

Research on the Content Structure of College Students' Ideological and Political Education from the Perspective of Supply side

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Abstract: At present, supply-side reform has become a topic of common concern to the whole society. Supply-side reform is not only a way in the economic field, but also has important reference significance for the development of ideological and political education of college students. To strengthen and improve the ideological and political education of college students, we should constantly enrich and update the educational content, optimize the content structure of ideological and political education, and give full play to the maximum resultant force of the ideological and political education content of college students. From the perspective of structural reform on the supply side, ideological and political education for college students should understand the real demand on the demand side and realize the accuracy and effectiveness of ideological and political education product supply by changing the thinking mode of the supply subject, improving the supply capacity and enriching the supply means.

1. Introduction

The content synergy of ideological and political education is a key element in the synergy system of ideological and political education. The content of ideological and political education not only reflects the nature of ideological and political education, but also is an important guarantee to realize the goals and tasks of ideological and political education [1]. The 19th National Congress of the Communist Party of China once again stressed the special importance of this work, and put forward the important judgment that “if the younger generation has ideals, abilities and responsibilities, the country will have a future and the nation will have hope”. Ideological and political education must run through the whole process of education and teaching in colleges and universities to realize the organic combination of whole-process education, all-round education and all-round education [2]. Entering the Internet era, ideological and political education is also facing modern and structural changes. Since then, aiming at the actual effect of ideological and political education for college students and promoting the all-round development of college students, how to carry out fine chemical works in depth and improve their scientific development level has become a problem of great concern to colleges and universities. From the perspective of “supply-side reform”, it is one of the most important hot topics to put forward countermeasures to optimize the ideological and political education in colleges and universities, to make the ideological and political education supply in colleges and universities better and stronger, and to meet the needs of high-end, characteristic and diversified ideological and political education for college students. Based on the background of supply side, this paper studies the problems existing in ideological and political education in colleges and universities to further promote the innovation and development of ideological and political education in colleges and universities.

2. New Connotation of Content Structure of Ideological and Political Education for College Students from the Perspective of Supply side

The supply side is a new concept put forward relative to the demand side. No matter whether it is the supply side or the demand side, both are hot words in the economic field today, although the

two concepts are put forward based on the economic background. Contemporary college students have more convenient and abundant access to information. They hope to have equal communication with teachers. Its purpose is to cultivate various professional talents and skilled labor force, improve people's ideological awareness, thus promoting economic, social and personal development. Under the guidance of the concept of supply side, optimize the development process of ideological and political education for college students and improve the quality and level of effective supply. In the field of education, colleges and universities should attach great importance to the ideological and political education of college students, realize the balanced development between the supply side and the demand side, and scientifically apply the mode of thinking of supply-side reform. In the contradiction between supply and demand, the demand for products and services on the demand side is often uncoordinated and inconsistent with the products and services that can be provided on the supply side, thus creating a mismatch between supply and demand, resulting in a structural imbalance between supply and demand that cannot be ignored. The demand side means an unbalanced state, and the supply side means a rebalancing state. The motive force for the development of ideological and political education in colleges and universities has shifted from the demand side to the supply side [4]; In today's deepening of reform and development, the supply-side reform concept and ideological and political education will complement each other to promote the effective supply of ideological and political education for college students.

3. An Analysis of the Current Situation of Ideological and Political Education of College Students in China under the Background of Supply-side Reform

3.1 The Teaching Content is Monotonous and the Teaching Method is Single

At present, the ideological and political education of college students presents the problems of monotonous teaching content and single educational method. The simple and even high repetition rate of college students' ideological and political education. Teachers of ideological and political education, as one of the main providers, play an important role in it. However, the traditional indoctrination and preaching teaching mode can no longer meet the needs of students. In order to keep in line with the development trend of the society on this stage, it is required that the supplier can break the shackles of traditional educational concepts and adopt open educational methods aiming at the particularity of the demander, so that ideological and political education is not only limited to the classroom but also to the theory. The content of ideological and political education supply in colleges and universities includes not only the supply of ideological and political theory courses in colleges and universities, but also the guidance of all teachers in colleges and universities on our ideology and morality [5]. The content of ideological and political education in colleges and universities is the specific goal and task of ideological and political education in colleges and universities. College students' thoughts and emotions fluctuate greatly, and their teaching objectives lack pertinence and feasibility. They only teach basic ideological and political theoretical knowledge mechanically, lack the cultivation of practical operation ability, have less social practice teaching, have simple educational methods, and do not highlight the dominant position of college students. The educated do not passively accept knowledge and skills, but learn, recognize and practice autonomously, consciously, actively and creatively.

3.2 Ignore the Subjectivity of the Demand side

The ideological and political education of college students only pays attention to the teaching of traditional teaching theories, not to the personality and development characteristics of students, and seriously ignores the subjectivity characteristics of the demand side. Under the new normal, colleges and universities are trying to increase the supply of ideological and political education products and supply methods, but the main reason for the contradiction between supply and demand in the ideological and political field is the asymmetry between the demand side and the supply side. Under this model, the values of young people are independently and actively constructed, not molded by external forces. Young people are independent individuals with free will and dignity. In

teaching, teachers only emphasize theoretical teaching and knowledge instillation, lack of ability training and skill teaching, and do not start from college students themselves [6]. Scientific management focuses on scientific principles and methods, emphasizes institutionalization, standardization, standardization and quantitative management, only asks right and wrong, and emphasizes truth-seeking. However, humanistic management upholds the principles of respecting and caring for people. Therefore, the ideological and political theory course in colleges and universities is not only a course for learning knowledge and instilling theories, but also a classroom for college students to construct the meaning of the spiritual world, cultivate character and create value.

3.3 Ignoring the Improvement of the Supply Side's Own Capabilities

At present, the ideological and political education of college students should adhere to the effective balance between the supply side and the demand side, so as to prevent the phenomenon of imbalance caused by excessive bias to one side. Therefore, the fine management concept of ideological and political education for college students is to organically integrate the two ideas and modes of “scientific management and humanistic management”, integrate the advantages of the two and avoid their one-sidedness “[7]. The main ways of ideological and political education supply in colleges and universities include classroom supply and extracurricular supply. Some colleges and universities only focus on the needs of college students and overemphasize teaching methods, but neglect the cultivation and development of educators' own abilities, resulting in the lagging ideology and values of educational management workers. Because this passive learning cannot stimulate students' interest in learning, more students have turned these public classes into self-study classes and lost the real meaning of ideological and political education courses. In addition, some ideological and political education work only stays on the surface, dealing with job assignments, taking photos and writing manuscripts. It does not take the development of students as its original intention. This perfunctory work style will also allow students to lower their own requirements imperceptibly.

4. The Content Structure of College Students' Ideological and Political Education from the Perspective of Supply side

4.1 Teaching Aspect

4.1.1 Integration of Dominant Content and Diversified Content

The realization of ideological and political education content should adhere to the dialectical unity of leading and diverse content, and realize the leading of individual value content selection and social value content orientation, so as to meet the development needs of individual individuality and social diversity. As one of the main undertakers of college students' daily ideological and political education, the counselor's primary duty is to “help college students establish correct world outlook, outlook on life and values.” The main body of educating people has begun to be diversified, and any individual or organization may use information dissemination to influence the values of young people. The leading content of ideological and political education for college students ensures the development direction and order of diverse content, which is the premise and basis for the existence and development of leading content [8]. In fact, ideological and political education must also follow certain rules of work, teaching and educating, and the growth of students. Students should be regarded as objects and containers for instilling various theories and knowledge, and their thoughts should be forced into a certain fixed and unquestionable thinking system. In the process of imparting knowledge and skills and teaching management, colleges and universities adhere to the principle of people-oriented and keeping pace with the times, continuously carry out reforms and innovations, and reconstruct new concepts of education, teaching and moral education. Marxism is taken as the ideological and cultural banner of college students, thus promoting the all-round free and sustainable development of college students. Encourage ideological and political education practitioners to continuously pursue better and higher goals, and maintain endless career pursuit and

sustainable development.

4.1.2 Integration of Theoretical Content and Living Content

The theoretical content and the living content of college students' ideological and political education permeate and complement each other. Therefore, ideological and political education practitioners are required to continuously pour into passion and wisdom, and to pour into high sense of responsibility, self-confidence, dedication and professionalism. If there is no educational supply, the educational demand cannot be satisfied. New educational supply can create new educational demand. Educational demand and educational supply are unified in educational activities. They are mutually restricted and inseparable. It is required that the supplier can no longer only pay attention to communication and understanding as in the past, but must closely combine the characteristics of the demander with the social reality. We should give full play to the role of the main channel of ideological and political theory courses, adhere to the leading position of Marxist theory, help college students to establish a scientific world outlook, outlook on life and values, and promote the content of ideological and political education to be better internalized into students' ideological consciousness. College students strengthen the cultivation of social responsibility consciousness through social practice, and lay the basic value orientation for the society in the future through continuous practice. The ideological and political education in colleges and universities mainly focuses on the ideological and moral education of college students, so as to make them firm in political stand and perfect in thinking, improve their comprehensive quality and make them useful and contributing to society. To improve the level of moral education in colleges and universities, and gradually form a complete view of moral education, so that colleges and universities can continue to make new breakthroughs in education and teaching, social practice, student management and other work, and actively innovate the talent training mode in colleges and universities to form a new pattern of scientific development of talents [9].

4.2 For Teachers

4.2.1 To Improve the Quality and Quality of Teachers

The classroom is the main channel of ideological and political education. Teachers play a very important role in the classroom. Teachers are role models for students to learn and disseminators of knowledge, guiding the direction of students' learning. On the one hand, we should do a good job in the training of full-time teams, team building and system building. This is conducive to full-time staff to accumulate experience and improve their business level. On the other hand, some personnel who are not suitable for ideological and political work should be resolutely eliminated to ensure the overall image of the ideological and political education team. The model of ideological and political education in colleges and universities reflects the essential characteristics of things, represents the development trend of things, reflects the value orientation of social development, and is consistent with the mission of the country. Therefore, typicality can arouse college students' inner recognition and resonate, and its exemplary effect cannot be ignored. In addition, it is also necessary to continuously improve the system of counselors. Counselors have an important responsibility in ideological education, which is not only the main force of student work but also the person in charge of students' daily life. Fully combine the resources available to the school, provide material security and spiritual care for students, and ensure personalized counseling is implemented. Taking the ideological and political classroom as the main position of education and continuously and consciously improving the teaching ability of ideological and political education, teachers should not only understand the classical Marxist principles, but also master the theoretical research results of socialism with Chinese characteristics in the new era. At the same time, teachers themselves must have correct outlook on life, values and world outlook, and enhance their personal charm.

4.2.2 Emphasis on Teaching and Educating People

Teachers are disseminators of knowledge and guides of students' development. Due to the professional title evaluation system in colleges and universities, many teachers devote more energy

to scientific research and task-making, neglect teaching relatively, and fail to uphold the concept of teaching and educating people. Through combing the typical ideological and political education in colleges and universities, students can consciously practice and improve themselves to meet the needs of social development. Instructors' educational services should focus on the growth and all-round development of students, carry out various activities purposefully, make proper use of the school's institutional arrangements, innovate the working mode, create a good atmosphere for educating people, and promote the personalized and diversified development of students. Teachers actively impart knowledge and solve difficult problems to students in class. At the same time, through teaching, they help college students to better understand themselves, enrich themselves with the knowledge they have learned, and establish correct world outlook, outlook on life and values.

4.3 Environmental Aspect

4.3.1 Physical Environment

The material environment of ideological and political education includes many aspects, such as campus environment, teaching environment, living environment, etc. To improve the campus environment, to provide a better environment for college students to study and live, so that college students can more truly feel the humanistic atmosphere of the campus. In the process of construction, attention should be paid to cultural construction to enrich campus life. Strengthening the construction of public opinion culture and forming the spirit of high-quality products in colleges and universities; Optimize the interpersonal environment, create harmonious interpersonal relationships, and fully tap and use the subtle effects of campus culture. We will work out an assessment mechanism and reward and punishment system for teachers' professional ethics, enhance the system's protection role, and effectively play the guiding, standardizing and restricting role of the system, so as to create a stable working environment for ideological and political education of college students. Teachers should enhance the timeliness and interactivity of classroom teaching, make use of the characteristics of the network to enhance the interest of ideological and political education, organically integrate online education with offline education, and broaden the dimensions of ideological and political education. For the teaching environment, we should further improve the classroom, teaching equipment and other related content to provide a better guarantee for college students' learning. Be diligent in learning, good at summing up and willing to do scientific research, continuously improve the refinement level of ideological and political education work, and move forward to better and better excellent goals.

4.3.2 Network Ideological and Political Education Environment

With the arrival of the era of “internet plus”, the Internet has also been applied to ideological and political education in colleges and universities. The development of modern science and technology has made it difficult to adapt to the traditional education methods, which requires the supplier to use advanced scientific and technological means in the ideological and political education process, and constantly use modern science and technology to arm and reform himself, so as to realize the optimization of educational means. On the other hand, we should establish a network system of ideological and political work at all levels, strengthen the construction of red websites, and seize the commanding heights of ideological and political work in the network. On the other hand, we should establish and perfect relevant laws and regulations, use high-tech means, and strengthen supervision and guidance. Occupy the new carrier of network ideological and political education, build a free, democratic and equal network communication platform, and listen to the free release and expression of college students on the network, and the free release and expression of their true feelings. Let every student take an active part in it. Campus websites, campus public numbers and other contents should be innovated to provide a good network atmosphere for college students' online ideological and political education and actively exert positive energy. In daily ideological and political work, social platforms such as microblog, Wechat and live broadcast can be used to communicate with students and understand the needs of “demand side”, such as opening live webcast to give students

some relevant lectures and opening Wechat public number to answer students' questions.

5. Conclusion

In a word, it is important to pay attention to the unity of quality and efficiency for the innovative research on ideological and political education of college students from the perspective of supply side. The supply and demand of ideological and political education should be combined in a benign way. It is not only necessary to pay attention to the needs of students but also to ignore natural development. It is also not subjective. To realize the integration of leading content and diverse content, theoretical content and living content, national content and international content, to highlight the charm of ideological and political education and the brilliance of rationality. Under the background of supply-side reform, the ideological and political education of college students should give attention to “supply” and “demand”, balance the relationship between the two, highlight the theme of “people-oriented”, so as to improve the efficiency of ideological and political education and promote the development of college education.

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