practitioner of the Party's innovation theory [1]. In ideological and political education, we should adopt more acceptable expressions to enable students to accept, understand, remember and share the party's innovative theories more effectively.

One is to use the tone of storytelling to enhance students' interest in learning. Many students think that ideological and political education is boring ideological education, always lack of interest in learning. Therefore, in teaching the party's innovative theory, we should try to tell the story in a storytelling tone, so that students can enhance their interest in learning, through the explanation of the story more agree with the party's innovative theory. For example, in explaining "Belt and Road ", we can tell it through virtual character stories, let students understand the content and meaning of" Belt and Road ", from the greatness of the "Belt and Road" initiative, so as to more agree with the Party's innovation theory, so that students can spread what is "Belt and Road" to others on the basis of digesting and understanding, so as to truly become the communicator and practitioner of the Party's innovative theory.[2].
The second is to adopt new concepts, new words and expressions to keep pace with the times. In the dissemination and practice of the Party's innovative theory, we have innovated and summed up some new concepts and words. In ideological and political education, we should be good at using these words, change the way of expression, and let students have a deeper understanding of the Party's innovative theory. For example, for the strict administration of the Party and the elimination of politics, the words "beating tigers and swatting flies" can show the connotation of the Party's innovative theories more clearly [3]. In ideological and political education, with the help of a variety of media forms, we can adopt comics, short videos and other ways to publicize the party's innovative theory. In such a way, the younger generation can better receive the party's education.

The third is to encourage students to tell their own stories. The practice of the Party's innovation theory has been embodied in all aspects of work and life. From the perspective of ideological and political education, we should spread the Party's innovation theory and start with the people and things around us. Teachers should encourage students to speak up their own understanding of the Party's innovative theories, which will not only enhance the credibility of the Party's innovative theories, but also enable students to communicate and discuss with each other, so as to strengthen the students' learning depth of the Party's innovative theories and achieve better educational results.

Through such a way of ideological and political education, students can better spread and practice the party's innovative theory.

2. Focusing on People's Livelihood Concerns and Strengthening Leadership on Issues

The Party's theoretical innovation is based on our basic national conditions and has developed in the economic and social practice of our country. The Party's theoretical innovation has tenacious vitality and is the crystallization of the generation after generation. In the process of ideological and political education, we should not put the party's innovation theory on the shelf, we should not put the party's theoretical innovation only on the written, we should combine the reality of current social life, do a good job in the dissemination and practice of the party's innovation theory. In ideological and political education, we should focus on the issues of people's livelihood concerns, strengthen the guidance of topic setting, and truly let students have a deeper understanding of the Party's innovative theories by receiving ideological and political education, so as to better spread and practice the Party's innovative theories [4]. According to the theory of communication, the public is more inclined to pay attention to and think about the problems that the mass media pay attention to, so in the ideological and political education, we should pay more attention to the problems that the students care about, and combine the current social hot issues to teach the party's innovative theory, so as to achieve twice the result with half the effort.

The first is to grasp the social public opinion study, permeate the party's innovative theory. Students have a strong ability to accept new things, and students are in the key period of the formation of values and ideology, which is easy to be disturbed by external bad factors. In this case, in order to do a good job of ideological and political education, teachers should make a positive study and response to social public opinion, and guide students to form positive values. To the improper speech in the society, the teacher should give the correction in time, avoid the students to accept the influence of the bad social atmosphere, the ideological and political deviation, and
permeate the party's innovative theory while responding to the social public opinion, and spread the socialist core values.

Second, focus on social hot issues and spread new ideas and theories. In ideological and political education, we inevitably involve social hot issues, so we should use the opportunity to discuss social hot issues to spread new ideas and theories to students [5]. Make good use of the Internet learning platform such as learning powerful country, positively explain Xi Jinping's socialist thought with Chinese characteristics in the new era, analyze and display the ideological essence of the party's innovation theory, let the students master more theoretical essence, thus more recognize the party's innovation theory, and consciously become the communicator of the party's innovation theory.

The third is to stimulate students to learn vitality and seek the maximum number of ideological conventions. Every student is an independent individual and has his own independent ideas, so in the process of ideological and political education, we can not do one-size-fits-all, so it is easy for students to lose interest in learning and not to put the party's innovative theory into the mind. In ideological and political education, teachers should pay attention to stimulate students' learning vitality, seek the maximum common divisor in thought, let students accept ideological and political baptism effectively, and identify with the party's innovative theory from within, so that ideological and political education can play a practical role and effect. Only by stimulating the vitality of learning and letting students take the initiative to participate in the discussion of the party's innovation theory, can we further open the way for students to learn the party's innovation theory and become advocates of the party's innovation theory at a deeper level.

![Figure 2 Ideological and political education](image)

3. Strengthening Talent Training and Building Professional Teams

From the perspective of ideological and political education, the research on the dissemination and practice of the Party's innovative theory can not be separated from the training and exercise of the professional talent team. The key to promote the dissemination and practice of the Party's innovative theory lies in talents. At this stage, we need a group of high-quality, professional and strong talents to strengthen the ideological and political education front. How to cultivate such a professional team is an important subject and test for us.

One is to train high-quality complex talents. To do a good job in the dissemination and practice of the Party's innovative theory, it is necessary for a group of talents with comprehensive ability in many aspects, not only to have the Party's theoretical knowledge, but also to master modern science and technology, and to be able to use new means and new technology to carry out the Party's innovation theory dissemination. At the same time, professionals should have a certain scientific research ability of Marxist theory, make good use of the pen pole, can express the latest theoretical research of Marxism in China, and benefit more audiences. We should keep up with the trend of the times, understand the Party's theory, which is most urgently needed by the masses, and let the Party's theory guide our economic and social development.

Second, it is necessary to further strengthen the network position of talent reserve. We are currently in the Internet era, ideological and political education can not stand still, but also to carry out corresponding reform and innovation, but also to spread ideas on the Internet. Therefore, we
should train a group of online commentators, strengthen the power of online comments, let positive and positive ideological values occupy the mainstream, only in this way in the trend of the times to do a good job in the dissemination and practice of the party's innovative theory [6]. To stimulate the enthusiasm of theoretical workers, release the work vitality of talent, and form a unique propaganda model, our ideological and political education talents should further strengthen their own comprehensive ability, join the new short video, WeChat, Weibo and other positions, do a good job of the party's innovative theory propaganda, and further expand the scope of the audience [7].

Figure 3 Ideological and political education

4. Conclusion

To sum up, in the process of spreading the Party's innovative theories from the perspective of ideological and political education, we should actively renew the traditional ideas, focus on the key contents, enrich the forms of communication, integrate ideological and political education with the Party's innovative theories organically, give full play to the advantages of ideological and political education, and continuously disseminate the Party's new ideas and theories, deepen the masses' understanding of the Party's innovative theories and improve the effectiveness of communication.

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