

Research on the Optimization of the Teaching “Generalization” of Ideological and Political Courses in Colleges

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Abstract: At Present, the Formation of College Students' Ideology is Affected by Many Factors. among Them, the Discourse of Ideological and Political Education Has a Great Influence on the Formation of Ideology of College Students. in Recent Years, with the Development of the Internet, Online Language Has Become More and More Serious in the Ideological and Political Education Curriculum. Therefore, in Order to Help College Students Form a Correct Ideology, It is Necessary to Actively Carry out the Study of the Term “Lack” in the Teaching of Ideological and Political Education. Based on This, This Paper First Analyzes the Current Situation of the Development of “Lack of Discourse” in Ideological and Political Education Courses in Colleges and Universities, Further Analyzes the Difficulties Faced, and Finally Puts Forward Relevant Optimization Strategies.

1. Introduction

1.1 Literature Review

Many scholars conduct research on the ideological and political education in colleges and universities. Yin Zhaohui pointed out that it is possible to construct a democratic, free and equal dialogue mode by constructing a multi-dimensional ideological and political teaching discourse system embodying human relations, so as to achieve the goal of improving the discourse ability of educators and reshape the traditional ideological and political education discourse (Yin, 2015). Shu Weihua pointed out that the “generalization” of ideological and political education can promote ideological and political education and philosophy for further development, and then build philosophy for the system. At the same time, the “generalization” of ideological and political education is also an inevitable method to promote the ideological and political education discourse system to adapt to the new historical conditions during the period of deepening reform and opening up (Shu et al., 2015). Li Enhua and other studies have found that the “generalization” of ideological and political education and its discourse can promote the innovation and development of social science philosophy, and it is also an important category in the proposition of Marxist philosophy (Li, et al., 2015). Wu Rutao pointed out that with the advent of the new media era, since the media as a generalized social platform, the unique discourse form has been welcomed by college students, and the influence on ideological and political education in colleges and universities has gradually deepened (Wu and Tao, 2017).

1.2 Purpose of Research

The rapid development of the Internet has brought great convenience to college students' life and study. At the same time, the rapid dissemination of information on the Internet has a profound impact on the ideology of contemporary college students. Therefore, the rapid development of the Internet has brought great challenges and new opportunities to the ideological and political education of colleges and universities. Ideological and political education, as an important carrier for colleges and universities to recommend social and cultural values, can help college students establish correct values and outlook on life. However, the Internet has had a serious impact on this phenomenon. In order to lead college students to establish correct social values under the background of the Internet, colleges and universities need to actively carry out the ideological and political education discourse, and thus enhance the status of ideological and political education in

college education. In addition, the development of “tired” ideological and political education in colleges and universities is also the development of socialist core values ideology. Therefore, it is of great practical significance to study the discourse of the ideological and political education curriculum in colleges and universities.

2. The Status Quo of the Development of the Ideological and Political Education Discourse

The term “pan-China” in the ideological and political education mainly refers to the law of the development of philosophical terms of ideological and political education. Among them, the “dissatisfaction” of ideological and political discourse has a congenital correlation with philosophical discourse. Because in the actual education process, many social terms that seem to be inextricably linked to political education, most of the time, include an interpretation of ideological and political education (Li, 2016). By interpreting ideological and political education thoughts in colleges and universities, philosophical discourse can reflect the problems of college students' learning, work, and confusion in life, reflecting the relationship between ideological and political education and college life. In 2014, President Xi Jinping mentioned in the conversation between Peking University teachers and students that it is very important to form good values during the university. The values during the university are like the first button. If the first button is wrong, then the other buttons will be wrong. This is the so-called button theory (Wang, 2015). This theory can also be called the “generalization” discourse of college students' ideological education. This approach seems to be a “generalization” of ideological and political education. In fact, the internal integration of college ideological and political education and life is closer, making the ideological and political education of colleges and universities more reasonable and effective. This phenomenon further illustrates that the ideological and political education in

3. The Dilemma Faced by the “Generalization” of Ideological and Political Education Discourse

3.1 A Single Mode of Information Dissemination Channel Was Broken

The development of the Internet has brought the era of electronic media, making language applications more diverse. The emergence of this phenomenon has made the education of socialist core values face greater problems. The development of the Internet has brought the era of electronic media, making language applications more diverse. The emergence of this phenomenon has made the education of socialist core values face greater problems. At the same time, the simplistic information dissemination model in traditional teaching has been broken, and classroom knowledge transfer is no longer the only channel for students to acquire knowledge. Students can use the Internet to gain knowledge, and the amount of information received shows an expanding trend. Under this background, the traditional classroom teaching mode of ideological and political education in colleges and universities has been greatly attacked, and the attraction to students is not strong. The development of the “generalization” of ideological and political education discourse has to slow down.

3.2 Network Discourse Conflicts with Ideological and Political Education Discourse

College ideological and political education can help students establish correct values and outlook on life, and it has very important educational significance in the process of college education. However, with the development of the Internet, colleges and universities have become the main venue for online language. The characteristics of non-standard, random, and satirical critiques of online language have become an important symbol of the development of youth subculture, and often contradict the social values of the core values. At the same time, the widespread use of the network in colleges and universities will, to a certain extent, impact the “generalization” of the ideological and political education discourse in colleges and universities.

3.3 Communication between the Subject and Object of Ideological and Political Education in Colleges and Universities

Language is directly related to the healthy development of a nation, which will affect a nation's way of thinking and emotion. The emergence of online language can reflect the independent thinking mode and psychological characteristics of contemporary college students. However, with the advent of the new media era, face-to-face communication between people has gradually decreased, mainly through social platforms such as WeChat and Weibo. In the network era, although the communication between human beings is more convenient, it also makes the psychological distance between people more and more distant, which makes the ideological and political education discourse of the university “generalized” and develops resistance. In addition, in the era of virtual networks, most of the communication between college students will be replaced by the name of the network. Traditional names, identities and other characteristics are gradually being ignored. Therefore, the communication between teachers and students in the process of ideological and political education in colleges and universities is gradually reduced, it is difficult to truly communicate with the mind, and the difficulty of communication between the subject and the object of teaching is not conducive to the “generalization” of ideological and political education discourse.

4. Strategies for the “Generalization” of Ideological and Political Education Discourse in Colleges and Universities

4.1 Enhance the Seriousness of Discourse Content

In order to promote the further development of ideological and political education in colleges and universities, it is necessary to continuously strengthen the ideological, pertinent, and theoretical aspects of ideological and political courses. However, in this process, it is necessary to reduce the superficial and vulgarization of the words. Therefore, when promoting the development of ideology and culture, colleges and universities need to scientifically grasp the rigor of discourse content. Specifically, college teachers' groups should use discourse knowledge theory as the main guiding ideology of teaching, and use their own scientific theories to arm themselves, so that they can become the leaders of college students to establish a correct outlook on life and values. Ideology is the foundation of ideological and political education, so students can thoroughly understand the main theme of ideological and political education and need to guide students with strong truths. In this process, college teachers should pay attention to the hot issues and social development problems in a timely manner, and propose ideological solutions to help students correctly understand the current era and then establish the correct socialist core values.

4.2 Strengthen the Practice and Control of Discourse

The discourse system carries the subjective consciousness and thought of the subject, so the complete and orderly discourse system can effectively improve the control of the discourse power. Therefore, in order to overcome the development of pan-entertainment, ideological and political education in colleges and universities needs to actively construct a discourse system and further enhance the discourse power of ideological and political education. First of all, the college student discourse system should be integrated. In this process, college teachers should give full play to the advantages of the current era, take the initiative to actively use multimedia technology, transform college ideological and political education into popularization and life, and integrate students' actual life into the teaching process, increasing the affinity and infection of ideological and political education. Second, re-inject the conversion statement settings to improve the voice. Teachers should play an active role in guiding students to face problems in reality, resisting the influence of pan-entertainment trends on students' correct outlook on life and values, encouraging students to constantly shape themselves and achieve themselves, and thus enhance the discourse influence of ideological and political education.

4.3 Expanding the Discourse Space Field

In the context of the rapid development of the Internet, the subject of ideological and political education discourse needs to grasp the right to speak in ideological and political education in order to have a dominant position. First of all, it is necessary to strengthen humanities education and improve the ability of discourse recognition. In other words, colleges and universities can carry out humanities education, in this way to pass on the correct humanistic concepts to students, to help students correctly balance learning and entertainment, and to improve students' resistance to bad discourse. Secondly, college teachers in the ideological and political education should actively absorb the traditional virtues of the Chinese nation, enrich the discourse of ideological and political education in colleges and universities, lay a solid cultural foundation for ideological and political education, and constantly optimize the space for educating people. Through the cultural thoughts, colleges and universities promote ideological and political education to occupy the space of object thinking, and thus strengthen the status of ideological and political education in college education. At the same time, in the process of carrying out ideological and political education, colleges and universities should actively use the right to speak and create a network of public opinion positions. Colleges and universities should actively integrate discourse in the network and play the role of online discourse education. For example, the mainstream discourse guidance can be strengthened on the Internet, and targeted spoofing and vulgar content can be targeted to help students establish correct values.

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