

## **New Characteristics and Trends of Ideological and Political Work for College Students in the New Era**

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**Keywords:** New era, Ideological and political work, New characteristics

**Abstract:** The report of the Nineteenth National Congress of the Communist Party of China clearly points out that China has entered a new era, and puts forward a new era proposition for improving the quality of Ideological and political work of College students. At present, the ideological mainstream of college students in our country is positive and upward, but there are still many outstanding problems such as weakening of ideals and beliefs. This article mainly makes a simple discussion on the ideological and political work of college students in the new era. It illustrates the importance of Ideological and political work and the necessity of keeping pace with the times. We must firmly grasp the nature of ideological and political work as ideological work, adhere to the basic principles of ideological and political work, and stick to the main front of ideological and political work in colleges and universities. We must further strengthen our sense of responsibility, urgency and mission, maintain a clear-headed mind, take effective measures, and strive to enhance the effectiveness of ideological and political work in colleges and universities, so that the ideological and political work of college students will continue to make new progress and new results.

### **1. Introduction**

Since the Eighteenth National Congress of the Communist Party of China, especially the National Conference on Ideological and Political Education in Colleges and Universities, General Secretary Xi Jinping delivered a guiding speech at the meeting, pointing out the great significance, fundamental direction, objectives, tasks and basic requirements of Ideological and political work in Colleges and universities [1]. Colleges and universities are required to persist in taking morality as the central link and ideological and political work throughout the whole process of education and teaching. It is pointed out that "to do a good job in Ideological and political work in Colleges and universities, it is necessary to change things, advance with the times, and innovate with the circumstances, and to follow the law of Ideological and political work [2]. The blueprint for the comprehensive construction of a socialist modernization power fully embodies the profound historical vision, broad strategic structure, and strong political responsibility of the Party Central Committee with Comrade Xi Jinping as the core. It has pointed out the development of the party and the country and the great rejuvenation of the Chinese nation. Forward direction. This requires that our ideological and political work must be done with great enthusiasm, and we must keep pace with the times [3]. Document No. 16 of the Party Central Committee and the State Council closely combined with new changes at home and abroad to propose the necessity and importance of strengthening the ideological and political education of college students. Under the new situation, how to further strengthen and improve the ideological and political education of college students is a major problem that the party committees and colleges and universities in the university face urgently need to solve seriously.

### **2. The Present Situation of Ideological and Political Work of College Students in the New Era**

With the deepening development of China's reform and opening up, the rapid integration of our economy into globalization, social awareness has changed greatly, these changes have injected new vitality into social development and progress, but also brought about the complex changes of social

trends of thought [4]. While accepting the education of socialist core values, many college students are affected by factors such as economic globalization and cultural ideological trend pluralism. They are faced with ideological crisis such as lack of firm will and tenacity. Many students have deviated from their moral value orientation. Most of them often take self-realization as the center, separating their personal value goal from social value goal. In particular, most of the students, as the only child of the family, are highly concerned by family members. They have a strong self-awareness from an early age, are accustomed to self-reflection, self-selection, and self-development [5]. Utilitarianism still exists among a few college students. They advocate a self-centered, dedication and dedication to serve the people wholeheartedly. Since the 18th National Congress of the Communist Party of China, the overall situation of ideological and political work in colleges and universities has been more proactive, and there has been a situation of strengthening and improving and improving. The orientation of running a socialist university, the fundamental task of cultivating morality and people, and the political role of serving the overall situation have been further clarified and emphasized.

With the widespread use of wireless networks and smart devices, massive fragmentation of information is rapidly spreading through the Internet. Many values and lifestyles that deviate from the core values of socialism have a huge impact on the value standards and value judgments of college students. Through network communication, many bad ideas and values undermine the leading value order of ideological and political work of college students in China, and shake the existing behaviors and living standards of contemporary college students. These changes have increasingly affected the ideological concepts of college students: with the expansion of colleges and universities for several consecutive years, fee reform, logistics socialization reform and increased student employment pressure, college students' thoughts, behaviors, psychology, learning and There have been many new problems in interpersonal relationships. College students are more and more dependent on the Internet, which has greatly changed their way of life, learning, communication, entertainment and even language. When they are faced with the heavy academic pressure, life planning during the University and the important events and major choices such as graduate employment, they are often unable to face them alone. We must see the problems, shortcomings, difficulties and challenges of Ideological and political work in Colleges and universities. For example, the impact of diverse social trends of thought on the guiding position of Marxism still exists. Therefore, it is necessary to publish correct ideological information on the Internet to educate and guide college students to establish a good ideological style and ideal beliefs, so as to improve the timeliness of Ideological and political work in Colleges and universities.

At present, the rapid development of society, the sharp rise of competition, the complexity of foreign cultures and the alienation of moral evaluation standards make the whole society full of impetuosity. This social mentality is also reflected in college students who are not deeply involved in the world. Many college students do not attach enough importance to the study of Marxist theory, and the study and thinking of political theory is stagnant. This determines that the ideological and political workers in Colleges and universities should not only help college students to establish life goals, learn basic life skills, cultural knowledge and production skills, but also let college students from different living environments and family backgrounds learn social norms, adapt to social roles and form social personality. The popularization of Internet technology has opened up new avenues for strengthening and improving the ideological and political education of college students, and provided new ways and means. Teachers' instillation of students' knowledge is still taught in the basic theoretical points. The teaching methods are single, the method model is boring, and the evaluation methods are outdated. These negative factors can easily lead to the lack of enthusiasm for contemporary college students. The ideological and political work team in colleges and universities must comprehensively play the teaching and educating, scientific research, practical education, management, education, education, education, and education. Helping college students to establish a correct world outlook, outlook on life and values is something that our ideological and political workers in colleges and universities must seriously study and solve.

### **3. Analysis of the Reasons for the Problems of Ideological and Political Work of College Students in the New Era**

The report of the 19th National Congress of the Communist Party of China pointed out: "Ideology determines the direction of development and the path of development." Colleges and universities have always been at the forefront of ideological work, and various cultures and trends of thought in the world have gathered here. College ideological and political workers shoulder the special mission of helping college students to change from "natural individuals" to "social individuals." The process of socialization of college youth is the process of continuous reduction of students' individuality, continuous socialization and balance and unity. The rapid development of the global economy has accelerated the process of global cultural and economic integration. More importantly, the economic powers have used the economic strength to promote local culture, and China's traditional culture has been greatly affected. Individual teachers cannot play the role of teaching and educating people, and some ideological and political education is not effective. These are obstacles or weak links for colleges and universities to adhere to the correct direction of running schools and train qualified builders and reliable successors. China's online information construction is still in a relatively backward situation, and the network technology is at a disadvantage compared with Western countries. Some college students are disturbed in their thinking and mistakenly regard the high welfare of the early development of western developed capitalism as an insurmountable advantage, resulting in cognitive deviation. Many college students are addicted to online games all day, abandoning their precious youth. Teachers' persuasion and education can not resist the temptation of virtual space. They are increasingly isolated from outside campus activities, and their personalities become eccentric and lack of interpersonal relationships.

With the development of information technology, the main status of traditional ideological and political educators is threatened. Teachers are no longer the absolute leader and master of the implementation of Ideological and political education. Teachers' authority and discourse power are also weakened to a certain extent. The scientific and popular socialist advanced culture of the nation educates students, enriches their spiritual world, strengthens their spiritual strength, shapes their civilized image, and stimulates their innovative ability and enterprising spirit. College students are the representatives of high-quality people in China, the most dynamic and creative group, and the most valuable intellectual resources in China. Contemporary university life is increasingly influenced by social environment and social factors in the context of the increasingly developed market economy. At present, most of the "thinking and rectification work committees" of colleges and universities have not really been established or are ineffective. Ideological and political work is basically undertaken by ideological and political theory teachers, college propaganda departments, and student work departments. The work system is not perfect, and the ideological and political work mechanism is not enough. mature. This is bound to have a certain impact on their values and political beliefs for college students who have not yet formed their outlook on life and values.

### **4. Efforts to Explore New Ideas and New Methods of Ideological and Political Work Suited to the Characteristics of College Students in the New Era**

We should actively explore effective ways to lead college students in the new era with the socialist core value system, respecting differences, tolerating diversity, and resisting various errors and decadent ideas. Ideological and political work in Colleges and universities should set up internet thinking, follow the law of new media development, be good at using new media technology, use the grounded air and lively network language, combine reasoning with telling small stories around them, and sing the main melody on the internet. We should implement the requirement of strictly administering the Party in an all-round way, adhere to the orientation of running socialist universities with Chinese characteristics, and firmly grasp the leadership of the Party over universities. We should firmly build the ideological cornerstone, consolidate and strengthen the guiding position of Marxism in the ideological field, and carry out the propaganda and education activities of Marxism rightly and vigorously. The cultural mission of ideological and

political workers in colleges and universities is fundamentally based on education guiding students to understand and grasp the essential characteristics and fundamental standards of advanced socialist culture. Therefore, we will work hard to build a number of campus websites that integrate ideological, intellectual, fun and service. We will not block, and will not evade the most confused and eager to understand the problems and contradictions of contemporary college students, and firmly grasp the ideological and political education of the Internet. Initiative. Learn and understand the new era of socialism with Chinese characteristics and the spirit of the 19th National Congress of the Communist Party of China, and lead the healthy growth of college students with a high degree of political consciousness, a firm political position, a correct political concept, and appropriate political words and deeds.

Give full play to the leading role of the classroom and put ideological and political education throughout the knowledge transfer. This requires universities to combine the requirements of Xi Jinping's new era of socialism with Chinese characteristics to the development of Chinese universities, build a campus culture that conforms to China's excellent traditional cultural characteristics and school characteristics, nourish teachers and students' minds, educate teachers and students, and lead social trends. Resolutely implement the concept of the Communist Party of China clearly put forward by the party's 19th National Congress is the essence of socialism with Chinese characteristics. Increase the content of ideological and political education, expand the space and channels of ideological and political education, and create a new pattern of ideological and political education. In actual terms, we should adopt appropriate and scientific methods, classify and implement, and carry out flexible and diversified ideological and political work in a timely manner. Only by grasping this direction can college students see through the essence of Western cultural colonialism and "spiritual tug-of-war", and constantly enhance cultural self-confidence and cultural innovation ability. Do a good job of Ideological and political work for college students. We should guide the ideological and political work of college students with the theoretical values of socialism with Chinese characteristics, and educate them with new contents and methods. To create a healthy and harmonious campus cultural environment, strengthen mental health education and humanistic care, so that college students can shoulder the important task of the times. Let students accept the rich nourishment of the socialist culture with Chinese characteristics, and create a splendid culture belonging to the new era while inheriting the socialist culture with Chinese characteristics.

Effectively strengthen the ideological and political education team building of College students, and constantly improve the quality and ability of Ideological and political personnel. Only by actively participating in social practice can college students improve their ideological and political quality and professional ability, and highlight their national feelings. This requires mobilizing and tapping the potential of Ideological and political work in all aspects of colleges and universities, forming a situation of full-staff, whole-process and all-round education, so that all aspects of school work can embody the virtue and cultivate people. Strengthen political acuity and political discrimination, enhance the ability to resist the influence of wrong thoughts and decadent lifestyle, and further enhance the consciousness of occupying the ideological and cultural positions of universities with Marxism. It is necessary to strengthen and improve the teaching of ideological and political theory courses, improve the collective lesson preparation system, the listening system, the teaching content, the quality supervision system, and the teaching evaluation system. Schools should establish more thematic websites and occupy the commanding heights of online culture with positive and healthy ideological theories and advanced scientific culture. At the same time, make full use of the amateur party school training classes, push the advantages of joining the party and other opportunities, enhance the political awareness, overall situation awareness, core awareness and alignment awareness of college student party members, so that college student party members become the backbone to promote the political awareness of college students. Accelerate the construction of a socialist philosophy and social science discipline system and textbook system with Chinese characteristics. Strive to build a discourse system of Chinese style and Chinese style, and insist on the unified planning of textbooks with strong ideology attributes at the national level. Efforts should be made to create a sound policy environment, working environment and living

environment, so that the ideological and political education team has the conditions to work, the officers have a platform, and there is room for development.

## 5. Conclusions

In the new era, the ideological and political work style of colleges and universities should follow the "Ten Education System" planned by the "Implementation Outline for the Improvement of the Ideological and Political Work of Colleges and Universities", and constantly innovate the working methods to make it grounded, popular and popular. Colleges and universities adhere to the ideological and political work position, and must adhere to the correct political direction in school management. The historical nihilism and the destruction of the hostile forces in the West should be resolutely removed, so that the socialist university can maintain its integrity. In the correct analysis and scientific discussion, we must hold high the great banner of Marxism and take the scientific development concept as the guide, aiming at the characteristics of contemporary college students in different periods of thought. We should guide college students to participate in network politics rationally and orderly, and encourage them to become popular and professional propagandists of the main theme of socialism and the Internet. As long as we can enhance the ideological and political education consciousness of College students, make full use of modern network technology, actively explore and innovate, we can seize this opportunity, improve and strengthen the ideological and political work of College students, and better serve the education cause of the Party and the goal of educating people in Colleges and universities.

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