

## Research on the Ideological and Political Education of College Students under the Concept of Lide Shuren

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**Abstract:** Contemporary college students are the future of the motherland, but also the hope of the nation. They shoulder the important task of taking off in China. Can we say that the healthy growth of college students is closely related to the fate of the party and the country? However, at present, there is a common level of cognition and morality among college students in China. Low? Problems such as incorrect values, they are easily affected by many bad information and ideas. In this case, it is necessary for colleges and universities to implement ideological and political education for college students, and at the same time always adhere to the idea of ethics, and help college students to correct wrong ideas. To enhance the ideological and moral qualities of the college student group so that college students can form the correct values and worldview? This article first analyzes the problems of college students themselves and the significance of the idea of the Lideshuren to the ideological and political education of the university students, and then studies the Lideshuren The countermeasures of ideological and political education for college students under the concept?

### 1. Introduction

#### (1) Low level of knowledge and morality of college students

Ideological and political education is an extremely important part of the education system. The national ideological and political level is the basis for ensuring the stable development of society. College students, as the main force of the new generation, are the pillars of the country's future development. Therefore, ideological and political education mainly based on college students It is very necessary? However, there are good and bad people, and good and bad morals. Not all college students have sufficient awareness, which has led to uneven levels of ideology and morality of college students. There are many reasons for this phenomenon?

First of all, the undergraduates' social experience is inadequate, their thinking problems are too superficial, and they are easily affected by external factors. Utilitarianism, comparison, and money worship are very common. These wrong cognitions have impacted the thinking pattern of contemporary college students numerous times, resulting in partial will Resolute students resist ideological and political education. Over time, this wrong direction has penetrated into their hearts?

Secondly, college students have been in the cold for ten years, and they have received different quality education at each stage. They have learned their own ideological and political content, that is, they have their own independent judgments and learned new ideas in college. When it comes to political content, they will use their own standards to measure whether this knowledge has practical significance and it is difficult to accept new knowledge. Both of the above factors have more or less affected the development of ideological and political education in universities. Difficult to implement it?

#### (2) College students' values are incorrect

Economic globalization has brought us many conveniences, but “the world is one family” also has many hidden problems? For example, “cultural invasion” is an unavoidable topic from beginning to end? For example, most developed countries in the West treat themselves as The values, living habits, cultural ideologies, etc. are transmitted to our country, and they change the

cognition of some people in a subtle way, especially having a great impact on contemporary college students. Some college students are assimilated by Western culture, and their values and beliefs are distorted. Chong Yangmei and other phenomena are constantly emerging?

In addition, today's college students are different from the past. They are flowers growing in the greenhouse without being destroyed by wind and frost. This has caused many college students to have too much personality, self, poor self-discipline, etc. At the same time, many college students carry families? The pressure on itself, and even society, will inevitably change the values of these young people, such as pensions, mortgages, and car loans. The society that is aligned with money has given a good moral quality. As many college students see this nature in advance, it will inevitably produce Negative psychology, based on the formation of self-consciousness, any preaching seems pale and weak, and it is impossible to meet educational expectations?

## **2. The Significance of the Idea of Literary to the Ideological and Political Education of College Students**

### **(1) Conducive to guiding the healthy growth of college students**

Healthy growth and successful talents are the party's and the nation's ardent hopes for college students? "Those who are talented also have virtues; those who are talented are handsome"? Morality is the basic condition for adult success. Is it a talent? According to the survey, the mainstream of university students' thinking is healthy and positive, and their subject image is ideal? Moral? However, with the development of the socialist market economy and the influence of foreign cultures, the moral problems and confusion of students have also increased significantly. The concrete manifestation is the recognition of moral theory and specific practice? The daily behavior is disconnected; the spirit of hard study and dedication to society needs to be improved; the team consciousness and the habit of doing good deeds need to be developed; the trend of pursuing utilitarianism is becoming increasingly obvious? When carrying out political education, we must implement the concept of ethics, and not only require college students to possess scientific and cultural knowledge and professional capabilities to meet the needs of the development of the times, but also to cultivate good ideological and political qualities? Psychological qualities and will qualities, and cultivate a positive and healthy mentality. And a good spirit of cooperation, and effectively guide the university to grow into talent?

### **(2) Favorable for the vigorous development of the cause of socialism with Chinese characteristics**

College students are the successors of the socialist cause, so it is important to ensure that college students can form a correct outlook on life? World outlook and values are very important. College teachers must pay special attention to the ideological and moral conditions of college students and actively respond to General Secretary Xi 's concept of people Call for strengthening ideological and political education for college students, which is the fundamental need to promote the development of socialism with Chinese characteristics? With the popularization of the Internet, contemporary college students can easily browse a variety of information on the Internet, which will directly Affect the thinking of college students, which in turn leads to changes in college students' behaviors. For example, college students will become more self-interested, focusing only on their own views and feelings, and not considering others? The interests of society and the country, regardless of the consequences of doing things; do not know what is Correct behavior, lack of social morality and sense of shame, and frequent plagiarism during exams, all of these have negatively affected the ideological and political education of college students? Therefore, in this case, college teachers must adhere to ethics Establish the concept of people, only in this way can we ensure the effect of ideological and political education and change college students Wrongdoing, and enhance the moral quality of college students, so as to provide a firm guarantee effective personnel to promote the development of the socialist cause with Chinese characteristics?

### 3. Strategies for Ideological and Political Education of College Students under the Concept of Lide Shuren

#### (1) Advancing education through the use of modern information technology

At present, we are in the information age. The rapid development of information technology has provided more choices for contemporary college education. College teachers can use the power of information technology when implementing ideological and political education for college students, thereby attracting the interest of college students to participate in learning. Enhance the effect of ideological and political education?

First of all, college teachers should establish a campus website dedicated to the ideological and political education of college students? The page design of the campus website should be as concise as possible? Practical, you can also add some social news to the website, so that it can meet the needs of college students? College teachers need to regularly update the content on the website, ensure that the content on the website is always consistent with the policies and guidelines of the Party Central Committee, and ensure that the information on the website is positive and can guide students.

Second, college teachers should make full use of new media platforms such as WeChat, Weibo, Douyin, and WeChat. Douyin and other software are frequently used in contemporary university life. College teachers can make good use of these new media platforms by using these platforms. Some ideological and political education information is released on the Internet to achieve the purpose of building a good person? For example, a university teacher can apply for a WeChat public account, and then push the experience of ideological and political education in the WeChat public account. A moral education story full of positive energy, etc.?

Third, college teachers should strengthen communication and exchanges with students. They can use software such as QQ? WeChat to communicate directly with students, timely discover the deep thoughts of students, and actively help students solve problems? At the same time, they can also establish a variety of different Group chats, such as party members or ideological and political education groups, can you post information about ideological and political courses in group chats?

(2) Literacy people need to reform the content of ideological and political education in universities

The content of ideological and political education in colleges and universities needs to be continuously deepened to serve the ideological and political education of college students. The innovation of ideological and political teaching content in colleges and universities is the key point of subject development. It is necessary to continuously carry out content innovation, combine theory and practice, and eliminate inappropriate subjects. Development, old knowledge? Old system that is not suitable for the development of the new era? At the same time, the content of ideological and political education is continuously innovated to achieve more and more influential disciplines? Leadership? Vitality? In life we need to constantly expand and tap college students Ideological and political education materials for college students' ideological and political education services? For example, news events that have caused widespread concern among college students in social life? National policies? International public opinion? Life trivia can be refined into college students' ideological and political education materials? College students' ideological and political education content It is necessary to continuously innovate and develop according to social development. It is necessary for each of our university teachers to have an open mind, always pay attention to the development of society, be good at discovering, and good at catching the bright points in life?

#### (3) Organize practical activities to realize the character of people

College teachers want to promote the correct values of college students? The formation of a outlook on life, then college students should be encouraged to actively participate in social practice activities so that college students can grow and exercise in the process of practice. In order to allow college students to fully exercise, college teachers should first Actively organize some education activities in the school, such as lectures and essay competitions. By organizing these activities, you can fully improve the ideological and moral qualities of college students. Second, college teachers

must also attach importance to the development of off-campus practical activities, such as using vacation time to lead college students. Visiting the memorial hall? Leading college students to sweep the graves of revolutionary martyrs, etc. During the event, teachers should also tell the students the glorious deeds of revolutionary martyrs, so that the hearts of college students are touched?

(4) Establish a special system to promote ideological and political education

First, establish a public opinion information collection and feedback system? The thinking of college students has matured. Each of them has their own unique views. Their values and outlook on life have taken shape. In order to strengthen the ideological and political education of college students, college teachers Must understand the deep inside thoughts of college students, and understand their ideological status? Therefore, college teachers need to establish a public opinion information collection system, set up a special information reporter, collect relevant information and materials, and timely grasp the information about the ideological status of college students, Based on this information to adjust ideological and political education methods?

Second, establish a positive guidance system. A good campus culture has a huge impact on college students. College teachers should optimize the campus cultural environment and create a campus with a strong moral education atmosphere. College teachers need to add banners on the campus. Ideological and educative slogans, and at the same time set up several distribution points of moral education brochures on campus, proactively introduce students to relevant information about Ledshuren? Through the creation of a good campus culture and education environment, so as to subtly generate positive positive effects on students influences?

#### **4. Conclusion**

In short, the values and social cognition of contemporary college students are low. In order to improve this situation, college teachers must actively take corresponding measures, adhere to the concept of ethics, and strengthen the ideological and political education of college students? In order to give full play to ideological and political education The educational effect of colleges and universities can use modern information technology to promote the development of education, and make full use of the power of information technology. At the same time, it is necessary to reform the content of ideological and political education in colleges and universities, and integrate the news events that are generally concerned by college students. International public opinion And other content? In addition, you can also organize some practical activities, so as to achieve a good character, improve the ideological and moral quality of college students?

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