

Research on the Innovation of Ideology Education for College Students under the Background of Education Reform

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Abstract: Keeping pace with the times in university ideology education is not only an important requirement for universities to improve their own educational level, but also an important requirement for university ideology education put forward by social development in the new period. With the development of social medium, the working environment of university ideology education has changed obviously. College students are faced with various pressures from society and schools in their daily life and study, and university students themselves are in a critical stage of growth. At this stage, we must pay attention to ideology teaching for university students. It is an important task for HE in the new period to help university students to establish a correct world outlook, outlook on life and values, and to reform and innovate the ideology education of universities based on Marxist theoretical knowledge. Based on the background of educational reform, this paper explores the specific path to further deepen the reform of university ideology education, aiming at effectively developing new ideas of Chinese university ideology education and promoting the development of Chinese HE towards informationization, learning and knowledge.

1. Introduction

Ideology education plays an irreplaceable role in the construction of students' personality. Our country has always attached great importance to university ideology education [1]. With the development of the times and society, the demand for talents is increasing, but also put forward higher requirements for talents. The proposal of the scientific outlook on development has greatly enriched the connotation of College Students' ideology work and provided new guidance for strengthening and improving university students' ideology work in the new era and promoting the all-round development of university students [2]. Therefore, to fully implement the scientific outlook on development is to take the scientific outlook on development as the guidance, promote the innovation of College Students' ideology work, and create a new situation of College Students' ideology work [3]. Under the new situation, facing the complex environment at home and abroad, university ideology education is more important and urgent. University educators solidly promote the effectiveness of ideology education, which is conducive to the smooth realization of the educational objectives of connotation development and quality improvement of higher education (HE) in the new era [4].

The development of social medium has led to obvious changes in the working environment of university ideology education. In this context, a more open information dissemination environment and a large number of good and bad information have a profound impact on the thought and formation of the objects of ideology education [5]. With the changes of domestic and foreign situation in the new era, university students' ideology education is facing both development opportunities and severe challenges. In order to adapt to the changes of today's situation, university ideology education must carry out reform, reflect the times and timeliness, give better play to its educational effect, and strive to explore a coordinated, balanced and efficient ideology education mechanism [6]. Only by establishing a strong sense of innovation and actively carrying out reform practice can universities and ideology education subjects better respond to the challenges brought by social medium and effectively give full play to the advantages of social medium in promoting the optimal development of ideology education, so as to provide guarantee for the better adaptation of university ideology education to the new educational environment and its sustainable

development [7]. Based on the background of educational reform and taking reform as the main body, this paper analyzes the reform of university ideology education in the new era environment in terms of concept, content, mechanism and method, in order to effectively develop new ideas of Chinese university ideology education and promote the development of Chinese HE in the direction of informatization, learning and knowledge.

2. The necessity of innovation in university ideology education methods

With the rapid development of market economy, contemporary university students' thoughts have changed accordingly. Chinese society in transition is facing various impacts. Students' sense of autonomy is enhanced, information access channels are diversified, and world outlook, outlook on life and values are undergoing various tests. In the social medium environment, attaching importance to innovative reform of ideology education is a necessary way to promote the ideological education in universities to keep pace with the times. Specifically, firstly, the innovation and reform of ideology education can encourage universities to seize the opportunities brought by social medium for ideology education. With the advent of the Internet era, it is more convenient and comprehensive for university students to obtain information. At the same time, some non-mainstream ideas, social trends of thought and western culture are gradually eroding individual university students. Although the relevant regulatory authorities have made some efforts, the efforts of university educators are needed to truly resist bad ideas.

The application of social medium in ideology education is of great significance to improve the effectiveness of university ideology education. On the basis of providing a diversified platform for university ideology education, social medium can enrich the content of university ideology education and strengthen the interaction between educators and university students. Nowadays, some universities are still using traditional indoctrination education, which is not only empty in theory, but also monotonous in teaching model, and students' learning enthusiasm is not high, so it is difficult to achieve practical results. Whether it is the educational carrier or the expansion of educational content, it is beneficial to strengthen the attraction of ideology education [8]. The strengthening of the interaction of ideology education can help educators to understand the ideological trends and learning needs of university students more comprehensively and accurately, and then provide the basis for the adjustment of ideology education strategies. College students are in the period of forming and developing their self-consciousness, and different psychological problems will appear. In the past, the educational method of only inculcating political theories easily led to students' rebellious mentality, which led to deviation of their values and psychological problems.

3. The status quo of university ideology education

3.1. There is not enough teaching space to support

In the process of teaching students, teachers should pay attention to helping students develop in a more comprehensive way, and ensure their mental health. However, in the actual teaching process, there are still a large number of universities and university teachers who have not changed their teaching ideas in time. Under the background of globalization and reform and opening-up, the socialist market economic system is constantly improving, the ever-changing social development and its respect and satisfaction for people endow university students with a strong sense of novelty seeking, and their thoughts have advanced a lot. The old ideas, traditions and ideas can no longer meet today's society and the ever-changing times. Ide education is different from the traditional teaching of professional theoretical knowledge. In the process of teaching, the most important and effective way is to apply it. In the actual teaching process, most schools don't have enough places to support them, which has caused some troubles for our teaching work.

3.2. Without combining the advantages of IT

With the continuous development of IT, there are more and more teaching forms that we can

apply in the teaching process, so we should make careful choices and combine the advantages of IT with our ideology education work efficiently. The university reformed the ideology education, strengthened the course construction, explored the teaching model and modes, and effectively improved the overall quality level of teachers. However, there are still some problems in the ideological education in universities, which are not strong enough in innovation and effectiveness. From the perspective of students, some students doubt or deny Marxist theory, thinking that Marxism has nothing to do with people's lives. In the environment of fierce ideological struggle, the ideology education theory taught by teachers to students collides with the situation in society. From the university point of view, universities don't pay enough attention to the ideology education course. Ideology education only exists in form, and the teaching efficiency is low [9]. From the perspective of teaching model, the teaching model of ideology education in universities are not innovative enough, and still use situation reports, organizational learning and so on. In the current information age environment, using these methods can not well follow the pace of real life and can not effectively ensure that ideology education achieves good results. As an important part of HE, university ideology education is an urgent problem to be solved in the new historical period, how to actively meet challenges, be good at seizing opportunities and cultivate high-quality talents for the country.

4. Methods of university ideology education reform in the new era

4.1. Innovation of ideas

The arrival of the social medium era not only brings a new carrier to the ideological education in universities, but also requires the ideological educators in universities to actively change their educational ideas and methods. On this basis, universities need to strengthen the construction of ideological education team to lay a foundation for teachers in the innovative reform of ideological education in the social medium era. In the new era, in order to effectively promote the reform of university ideology education, it is necessary to carry out reform from the aspects of ideas, contents, methods, teams, etc., so as to continuously deepen the connotation of university ideology education and increase the theoretical content of ideology education. Students may have some problems in the normal learning process that they are not too shy to communicate with teachers, so we can leave our contact information to students. Once students encounter any problems in their normal life, they can communicate with teachers in time.

4.2. Innovation of ideological content

Under the social medium environment, teachers' educational ability has a crucial impact on the effectiveness of ideology education. Whether teachers can actively change their own ideas, have the application awareness and ability of social medium and effectively innovate the teaching model of ideology, etc., all determine whether the innovation and reform of ideology education in universities can be carried out orderly and effectively. In the concrete practice process, the ideology education should combine politics, economy and culture, especially the combination of politics and high-tech, and control, deal with and coordinate the contradictions and relationships that exist objectively in real life from a political perspective, so as to constitute a powerful driving force and ensure that the ideology education in universities can play a fortress role. In the process of teaching, we should actively introduce the teaching evaluation system, and let students be the supervisors of classroom teaching, so as to give university ideology teachers certain teaching pressure [10]. Teachers must focus on students' needs, actively communicate with students in the teaching process, understand students' needs, and design teaching according to students' needs. Teachers are not only the guides of ideology classroom education, but also the main participants after ideology class. Teachers should strengthen communication with students, know the recent ideological trends of students in a timely manner, and grasp the students' situation from the aspects of students' life, thoughts and study, so as to improve students' active learning ability.

5. Conclusions

The cultivation of university students' comprehensive ability can not be separated from the development of ideology education. Educators should move with the times, speed up the innovation of ideology education methods, forge ahead and improve their self-ability. In the process of teaching, we need the support of relevant parts, certain teaching resources, and the combination of IT and our teaching content to help students learn and grow better. This paper analyzes the reform of university ideology education in concept, content, mechanism and method in the new era, aiming at effectively developing new ideas of Chinese university ideology education. Teachers should strengthen communication with students, know the recent ideological trends of students in a timely manner, and grasp the students' situation from the aspects of students' life, thoughts and study, so as to improve students' active learning ability. In the process of innovation and reform of ideology education, universities need to pay attention to guiding ideology educators to innovate their own working ideas, relying on social medium platforms to carry out ideology education and innovate ideology education methods, and ensure that the ideology education system can adapt to the new educational environment on the basis of doing a good job in the construction of teaching staff.

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