

# Research on the Role of Model Inspiration in Ideological and Political Education of College Students

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**Abstract:** Model motivation is a kind of motivation commonly used in college students' ideological and political education. The power of role models is endless. Choosing a role model is equivalent to setting a banner, which will play a huge incentive role. If the example is used properly, it can fully arouse the enthusiasm of the students, can achieve the management effectiveness required by education, make education more persuasive, more oriented, and better play the role of education.

## 1. Introduction

Human behaviour is influenced not only by direct experience, but also by observation. "If people only understand what they should do through their own consequences, it will be very difficult, not to mention luck. Most human actions are learned through observation of role models: that is, a person by observing others and knowing what new actions should be done, this encoded information will later play a role in guiding behaviour. "This means that anyone in the social life will consciously or unconsciously learn and imitate what they think example. With example, people learn to have a direction and catch up with goals, and they are always motivated. The role model has the characteristics of the times and represents the direction of progress. The words and deeds of role models as role models vividly tell people what to do, what not to do, what to promote and what to oppose. The broad masses of the people witnessed the touching deeds of the role models, which easily aroused emotional resonance, had the role of encouragement, education, and spurring, stimulated people's desire to imitate and pursue the role models, and turned the external role models into the inner power to urge people to move forward.

At present, the behaviour of college students is affected by many factors, such as direct experience, observation, etc. If everyone only understands what to do based on their own consequences, it is extremely difficult. The behaviour of most people is unconsciously observing the role model. Mastered, that is to say, through careful observation, people understand how to do a new behaviour, and this encoded information later plays the role of behaviour guidance. Some typical characters, their words and deeds can guide people how to do, What should not be done, what to oppose, what to advocate The external role model is internalized as a force to promote people's continuous progress. In the process of educational practice, the scientific and reasonable and effective use of the role model incentive mechanism is a key component of the current ideological and political education of college students.

## 2. The Meaning and Characteristics of Role Model Incentive Mechanism

The model incentive mechanism refers to the way in which the educator and the educated interact through incentive factors in the model education organization system. The main meaning of the example incentive mechanism is first, it is the sum of the example incentives of the various constituent elements, and its function is the collusion of the functions of various related factors. Its function depends on the mutual connection and coordination between the various elements Operation depends on the soundness of each element's function. Third, it is a dynamic process that runs regularly in a certain way.

First, educational. The purpose of example motivation is to fully arouse the initiative and enthusiasm of young people and promote their comprehensive development. Education is the

primary attribute of the role model incentive mechanism. It determines what the role model incentive mechanism will do and what educational goals will be achieved. This goal not only indicates the direction in which role models inspire various tasks, but also stipulates the results that role models should achieve.

Second, objectivity. The role model incentives are not determined by people's subjective will, but by the objective conditions for their generation and survival, so they have objective inevitability. The objective conditions for example motivation include the country's political, economic, and cultural conditions, the development status and laws of education, and the characteristics and laws of adolescents' own development. The role model incentive mechanism is an objective reflection of the actual role of role model incentives. Therefore, many characteristics with regularity are bound to appear in the operation.

Third, systematic. Model motivation is a complex system project. No matter its internal or external contact, it must be unified and coordinated to ensure the achievement of the goal. The systematic function of the role model incentive mechanism requires that role model incentives be regarded as an organic system, and then coordinate the various behaviours to make them interrelated and promote each other, forming a common focus.

### **3. The Incentive Mechanism of Role Model Incentives**

#### **3.1 The Target Mechanism of Example Motivation**

Psychologists believe that human behaviour is often driven by its internal motivations and needs, and these needs are how much people can control their own life effectiveness. Modeling is to provide a reference for behaviour. Once the model learner determines the model as a learning model, it also clarifies the future behaviour goals, and then strives to keep their behaviour consistent with the model behaviour. When people have set goals, they will take action to achieve their goals. The premise of role model motivation is that there is a gap between the behaviour of the learner and the behaviour of the role model. The behaviour of the role model is transcendental and breakthrough. Therefore, the learner will compare himself with the role model, communicate with the history with the role model, and make the role model understandable Bridge, to find common points and flash points. However, the achievement of role models is not an easy task. If the target of the role models is set too high, the motivation will be lost. Therefore, learners will find their own role model goals from the realistic social role models and campus demonstrations to build a rich spiritual home and become the heirs, spreaders and pioneers of civilization.

#### **3.2 Strengthening Mechanism of Example Incentive**

Behaviourist Skinner believes that human behaviour is determined by the external environment, external reinforcement factors can shape behaviour, and role model behaviour can be regarded as a reinforcement factor. Personal value judgment has high social consistency and social dependence. Only after being recognized and accepted by the society can a person form a stable sense of self-esteem and be able to gain confidence and security. Therefore, the importance of social acceptance and social identification and the anxiety of social deviation and social abandonment have become the psychological reasons why people consciously or unconsciously keep consistent with the social status quo or social basic tendencies. Schools tend to be consistent with the basic requirements and expectations of the society as a whole, and use social needs to strengthen the needs, desires, wills, and emotions of college students, inspire inner psychological motivation, and allow potential energy to be fully released. That is to say, the school expresses and shapes itself in accordance with the requirements of society for social roles, and educates and shapes student behaviour. Therefore, when society or schools set an example and require everyone to learn, they often have a certain degree of unity and authority, and it is easy to be recognized and responded to by educated workers. If the educated learners learn the behaviour patterns required by the society, and are recognized by the society for showing this example behaviour, and continue to self-motivate and strengthen themselves, this behaviour of imitating the example will be strengthened and repeated; If the

educated worker's performance of this role model has not been recognized by society, or even satirized, then this behaviour is unlikely to happen again, and the role model does not have much incentive effect.

#### **4. Current Problems in College Students' Ideological and Political Education**

The problems of college students in ideological and political education in the new period are mainly reflected in three aspects: first, in terms of morality, the serious problem that exists in ideological and political education in colleges and universities today is the concept of love among college students. Falling in love means holding a fresh sense of love, and choosing to establish a relationship with one's favorite object in accordance with the wishes of the autonomy, but it ignores the true meaning of love and does not pay attention to the responsibilities in love. In addition, the school education has less popularization of this knowledge, so that college students do not have a correct and profound understanding of this. On the other hand, in college education, cheating on exams is not uncommon. This situation is mainly due to the university's lenient policy on exams, which has led college students to ignore the importance of exams and only use it as a means of coping with schools. In terms of psychology, under the environment of limited ideology, there are also serious problems in the interpersonal relationship of college students. At the same time, the pressure of graduation and future work has caused the self-confidence of college students to be seriously hit. Gradually causing college students to be confused and anxious.

Secondly, the ideology of college students is easily affected by the diversified development of social economy. In the social development of material flow, people's desire for profit by name is becoming stronger. The temptation of fame and fortune makes people give up the pursuit of spirit. There is a serious distortion of psychological thinking and the lack of correct moral concepts. In the context of monetarism, the increasing pressure of employment in society has directly caused serious adverse effects on college students entering the society in the future.

Finally, the infiltration of Western values in the era of economic globalization is also a serious ideological shock for college students who do not have a clear distinction, and it is easy to confuse college students with imperfect values.

#### **5. Measures to Strengthen the Motivation of College Students' Ideological and Political Education**

There are many ways to motivate, but role model motivation is one of the most significant effects. Therefore, strengthening role model motivation for college students' ideological and political education is of far-reaching significance and value.

##### **5.1 Choice of Role Models**

In order to give full play to the role of role model inspiration in ideological, political and political education, we must first pay attention to the selection of role models. In the process of selecting role models, we should be careful, careful, and prudent to choose appropriate, typical, and representative. The model chosen by the advanced model should be real and reliable, so that students can believe, accept and be convinced, and then exert the great role of the model. The selected model should have a distinct personality and excellent morality. In addition, it should have made a major contribution to the school. It is not a single hard-working model. The example chosen should be similar to the life experience of most college students. This situation is very easy to trigger the recognition and acceptance of college students, which in turn triggers the imitation effect. In addition, the characteristic team can also use the elite of the times as a role model, and vigorously promote people who have made outstanding contributions to human development and social progress, making it a role model for the majority of college students to continue to learn, and guide college students to pay close attention to actual real life and correctly and clearly understand The value of people praises and praises the role models around them, prompting college students To correct "Three Views"

## **5.2 Educators Should Take the Lead in Demonstration**

For ideological and political education to truly persuade people, it must rely on two forces, namely personality and truth. The power of personality refers to the effect of internal spiritual factors in the course of practice. Educators should be consistent in their actions and lead by example. The goal of struggle and the life pursuit advocated by oneself should take the lead in practicing the power of personality. It has a strong appeal, influence, and tension, and it penetrates naturally, without being restricted by the limitations of time and space. Under the influence of personality power, The behaviour and psychology of the affected people are mainly reflected in persuasion and imitation, so compared with the obligatory and obedience brought about by the pressure caused by various external factors, the incentive effect and influence caused by it are more profound. Be upright and do what you want to do without being correct, although the old saying “do not obey” clearly points out the great role of personality. Therefore, educators should maintain correct words and deeds, take the lead in demonstrating role, and give full play to their own personality strength , And then play a guiding role if the educators carry out the work according to the principles pointed out in their ideological and political education, so that the college students can If you find a noble personality, then there will be a convincing and admiring psychology in the hearts of college students, and then restrict your words and deeds. This shows that educators should play a leading role in imitation and make a good example for students. Combining the power of personality and truth, and ultimately forming a huge power to infect students

## **5.3 Adhere to the “People-Oriented” Concept**

In the continuous improvement of college management work, ideological and political education should gradually transition to the concept of “human text”, and then promote the development of colleges and universities with the international advanced level, promote the organic integration of school ideological and political education and management, and penetrate each other, Interaction should be deep among the large student population, focusing on communication and exchange with college students. In the process of talking with college students, help students deal with some difficult problems that they face in life and study, and enhance the awareness of college students. Strengthen the recognition of university culture and values by college students, and strengthen the cohesion of college students. Colleges and universities vigorously carry out ideological and political education, introduce the various problems faced by China since the reform and opening up and the achievements achieved, and strengthen students' thinking of school reform The understanding and comprehension enables students to calmly deal with the challenges and difficulties encountered in the process of school reform, and concentrates the thinking of college students in the development of the school, promotes the rapid development of the school's ideological and political education culture, and makes the school Realize the double benefits of social and economic benefits

## **5.4 Strengthen Good Role Model Behaviour**

Whether the example behaviour can be positively promoted, and whether the imitative behaviour of college students can continue to develop and form stable behaviours and habits, has a very important significance. College education must pay attention to the development and construction of campus civilization and promptly and effectively promote the campus. Advanced characters make the campus atmosphere full of excellent campus atmosphere. Therefore, the school must vigorously create advanced role models that meet the requirements of the times and social development, and provide certain practical opportunities for students to enable them to show the quality they have learned, and then let Students get useful and precious information, and are widely recognized by teachers, schools and society, so that students' behaviours can be positively and positively strengthened, thereby consolidating and improving their own ideology and morality, and earnestly understanding the mainstream morals and values of today's society .

## 6. Conclusion

When inspiring by example, we should fully adhere to the human-oriented ideology, fully implement humane care in the ideological and political education of college students, and correctly handle the ideological and political education. It is a key condition for ensuring the normal and sustainable development of colleges and universities. In ideological and political education, the role of role model incentives should be used scientifically and reasonably, so as to effectively improve the quality and efficiency of ideological and political education.

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