

## Thoughts on Ideological and Political Education of College Students in the Times

Fei Yu<sup>1</sup>, Shan Gao<sup>2</sup>

<sup>1</sup>Center for General Education, Xijing University, Xi'an, 710123, China

<sup>2</sup>School of Civil Engineering, Xijing University, Xi'an, 710123, China

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**Abstract:** The rapid development of the times has brought challenges and opportunities to the ideological and political education in schools. It is required to actively explore the new mode of Ideological and political education for college students under the new situation, adhere to the people-oriented approach, and adhere to the comprehensive, coordinated and sustainable development ideas. In view of the ideological reality of college students and the characteristics of professional knowledge, the close combination of imparting knowledge and ideological and political education will be conducive to promoting ideological and political education of college students in an all-round way and promoting their all-round development, thereby combining the ideological changes and actual needs of college students, adhering to the ideological and political work based on scientific theory and paying attention to the test of practical experience. It is necessary to continue to improve the value of ideological and political education in strengthening contemporary college students, and effectively improve the effectiveness and pertinence of ideological and political education in college students in China.

### 1. Introduction

Strengthening and improving the ideological and political education of college students in the new era will help to fully implement the Party's educational policy, build a harmonious campus, and train qualified builders and reliable successors of socialism with Chinese characteristics with all-round development of morality, intelligence, physique and beauty. The ultimate aim of Ideological and political education for college students is to help them improve their ideological and political level, establish correct outlook on life and values, and improve their self-management level, which is an important way of Ideological and political education [1]. The teacher-centered teaching method should be changed into student-centered teaching method to improve students' participation in the classroom, change students' passive acceptance of teaching and learning knowledge into students' initiative to seek knowledge and improve their ideological quality [2]. The university period is a key stage in the formation of a correct outlook on life and values. How to do a good job in the ideological and political education at this time. How to conduct effective and correct value orientation for school students is particularly important. Higher education ideological and political education plays an important role in the development of college students' values. Only by having a good ideological and political concept can higher vocational students move toward sustainable development [3].

As ideological and political educators, we should also be soberly aware that college students, as the most advanced and active group of social thought, are more likely to accept new things, and of course, they are most vulnerable to the infringement of bad information [4]. Promote the combination of College Students' political literacy and practical ability, fundamentally establish a good ideological and political concept, and become a reliable force in society. In the process of college students' learning, we must always maintain correct ideological and political attitudes, clearly understand the basic ideas and guiding ideology of promoting the economic and social development of our country, and integrate socialist core values into campus culture [5]. Combine socialist core values with school campus culture and school education concepts, and Practice

Socialist Core Values through campus cultural activities and thematic class meetings [6]. This requires school educators to establish a new concept of ideological and political education, in-depth study of the effective mechanism of ideological and political education in the educational environment, and establish a variety of new ideological and political education mechanisms to improve the educational effect [7]. Innovate and develop new selection methods, and reform the education method to join the evaluation and selection of the teaching team, eliminate the old and backward parts, and organize the educators to carry out comprehensive knowledge learning in many aspects [8].

## **2. The Importance of Ideological and Political Education**

Under the new situation, there is still a certain gap between the pertinence and effectiveness of Ideological and political education of College students, and there are many weak links. Therefore, we must carefully examine and intensify research efforts to lay a foundation for doing well in Ideological and political education of College students. Organize school personnel departments and educational administration departments to organize selection teams to recruit ideological and political education talents to the public. We should attach importance to the construction of existing ideological and political teachers, formulate training plans, establish a multi-level and diversified training system, and adhere to the mode of combining daily training, thematic training and practical training. Grasp the right direction of development, take ideal as the main core value, help higher vocational students to establish correct values and outlook on life. In addition, we should also guide college students to establish correct ideals and beliefs and resolutely resist negative ideology. Adjust and optimize the curriculum system through professional construction and curriculum construction. Focus on the key points, focus on the comprehensive ability of students to develop, reduce or even eliminate excessive formalized courses, and reduce the teaching burden of professional teachers through the optimization and reduction of courses. For the conflict symbiosis between traditional culture and modern culture, it is urgent to carefully interpret the essence and value of tradition from the deep perspective of culture. To promote school ideological and political workers to be able to carry on cultural heritage. Strengthen the supervision and management of the network behavioral language, encourage students to self-education, self-management and self-innovation, create a good form of interaction such as the life of the teacher, and let the school educators obtain the support and trust of the students. Moreover, from the school's ideological and educational educators, the theoretical study of the subject content of the subject must be strengthened, so as to effectively establish the educational level of ideological and political education and provide favorable practice for the development and construction of the school. basis.

Teachers must attach importance to students' principal position effectively, and maintain a correct attitude of respect for students' individual differences, so as to create the most suitable educational environment for students' development. Teachers also need to incorporate service attitude into Ideological and political education, guide students to establish a correct concept of occupation, career choice and employment, and enhance their awareness of career planning. We should innovate the contents and methods of Ideological and political education. To meet the needs of Ideological and political education in different forms, levels and environments, respecting each student's personality. At the same time, it guides students to pay attention to the promotion of their professional skills, ethics and accomplishments in theoretical and practical learning. Construct a campus cultural environment with socialist core values as its main content, embody the characteristics of cultural hierarchy, diversity and pluralism, and grasp the direction of Ideological and political work from the identification of responsibility. To grasp the inheritance and development of culture from the dialectical logical relationship, we should effectively absorb and develop advanced culture. To guide and educate students correctly, the precondition is that professional teachers themselves should set an example. Therefore, in the teaching process, professional teachers should be able to convince students in addition to the breadth and depth of knowledge. Turn traditional indoctrination education into guided education. Let students participate independently, maximize the role of ideological and political education, change students'

ideological and cultural concepts, and enhance the ideological and cultural qualities of contemporary college students. Do a good job in guiding the employment service of graduates and help the university to build a talent. Do a good job in management and service, constantly meet the reasonable needs of college students' study and life; do a good job in mental health education for college students.

### **3. Effective Ways of Innovative Development of Ideological and Political Work**

As an educator, we should teach students according to their aptitude, while as a manager, we should manage them according to people. It is just the so-called "knowing one's friends and knowing the other" can win a hundred battles. Without investigation and research, we can not understand the students' personality. Simply implementing management is very difficult to achieve good results. And constantly strengthen the integration of College Students' professional courses and ideological and political teaching content, in order to fundamentally promote the students themselves to the ideological and political work of the degree of attention. Therefore, teachers must effectively grasp the work level and quality of work in ideological and political work, and constantly improve the thinking and ideas of college students from the reality. Professional teachers participating in the ideological and political education of college students also need corresponding institutional guarantees. Therefore, schools should take effective measures to strengthen organizational leadership, establish a sound working system and guarantee mechanism, and pay attention to institutional innovation, encourage and help each student to proceed from the individual reality, and consciously combine the goals of ideological and political education with the goals of student growth. Thereby constantly improving the ideological and political realm of students. At the same time, in order to further enhance the media literacy of students, the school will organize the corresponding media literacy education practice, and truly combine theoretical learning with practical application.

Management is not only a way to implement ideological and political education, but also an important way to implement mental health education. Among them, meeting students' psychological needs is the best entry point to combine the two. Moral education is permeated in all professional courses, including science and engineering. It can be seen that the content of Ideological and political education in western countries permeates various activities and social environment, reflecting the social attributes of Ideological and political work. Establish an independent information exchange group and distribute it in a branch exchange group according to different learning needs and levels. School educators can easily manage and distribute information resources, stimulate students' self-learning ability, and realize the high-efficiency learning state of self-management and self-education. Professional teachers should influence and educate students through their own ideological quality, moral accomplishment, professional level, words and deeds, both inside and outside the classroom. We must put students' teaching into practice and provide the most favorable environment and conditions for the development and growth of College students. Effectively fulfilling the working philosophy of "taking students as the main body of teaching" is the key that teachers cannot ignore. Actively participate in the career planning of students, propose personalized guidance, and serve as a staff member for the scientific development of career development plans. In the ideological and political education work, it plays an active role in broadening the vision of ideological and political education. It is good at analyzing the difficulties and problems encountered in daily work, enhancing courage, proposing truly practical and original insights and viewpoints, and exploring innovative work for ideological and political education in schools. new method.

The aim of Ideological and political education is to shape people's world outlook, values and outlook on life. However, the traditional ideological and political education mode, which overemphasizes the educational mode inculcated by teachers, has restricted and violated the equal right of discourse of the educated. College students' ideological and political education should be based on campus culture, dig deeply into the material, spiritual and institutional connotations of campus culture, so that college students can use network technology under the constraints of

campus culture, actively disseminate socialist core values, and stimulate the positive energy of society. Deeply understand the ideological will and psychological state of contemporary college students, and plan and change the traditional forms of Ideological and political education. At the same time, the construction of campus website needs more diversified interactive support and active participation of College students. In carrying out ideological and political education, we should adhere to the socialist core value system. To study and practice the scientific concept of development, to strengthen and improve the ideological and political education of college students must rely on the scientific development of ideas, and unify the ideological understanding to the central government's decision-making, deployment and requirements for strengthening and improving the ideological and political education of college students. It is necessary to give full play to the educational function of each course, explore its ideological and political education resources in depth, and infiltrate the ideological and political education into the teaching activities of various courses of the school, so that students can learn scientific and cultural knowledge at the same time. Consciously strengthen ideological and moral cultivation and improve political awareness. Strengthen the network construction of college students' ideological and political education, in order to change the traditional teaching mode and teaching philosophy, and continuously strengthen the core value and work efficiency of ideological and political education.

#### **4. Conclusion**

This paper studies the ideological and political education of college students in the era. Learn in innovation and improve in learning. In the process of concrete practice, we must put the educational idea of student subject into practice. Fundamentally promote the efficiency of Ideological and political education of college students in China. Effectively increase investment in the construction of Ideological and political team, ideological and political education and management system, ideological and political education content improvement and ideological and political education carrier construction, and truly promote the innovation of Ideological and political education in schools to achieve practical results. Its level of knowledge and values are easily recognized and recognized by students. Its ideological quality, moral accomplishment, professional level, words and deeds play an important role in the ideological and moral character and academic achievements of students. To put the ideological and political education of college students in a more prominent position, we must stand on the new historical starting point to examine and practice, and actively explore new ways and new methods for college students' ideological and political education in the new situation. Today, when the times are changing, the progress of society can only achieve better results in accordance with the development of the times and the direction of the times. This is also true for the reform of the ideological and political education of college students.

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