

## Research on Innovation of Ideological and Political Education Method for College Students

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**Keywords:** College Students' Ideology; Political Education; Method Innovation

**Abstract:** With the rapid development of globalization, economic, political, scientific and technological activities among countries are more frequent, and the exchanges among cultures are deepening. A large number of foreign cultures have poured into our country, which has triggered some new cultural trends of thought. The author analyzes the meaning, basis, principle and significance of the ideological and political education method of college students by combining the background of higher education popularization, the characteristics of China's higher education and the new characteristics of contemporary college students. The research shows that the ideological and political education method of college students is an important part of the ideological and political education system of college students, which restricts and determines the implementation effect of ideological and political education of college students.

### 1. Introduction

With the deepening of the globalization of the world economy and the continuous development of modern information network technology, the exchange and integration of the original multi-cultures in China is increasing. Coupled with the continuous influx of Western culture since the reform and opening up, China has gradually formed a pluralism. The pattern of cultural coexistence [1]. At present, with the development of economic globalization, cultural diversification and information network, college counselors face many new challenges and requirements in the ideological and political education of college students [2]. The popularization of higher education has been receiving more and more attention from the public. It has also brought about the employment pressure, but also affects people's educational concepts, especially the ideological and political education work in colleges and universities [3]. At present, with the rapid economic development in China, people's material living standards have been greatly improved. At the same time, the prevalence of anxiety disorders and depression among children and adults is increasing year by year [4]. The mainstream of contemporary college students is good. They are optimistic in their study and life. Under the new situation, the ideological characteristics of college students are becoming more and more epochal. Their cognitive style is direct, their personal consciousness and competitive consciousness are strengthened, their values are complicated and their values are diversified [5]. Therefore, how to solve these "blind areas" and "blank spots" as soon as possible is a new problem to be solved urgently in the ideological and political work of college students [6].

With more and more "post-90s" becoming the main body of contemporary college students, the background of the times and the educational objects faced by the ideological and political education of college students in higher vocational colleges have undergone significant and profound changes [7]. In this context, to carry out ideological and political education of College students, we must fully consider their ideological and behavioral characteristics [8]. Faced with such characteristics, in the process of Ideological and political education, we should pay more attention to their study and life, their interests and needs, understand their interests, puzzles and needs, fully understand and grasp their characteristics, suit the remedy to the case, and play the real role of Ideological and political education [9]. According to the report of the Ministry of Health of China, "The mental health status of children and adolescents in our country is indeed worrying." "With the rapid development of the popularization of higher education, the development of ideological and political education in colleges and universities faces new problems and challenges: the management of

college students' education The changes in the way and the increase of employment pressure have put forward new requirements for ideological and political education in colleges and universities. Therefore, current college counselors must think about how to create a new method of ideological and political education for college students, which has become a very worthwhile study. Major topic [10].

## 2. Methodology

The scientific development of Ideological and political education methods is guided by the scientific theories of dialectical materialism and historical materialism. It absorbs the research achievements of modern management science and related sciences and conducts comprehensive and holistic research. From a philosophical point of view, social practice is changing at any time, and has been developing forward. Similarly, the practice of Ideological and political education of college students also needs constant innovation to adapt to the law of its continuous development. At the same time, the ideological concept of contemporary college students has undergone tremendous changes compared with the past. The change of the object of education inevitably requires the ideological and political educators to develop and innovate the traditional methods of Ideological and political education for college students. In order to keep pace with the times, do a good job in the ideological and political education of college students. The college student group is faced with such problems. Although most of the college students are well-fed, they live in the ivory tower. Under the new situation, the development and changes of the times have brought opportunities and challenges to the ideological and political education of college students. Therefore, colleges and universities should establish a psychological counseling and education center for college students, form a platform for communication, conduct regular psychological surveys of college students, and form an effective mechanism for screening, intervention, tracking and control. The traditional ideological and political education of college students in higher vocational colleges has many disadvantages in education methods, which is out of line with the development of higher vocational education, which makes the ideological and political education of college students in higher vocational colleges lack of pertinence and effectiveness. .

In 1998, the realization of the popularization of higher education was officially listed by the Chinese government as the development goal of higher education. Since 1999, major universities across the country have begun to expand their enrollment. The author counts the number of enrollment and employment of a certain high from 2015 to 2018.

Table 1 Enrollment and Employment of Universal Colleges from 2015 to 2018

Particular year	2015	2016	2017	2018
Recruit students	572	547	591	613
Graduation	358	368	420	413

To strengthen and improve the ideological and political education of college students in higher vocational colleges, one of the most important aspects is to innovate the ideological and political education methods of college students. Schools should shift the focus of ideological and political work to mental health education. Pertinence is that the ideological and political education work of colleges and universities should aim at the students' actuality and reality, and take targeted measures and countermeasures. Therefore, first of all, fully understand the characteristics of contemporary college students. On the one hand, it provides a useful soil for the development of college students' thoughts and enriches the thinking of college students. On the other hand, it also brings challenges to ideological and political education. However, due to the influence of social contradictions, value diversification and employment pressure, as well as the factors of self-learning and interpersonal relationship, college students feel anxious, and at the same time, many new problems and defects appear in the process of ideological and moral development. The method of Ideological and political education for students is a systematic theoretical system. This paper mainly studies the narrow sense of Ideological and political education method, that is, the implementation method of

Ideological and political education for college students. Because in the new historical stage, the ideological and political education of college students is experiencing external impact from the external objective environment and changes in the individual situation of College students, which has led to a lot of situations that have not been encountered before.

According to the survey, as shown in Figure 1, most of the students said that they could not accept the criticism and blame of the ideological and political education teachers. They do not accept their own negative perception and evaluation. Only a few students said they were always able to accept their criticism.

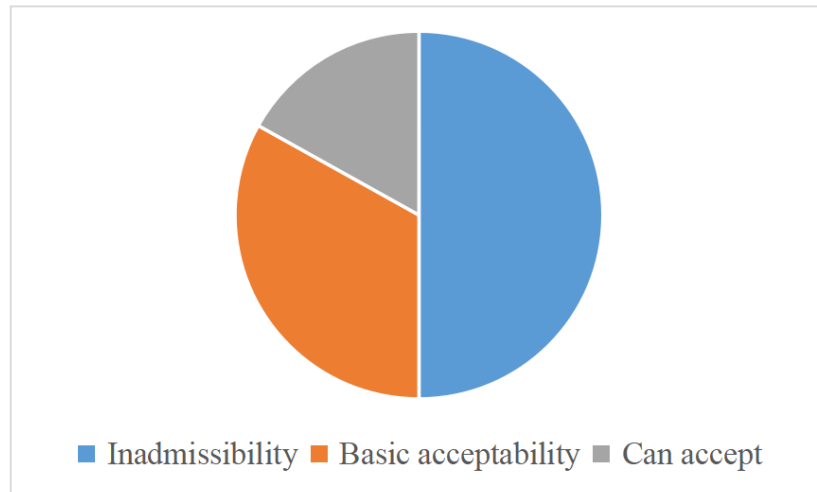


Fig.1. Can Students Accept Criticism from Ideological and Political Teachers

### 3. Result Analysis and Discussion

The soul of a nation's progress lies in innovation, which is also the core driving force for a country to prosper and develop. The soul of a nation's progress lies in innovation, which is also the core driving force for a country to prosper and develop. Under the current multi-cultural background, the channels for college students to contact various cultural information are increasing, which is influenced by the interaction and fierce collision between local culture and foreign culture. To varying degrees, this has impacted the education of ideals, beliefs and behavior of College students, and made the ideological and political education of college students face unprecedented challenges. Ideological and political education of college students is a choice of culture and value. The conscious cultural practice activities that affect the formation of college students' character and morality, with distinct ideological characteristics and educational purpose, are a long-term and arduous educational strategic task in China. It is about the important measures to train qualified socialist builders and successors, and it is more about whether the Chinese dream of the great rejuvenation of the Chinese nation can be realized smoothly. Faced with these new challenges and new problems, college counselors must increase the innovation of ideological and political education methods. Only in this way can we achieve new results in the ideological and political work of college students.

As shown in Figure 2, when ideological and political education teachers criticize students, most of the students still respect the ideological and political education teachers, but most of the students have criticized and blamed ideological and political education. Rejecting even disgusting emotions.

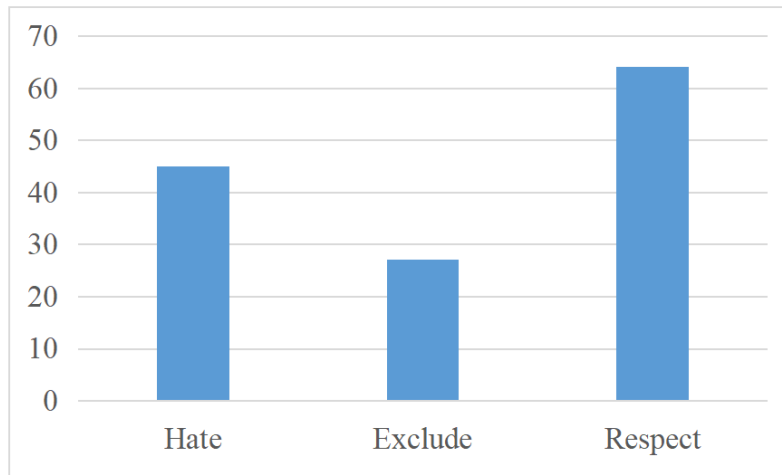


Fig.2. Students' attitude towards ideological and political teachers

The essence of Ideological and political education for college students is to be a person. Whether the work of being a person can achieve certain results, we must pay attention to the ways and methods used. The innovation of Ideological and political education methods is conducive to the direction of Ideological and political education activities and research, the completion of Ideological and political education and research tasks, and the improvement of Ideological and political education discipline construction. By using positive psychology for reference, this paper innovates the methods of Ideological and political education for college students, gives them humanistic care, shapes their good moral character and positive personality, and eliminates and prevents the emergence of their ideological and psychological problems. The development of the times, especially after China's accession to the WTO, has accelerated the integration of China and the world, bringing not only the world's advanced civilization, but also a number of ideas that are not conducive to the development of college students. This inevitably requires that the ideological and political education should be intensified, innovative ideological and political education methods should be innovated, and ideological and political education should be carried out in a targeted manner. With practical and colorful ideological and political education methods, the ideological and political education of college students in higher vocational colleges will renew their vitality. In fact, the effectiveness will be on a new level. Therefore, innovative education methods are an important condition for improving the effectiveness of ideological and political education.

#### 4. Conclusions

With the globalization of the economy and the deepening of China's reform and opening up, China has gradually formed a pattern of multicultural coexistence, which is filled with a lot of wrong ideas and decadent culture. It has had a negative impact on some college students, and it has brought great challenges to the ideological and political education of college students to a certain extent. At present, college counselors must constantly cultivate and enhance the subjectivity of individual college students from the perspective of human texts and teaching students in accordance with their aptitude. However, with the development of the times and society, the current ideological and political education methods of college students are gradually unable to cope with the actual problems that arise, and they are targeted for development and innovation, hoping to improve the effectiveness of ideological and political education. Only in this way can the ideological and political education methods of college students better serve the cultivation of high-quality talents and make due contributions to socialist construction. Under the guidance of College Students' ideological and political education from the perspective of Zhiji Psychology, and according to the formation law of College Students' positive thoughts and psychological qualities, this paper puts forward specific ways to innovate the methods of College Students' ideological and political education from the perspective of positive psychology. So as to promote the development of

Ideological and political education ideas and methods of College students. Therefore, every university worker should actively use all kinds of Ideological and political education resources available, and combine their own reality to make their own contribution to cultivating and bringing up more excellent college students to meet the development of the times and social needs.

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