

Research on Theoretical Innovation of College Students' Ideological and Political Education

Shiqiang Shen

Yunnan College of Business Management, Yunnan, Kunming, 650106, China

Keywords: Theoretical Innovation, College Students, Ideological and Political Education

Abstract: The innovation of college students' ideological and political education needs to combine the current situation of education development, follow relevant principles and laws, and timely adjust the principles and mechanisms of education to develop in a healthy direction. Only through a variety of methods to make the content of ideological and political education into the mind, can the ideological and political education achieve substantive results.

1. Introduction

With the diversification of values, the popularity of new media, and the various reforms of higher education in recent years, the innovation of the reform of ideological and political education methods in colleges and universities is facing severe challenges [1]. In the new era, it is essential to apply the correct ideological and political education method. The ideological and political education method is an important means to realize communication and communication between the subject and the object of education. It is an important link between the educational content and the educational goal. Doing a good job in the innovation of contemporary college students' educational methods plays an important guiding role in education management. To innovate the ideological and political education methods of college students, it is necessary to pay attention to the self-education and self-monitoring of college students, increase the management of self-education methods, and make students change from passive acceptance to active practice. It is necessary to keep up with the social situation and understand the new characteristics of educational objects. Effective methods and targeted education to ensure that education is effective.

2. Problems in the Methods of Ideological and Political Education for College Students

Although the research on the innovation of ideological and political education methods for college students in the past 30 years has achieved great results, it also exists. There are too many experiences, too few theories, repeated repetitions, few innovations, and the arguments are shallow and urgently need to be deepened. [2]

In summary, the problems existing in the ideological and political education methods of college students mainly include the following aspects: First, the thinking is too singular and the ideas are not broad. Some innovations are often isolated and static analysis of specific college students' ideological and political education methods, and lack of substantial research and reference for some advanced foreign educational concepts and methods. Second, the research is too chaotic, and the criteria for the innovation of college students' ideological and political education methods are different. The word "innovation" is used too much. Many articles that are marked with the innovative words of college students' ideological and political education methods are actually only a description of the operational process of the application methods, and have not risen to the theoretical level. This so-called innovation is of little value. Third, the theoretical depth is not enough and there is no scientific argument. Many methods stay in the summary of experience and lack systematic theoretical explanations.

We believe that the innovative research on the ideological and political education methods of college students needs to be deepened in the following aspects: First, the need to change the way of thinking, the innovation of the ideological and political education methods of college students is not

an isolated innovation, and it needs to adopt a new way of thinking, including systematic thinking and development. Thinking, forward thinking. Adopting a systematic way of thinking, when studying the ideological and political education methods of college students, it is necessary to study the characteristics of each method, as well as to study the theoretical basis, application principles and status of the ideological and political education methods in college students. The essence and law of the method, the practical orientation of the method; the developmental thinking is to study and implement the method of ideological and political education of college students from the perspective of development, to change in real time and in reality, and to solve new problems by old methods. Advance thinking is mainly aimed at the prediction and dynamic development of college students' thoughts and situations, and adopts sudden and group crisis intervention methods. Second, the focus of research should emphasize the times. The main contents of the study are: • Studying the market system and the state-led in the process of economic globalization; National culture dominated by opening up and multiculturalism; Human-oriented under the conditions of scientific and technological development and social informatization; Social democratization and The core value of individualized development is dominated? [3]. Through these studies, the ideological and political education methods of college students have a distinct era. The third is to strengthen the modernization and informatization research of college students' ideological and political education methods, and strengthen the research on college students' mental health education and counseling methods, network methods, scientific predictions and decision-making methods.

3. Characteristics of Innovative Methods of Ideological and Political Education for College Students

The innovation of college students' ideological and political education methods mainly presents two characteristics: On the one hand, adhering to the unified Marxist guiding ideology, ensuring the correct direction of college students' ideological and political education method innovation, and promoting the innovation of college students' ideological and political education methods. Over the past 30 years of reform and opening up, the innovation of ideological and political education methods for college students has been guided by Marxist theory, especially with the development of Marxism in development and the theoretical system of socialism with Chinese characteristics, which has continuously innovated and revived vitality. On the other hand, the development of ideological and political education methods for college students under the integration of multidisciplinary knowledge. Since the reform and opening up, the ideological and political education methods of college students have been continuously innovated, gradually becoming systematic and theoretical. Since the editorial of Wang Xuanwu in the 1980s, the Methodology of Ideological and Political Education published by Wuhan University Press has proposed the method of collecting, analyzing and implementing ideological and political education. This book lays a theoretical foundation for the innovation of ideological and political education methods for college students. . In the process of innovating the ideological and political education methods of college students, the educators draw on the theory of relevant disciplines and put forward the ideological and political education methods of college students involved in multidisciplinary knowledge. For example, the behavioral theory is used to analyze the thoughts and behaviors of college students, psychology psychology. Health education and psychological counseling methods, sociological social survey methods and working methods, ethical moral education methods, management ideological education and management methods, and so on. The emergence of these new methods has greatly enriched and developed the content of ideological and political education methods for college students. Therefore, the innovation of the ideological and political education methods of college students in the past 30 years is a combination of many discipline theories, reflecting the comprehensive development trend of college students' ideological and political education methods innovation.

4. The Way of College Students' Ideological and Political Education Method Innovation

To develop ideological and political education, we must innovate in ways. This is the inherent need of the development of China's socialist harmonious society, and it is also the need to adapt to the ever-changing ideological and political education environment and educational objects. With the development of economy and society, the social environment has undergone great changes, and the trend of diversification of values is obvious, which brings new opportunities and challenges to the ideological and political education of college students. It is urgent to innovate the ideological and political education methods of college students and promote the new ideological and political education of college students. Steps. Through the classroom teaching platform, social practice platform, school internet platform and psychological counseling platform, this paper tries to explore new ways to strengthen and improve the ideological and political education of college students under the new situation, and improve the effectiveness of ideological and political education.

Innovative classroom teaching platform Classroom teaching is the basic form of school teaching work, and is the main channel for college students to acquire knowledge. At the same time, it is the main front for carrying out ideological and political education work, providing interactive communication for ideological and political educators and college students. Environment and location. Classroom teaching focuses on the teaching of theoretical knowledge, and instills knowledge of ideological and political education through classroom teaching. To this end, educators should pay attention to classroom teaching, activate the teaching atmosphere, strengthen the management of classroom management, and comprehensively improve the quality of teaching.

Theoretical classroom learning is an important part of improving the quality of college students and deepening theoretical knowledge. The theoretical classroom of college students requires the profoundness and plasticity of the teaching content. Theoretical knowledge learning is an important guarantee for contemporary college students to enhance their self-consciousness. It is an important process to solve students' confusion and a guarantee for exploring the root causes of problems. It can effectively improve college students' interest in learning. In addition, the ideological and political education in colleges and universities also requires that the content of theoretical knowledge can reflect the reality of real life, and it is closer to the theme of humanistic care, which can stimulate the initiative and consciousness of college students' learning, and trigger the deep meaning hidden behind the problem of college students' thinking. When talking about relevant case events, teachers can organize college students to discuss and guide students to understand the extended meaning outside the text.

Strengthening the theory of theoretical innovation consciousness should be continually optimized with social changes, so as to promote the continuous development of practice, and so is the ideological and political education in colleges and universities. It is necessary to focus on actuality and strengthen the awareness of theoretical innovation. The ideological and political education of college students needs to be carried out around three important methods, namely, the theoretical education method, giving play to the role of ideological and political education classrooms and new media, and carrying out the theoretical indoctrination of ideological and political education. The practice activity education method refers to the ability method of cultivating college students to actively participate in social practice activities in the process of education; the self-education criticism method is a self-assessment and self-education method for college students in the practice of educational activities. Emphasis is placed on cultivating moral education for college students. In the process of cultivating students' moral education, educators will also influence and improve the effectiveness of the entire ideological and political education method [4]. The above approach is an effective and scientific approach to education as evidenced by long-term educational practice.

The party and the government attach great importance to the ideological and political education work in colleges and universities. In 2013, in the important speech of the May Fourth Movement, Xi Jinping put forward five hopes for the broad masses of young people, including young teachers in colleges and universities, to strengthen their ideals and convictions, to develop strong skills, to be creative and creative, to work hard and to temper noble character. Aiming at the problems of

backward teaching methods and outdated teaching methods in the ideological and political theory courses of colleges and universities, it is necessary to strengthen and improve the methods and means of ideological and political theory courses in teaching. In the traditional classroom teaching method, the educator only pays attention to the direct teaching of knowledge, and this direct teaching process lacks substantialness and has many shortcomings; the ideological and political theory lesson lacks novelty, the teaching design has no innovative meaning, and the teaching expression ability is limited. Can not achieve the actual teaching effect. Therefore, it is necessary to optimize and innovate the teaching methods of the ideological and political theory course.

Strengthening the practical practice of college students as a necessary link in university education, and played a special advantage in the process of cultivating talents. However, due to the subjective and objective reasons of society, in the process of ideological and political education of college students, educators focus on the direct infusion of knowledge, while the social practice education is placed behind the education method, which affects the improvement of college students' practical ability. Social practice is a must. An indispensable link [5]. Therefore, it is necessary to pay attention to the cultivation of college students' social practice ability, and to train the theoretical knowledge and practical ability throughout the whole process of college personnel training.

With the rapid development of science and technology, computer networks have rapidly entered various fields of social life. The diversity of network information also greatly affects people's life and behaviors. It brings speed and convenience to college students' life and education. At the same time, it also poses severe challenges to the work of college students. New situations and new problems emerge one after another. To this end, educators should use the Internet platform to integrate educational ideas, political opinions and moral ideas into college classroom education in light of the characteristics of the development of the Internet age. However, the arbitrariness and freedom of the Internet make the network environment appear in a complex development pattern. Therefore, adapting to the network environment, strengthening related software and hardware construction, plays an important role in the innovation of college students' ideological and political education methods.

5. Conclusion

The improvement of the comprehensive quality of college students is inseparable from ideological and political education. Only in this way can we develop a good ideological and political quality, raise the level of ideological and morality to a new height, and adapt it to the requirements of a harmonious society. College students are the main target of ideological and political education practice and have a dominant position in the whole process of ideological and political education. The innovation of ideological and political education methods has increased the diversified channels for college students to obtain information and broaden the horizons of college students. Ideological and political education requires educators to give full play to the leading role of college students, strengthen students' self-education and supervision, and fully integrate the characteristics of college students' psychological development, respect the psychological needs of college students, and carry out ideological and emotional exchanges through various means. Interaction ensures the initiative and enthusiasm of students.

References

- [1] Huang Zhibin. Methodology of Contemporary Ideological and Political Education [M]. Hefei: Hefei University of Technology Press, 2012: 133.
- [2] Shi Xiangjun, Zhang Qiong. Characteristics of College Students' Ideological Behaviors and Ideological and Political Education Methods in the Post-90s [J]. Journal of Chongqing University of Technology (Social Sciences), 2013, (1): 72-75.
- [3] You Chunyang. Research on the Innovation of College Students' Ideological and Political

Education in the New Period [J]. Caizhi, 2012, (18): 312-313.

[4] Hu Qing. Philosophical thinking on the reform of moral education in colleges and universities under the concept of scientific development [D]. Suzhou University, 2007.

[5] Li Zhenghua. New Principles of College Students' Ideological and Political Education [J]. Journal of Hubei University for Nationalities (Philosophy and Social Sciences Edition), 2006, (4): 28-31.