

Research on the Innovative Development Path of University Ideological and Political Education Based on New Productive Forces

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Abstract: With the rapid development of new quality productivity in the new era, the ideological and political education of universities (hereinafter referred to as IPE) is facing new challenges and opportunities. The purpose of this study is to explore the innovative development path of university IPE based on new quality productivity. Through literature review and case analysis, this study discusses the teaching content, teaching methods, evaluation mechanism and platform construction. It is found that the development of new quality productivity provides abundant resources and possibilities for university IPE, but it also brings new challenges, requiring us to constantly innovate educational models and methods. Therefore, this study puts forward a series of suggestions to promote the innovative development of university IPE, including expanding interdisciplinary education content, introducing online and offline integration teaching mode, establishing diversified evaluation system and building an open and shared education platform. These suggestions are aimed at providing theoretical guidance and practical support for the reform and innovation of university IPE, and promoting the all-round development of students and the continuous advancement of socialist construction.

1. Introduction

As society evolves rapidly and the world undergoes constant change, the importance and role of ideological and political education (hereinafter referred to as IPE) in universities are becoming more prominent. Universities, as the breeding ground for nurturing socialist builders and successors, must not only impart professional knowledge and skills to students but also focus on molding their ideological and moral character and instilling a sense of social responsibility. However, while the traditional model of IPE meets the varied needs of modern college students, it also confronts challenges and dilemmas. Yet, the ongoing emergence and advancement of new quality productivity offer fresh opportunities and potential for innovating university IPE.

This paper aims to explore the innovative development path of university IPE based on new quality productivity. The innovative development path of university IPE oriented by new quality productivity will be put forward, and it will be discussed from the aspects of system construction, curriculum design, teaching methods and platform construction. Finally, through case analysis and comparison, the proposed innovative development path is further verified and enriched, and the development trend of university IPE in the future is prospected. The research of this paper aims to provide new ideas and directions for the reform of university IPE, and promote the all-round development of students and the continuous progress of socialist cause.

2. The relationship between new quality productivity and university IPE

New quality productivity refers to the innovative, intelligent and networked productivity forms that are constantly emerging in the fields of information technology, biotechnology and new material technology [1]. As science and technology advance swiftly and economic structures undergo continuous optimization, new quality productivity emerges as a vital catalyst for driving social and economic progress, exerting profound influence across all sectors of society.

As an important way to cultivate students' socialist core values, patriotism and social responsibility, university IPE plays an important role in promoting students' all-round development

and building socialist modernization [2-3]. However, there are some problems in the current university IPE, including the single educational content, traditional teaching methods and low student participation, which can not fully adapt to the diverse ideological needs and growth environment of contemporary college students.

With the continuous development and popularization of new quality productivity, the characteristics of informationization, intelligence and cross-border integration have become the main characteristics of the times [4]. This transformation has not only altered people's methods of production and lifestyles but has also deeply influenced the realm of education. Within university IPE, the rise of new quality productivity introduces novel technical tools and platforms for teaching and learning, such as online education and intelligent assistance, offering robust backing for advancing IPE innovation [5]. Simultaneously, the advent of new quality productivity has reshaped the mindset and study practices of university educators and students, necessitating IPE to evolve alongside the times and more effectively meet the demands of the modern era.

3. Innovative development path of university IPE based on new quality productivity

3.1. Institution building

Within university IPE, establishing robust systems is pivotal to ensuring educational quality and fostering innovation. To align with the evolving demands of new quality productivity, it is imperative to delve deeper into reforming the current IPE framework, carefully considering the features and requisites of new quality productivity. This entails constructing an institutional system that aligns with the prevailing trends of development.

The system should be open, able to absorb new ideas, new technologies and new methods, and constantly update and improve. It should be flexible, able to adjust and change according to the actual situation and the requirements of the times, and keep pace with the times [6]. System design should be education-oriented, pay attention to cultivating students' comprehensive quality and innovative ability, and promote their all-round development. By setting up open courses and interdisciplinary course, the content and form of IPE will be expanded to make it closer to the development needs of new quality productivity [7]. The educational institution should establish a diversified evaluation mechanism, fully considering students' personality differences and development needs, and stimulating their enthusiasm and creativity in learning. It should also carry out the tutor system, providing students with personalized academic guidance and ideological guidance, and promoting the all-round development of IPE.

The government should strengthen policy support to provide policy support and policy guarantee for university IPE reform. Universities should learn from advanced experience at home and abroad, and actively explore the path of IPE system innovation suitable for China's national conditions. They should encourage teachers and students to actively participate in system construction, and form an atmosphere of system construction for all staff to build and share.

3.2. Curriculum design

Within university IPE, curriculum design serves as a crucial avenue for nurturing students' ideological and moral integrity alongside their innovative prowess. To effectively align with the evolving trajectory of new quality productivity, it is imperative to revolutionize the design of IPE courses. This involves crafting courses tailored to the exigencies of the modern era, integrating interdisciplinary content, and broadening the scope and depth of IPE offerings.

The course content should be practical, which can help students solve practical problems and improve their social adaptability and innovation ability. The curriculum should be diversified, including both basic courses and elective courses to meet students' individualized learning needs. Curriculum design should be interdisciplinary, introduce the contents and methods of other disciplines, and enrich the connotation and form of IPE.

Universities should establish contemporary ideological and political theory courses to delve deeply into the Thought of Socialism with Chinese characteristics in the new era, guiding students

to cultivate a sound worldview, life perspective, and set of values. They should open interdisciplinary ideological and political courses, such as artificial intelligence and ethics, biotechnology and social responsibility, to introduce cutting-edge science and technology and humanistic knowledge, and expand students' thinking boundaries and disciplinary horizons. Additionally, universities should set up ideological and political practice teaching courses, such as social practice and voluntary service, to cultivate students' sense of social responsibility and innovative spirit through practical activities.

The university should establish a professional teaching team, combining the characteristics of different disciplines and majors, to jointly design and develop courses that meet the requirements of new quality productivity. The university should compile novel and practical teaching materials, update the course content in time, and keep the IPE course contemporary and forward-looking [8-9]. Furthermore, the university should conduct regular surveys on students' needs to understand their learning interests and needs, and adjust and optimize the curriculum according to the survey results. By offering courses that meet the requirements of new quality productivity, introducing interdisciplinary content, and expanding the breadth and depth of IPE, students' interest and participation in learning can be enhanced, and their all-round development and comprehensive quality can be promoted.

3.3. Teaching method

The teaching method constitutes a vital component of IPE, exerting direct influence on both teaching outcomes and students' learning experiences. To better align with the evolving trends of new quality productivity, it is essential to continuously explore teaching methods that resonate with the characteristics of the modern era. Leveraging contemporary technological tools to their fullest extent, we can enhance teaching efficacy and learning efficiency. Tailoring teaching methods to suit individual student personalities and needs is paramount, prioritizing the stimulation of students' curiosity and proactivity in learning. The teaching process should emphasize dynamic interaction between educators and learners, fostering active student engagement in discussions and critical thinking while promoting the exchange and collision of diverse ideas. Teaching methods should be diversified, including traditional classroom teaching, practical activities and case analysis, etc., to meet students' different learning needs.

The problem-oriented teaching method is adopted to guide students to learn by asking questions and exploring solutions, and to cultivate their critical thinking and innovative ability. Through case analysis, students can deeply understand theoretical knowledge and master the ability to solve practical problems through the discussion and analysis of specific cases. With the help of gamification teaching methods, interesting learning tasks and activities are designed to stimulate students' interest and enthusiasm in learning and improve teaching effect. The university should strengthen teacher training and development, aiming to improve teachers' teaching level and innovative ability of teaching methods, and provide solid support for teaching reform [10]. Additionally, the university should make full use of modern technical means, such as intelligent teaching platforms and online educational resources, to expand teaching channels and improve teaching effectiveness. Moreover, the university should encourage students to participate in classroom teaching management and teaching evaluation, enhancing their learning subjectivity and autonomy, and promoting the improvement of teaching quality.

3.4. Platform construction

The construction of IPE platform is an important measure to promote education informatization and improve teaching effect. In order to better meet the needs of the new era, it is necessary to build an online and offline IPE platform, make full use of new media such as social networks, expand the channels and methods of IPE, and improve the teaching effect and learning experience. IPE platform should be integrated, integrate online and offline resources, and provide diverse learning and communication space for teachers and students. Platform construction should be open, allowing multiple parties to participate, and promoting resource sharing and information circulation. Platform design should emphasize interaction, provide interactive functions, and promote the exchange and

collision of ideas between teachers and students.

The university should build a platform for students' interactive communication, providing functions such as students' community and online discussion, to promote exchanges and cooperation among students and enhance the learning atmosphere. Additionally, the university should utilize new media platforms such as social networks to expand the influence and spread of IPE, attracting more students to participate. Moreover, cooperating with technology companies to leverage their technical advantages and resource support, the university can quickly build a high-quality IPE platform. Furthermore, the university should strengthen the construction and update of platform content, releasing new teaching resources and activity information in time to keep the platform active and attractive. Finally, paying attention to the user experience, the university should constantly optimize the platform interface and functions to improve user experience and satisfaction.

By building an online and offline IPE platform and using new media such as social networks to expand the channels and methods of IPE, the learning enthusiasm and teaching effect of teachers and students can be improved, and the all-round development of IPE can be promoted.

4. Case analysis

Facing the challenges and opportunities of IPE in the new era, a university actively explores the path of educational reform based on new quality productivity, aiming at improving students' ideological and political literacy and comprehensive ability. In the course design of IPE, the university has set up a number of courses that meet the requirements of new quality productivity, such as "Civic Responsibility and Values in Digital Age" and "Information Ethics and Regulations in Information Age". These courses not only pay attention to theoretical study, but also pay attention to practical operation. Through case analysis, discussion and interaction, they guide students to deeply understand and apply the development achievements of new quality productivity and cultivate their sense of innovation and social responsibility.

The school has built an online IPE platform, which integrates rich teaching resources and learning tools, providing a convenient learning environment and communication platform for teachers and students. Students can learn courses online, participate in discussions, submit homework, etc. through the platform, and realize the seamless connection between online and offline teaching, which improves the flexibility and efficiency of learning (Figure 1).

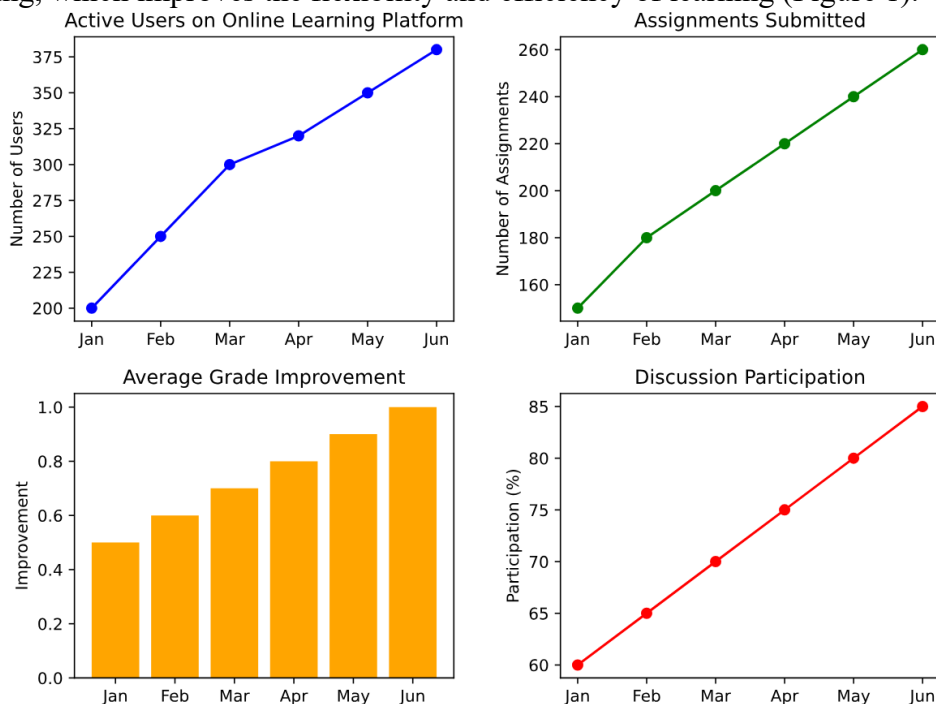


Figure 1 Improving the flexibility and efficiency of learning

The school pays attention to the development of practical teaching. By organizing students to participate in social practice, voluntary service and other activities, students can experience the dynamic changes of social development and enhance their sense of social responsibility and innovation ability. At the same time, the school also actively carries out scientific and technological innovation projects to encourage students to explore innovative methods to solve social problems by means of new quality productivity.

The school has established an evaluation mechanism in line with the characteristics of new quality productivity, which not only pays attention to assessing students' theoretical knowledge, but also pays more attention to their practical ability and innovative consciousness. The evaluation methods include classroom performance, practice report, scientific and technological achievements and so on, and comprehensively evaluate students' IPE level and comprehensive quality.

Through the above reform practice, the school has achieved remarkable results. Students' ideological and political literacy and comprehensive ability have been effectively improved, and the teaching effect has been fully affirmed, which provides valuable experience and enlightenment for the reform of university IPE.

5. Conclusion

The development of new quality productivity provides new development opportunities for university IPE. The continuous emergence of new technologies such as information technology and artificial intelligence provides new possibilities for education and teaching, and provides strong support for the innovative development of IPE. University IPE needs to keep pace with the times and pay attention to innovation. Under the background of the new era, the traditional IPE model can not fully meet the needs of students, so it is necessary to actively explore educational models and methods based on new quality productivity to improve the effect and quality of education and teaching. The innovative development of university IPE needs the joint efforts of the whole society. The government, schools, enterprises and social organizations should strengthen cooperation, jointly promote the innovative development of IPE, and make positive contributions to cultivating socialist builders and successors with all-round development in morality, intelligence, physique, beauty and labor. This study puts forward a series of suggestions and measures to promote the innovative development of university IPE. Including strengthening the construction of teachers, promoting curriculum reform, building a diversified evaluation system, expanding the platform for sharing educational resources, etc., in order to provide feasible suggestions and reference for the innovative development of university IPE. The research on the innovative development path of university IPE based on new quality productivity has important theoretical significance and practical value, and has important guiding significance for promoting the overall promotion and improvement of university IPE. I hope this study can provide reference for academic research and educational practice in related fields and promote the healthy development of IPE in universities.

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