

Research on the Role of Model Motivation on College Students' Ideological and Political Education

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Abstract: Model education is an effective method for ideological and political education and an important part of ideological and political education. The advanced deeds and exemplary of the role model are presented to the educated in vivid form, attracting and persuading the educated, making them happy to accept and learn, and practicing the spirit of the example in their daily lives. Very strong appeal. The uniqueness of the model education makes it an irreplaceable positive role in improving the bad atmosphere of society, improving the level of ideological and morality, and promoting the overall growth of college students. Based on the research results of scholars, this paper sorts out the basic concepts of role model, model education and college model education. Taking a college student as a research object, this paper conducts a questionnaire survey and empirical research on the model education of contemporary college students. It grasps the current situation of college students' role model education in the current situation, finds out the problems in the process of contemporary college students' role model education and analyzes them. On the basis of this, the author actively explores measures to strengthen and improve the model education of college students, enriches the model education and ideological and political education theory of college students in theory, and provides a reference for the model education of college students in practice.

1. Introduction

Human behavior is not only affected by direct experience, but also by observation. "If people only understand what they should do through their own consequences, then it will be very difficult, not to mention luck. Most human actions are learned through observations of the example: one person by observing others knowing what new actions should be done, this coded message will later act as a guiding act." This means that anyone in their social life will consciously or unconsciously learn and imitate their own minds. example. With role models, people learn to have direction, catch up with goals, and be motivated from time to time. The role model has the characteristics of the times and represents the direction of progress. The words and deeds of the model characters as role models vividly tell people what to do, what should not be done, what to promote, what to oppose. The masses have heard and heard the touching stories of the example, which easily lead to emotional resonance, inspiring, educating, and spurring, inspiring people's desire to imitate and pursue the example, and transforming the external example into an inner force that is motivating.

2. Model Incentives for Incentives

Psychologists believe that human behavior is often driven by its inherent motivations and needs, and that is the extent to which people can control their own life. Modeling is to provide a reference for behavior. Once the model learners define the role model as a learning model, they will define future behavioral goals and strive to align their behavior with the example behavior. When people have determined their goals, they will take the initiative to achieve their goals. The premise of role model motivation is that there is a gap between the learner's behavior and the role model behavior.

The role model behavior is transcendence and breakthrough. Therefore, the learner will compare himself with the role model, communicate with the history with the example, and let the role model become understanding. Bridge, to find common points of convergence and flash points. However, the acquisition of role models is not easy. If the goal of the role model is set too high, it will lose the incentive force. This is one of the reasons why the example of “high and complete” is rarely used. Therefore, learners will find their own role models from the realistic social role models and campus demonstrations to build a rich spiritual home, as a successor, communicator and pioneer of civilization.

Behaviorist Skinner believes that human behavior is determined by the external environment. External reinforcement factors can shape behavior, and role model behavior can be regarded as a strengthening factor. Personal value judgment has high social consistency and social dependence. Only when a person is recognized and accepted by the society can a stable self-esteem be formed, and it is possible to gain confidence and security. Therefore, the emphasis on social acceptance and social identity, as well as the anxiety about social deviation and social abandonment, have become the psychological reasons for people to consciously or unconsciously agree with the social status quo or social basic tendency. Schools tend to be consistent with the basic requirements and expectations of society in general, to strengthen the needs, aspirations, wills, and emotions of college students with social needs, to stimulate internal psychological motivation, and to fully release potential energy. That is to say, the school expresses and shapes itself according to the requirements of society for social roles, and educates and shapes students. Therefore, when a society or school sets an example to ask everyone to study, it often has certain unity and authority, and it is easy to get the recognition and response of educators. If educated workers learn the behavior patterns required by society and are recognized by society for expressing such role models, and continue to self-motivate and self-reinforce, this behavior of imitating role models will be strengthened and repeated; If the educated performers do not receive social recognition or even sarcasm, then this behavior is unlikely to happen again, and the role model does not have much incentive effect.

3. Role Model Incentives

The correct use of the example incentives must first choose a good example, that is, to set a good goal for the model learners, this goal should have a distinct era and practicality. When choosing the goal of the example, we should pay attention to the selection of practical and various levels and various types of advanced models. We should not blindly pursue the “high, big, and complete” typical examples that are daunting. The role model is the product of the times, and his value lies in the needs of the times. It should keep pace with the times and set an example in the new era and the new situation. In today's society, the standard for measuring heroic models should be placed on the contribution of the state and the nation. The elites of the era should be regarded as role models for educators to learn. Scientists and entrepreneurs who have made outstanding contributions to social progress and human development should be promoted. Managers, let them become role models for college students to learn, but also should guide college students to pay attention to real life, recognize people's value, learn to live in harmony with others, learn to live healthy and happy, not just traditional good things, diligence and hard work. For example, the “Hong Zhanhui spirit” that is being studied all over the country is a typical example of college students, and his spirit is more easily accepted by college students. Because the student's role model has similar life experience and the students are basically similar, the model image is intuitive and close, and its advanced nature is easy to accept and emulate the effect of college students, so establish a role model for college students, and put the scientific theory and lofty ideals in the process of motivation. The lofty beliefs are combined with the examples around them. It is of great significance to carry out the spiritual value orientation by praising and advocating the study of college students' role models.

Educators must take the initiative to demonstrate and demonstrate. Comrade Li Ruihuan once suggested that the work of ideological and political education should truly convince people, relying on the power of truth and the power of personality. The so-called “power of personality” refers to

the effect of human inner spiritual factors in practice. Here is to say that educators must lead by example, behave in words and deeds, and take the lead in practicing the goals of life that they advocate. The power of personality is a kind of non-powerful influence and appeal. Its natural penetration has unlimited tension and is not restricted by time and space. It can make people feel admiration, trust and intimacy through shock, infection, public opinion and communication. Under its influence, the psychology and behavior of the affected person behave in a convincing manner, so its influence and incentive effect are generated by the force of being imposed and imposed by factors such as tradition, position, and qualifications. The sense of awe and the power influence of passive obedience behavior lasts for a long time. The ancients "have their bodies, do not make orders; their bodies are not right, although they do not make it", the emphasis is on the power of personality. The use of the power of personality requires the educator's words and demeanor to have a strong demonstration effect and guiding function, and become a directional and representative force. If educators do what they say in their ideological work, practice their promises, and enable college students to see the power of personality from them, there will be a feeling of reverence and admiration in their hearts, and they can be consciously acted. Therefore, educators should not only "speak" but "walk", use their exemplary behaviors from time to time, everywhere, and everything to make way for college students to unite the power of truth and the power of personality, forming an invisible but huge persuasion. Force, appeal, appeal and cohesion.

While establishing a model and advocating a role model, we should also correctly handle the relationship between the role model and the mortal. Heroes without defects do not exist. Do not artificially widen the gap between heroes and mortals, and keep heroes away from civilians. In the promotion of "learning advanced and advanced", we should advocate students to be an honest ordinary person. After all, heroes can't be done by everyone. Over-emphasizing this point is psychologically alienated from most people. Model motivation should also be "people-oriented". "The reality of role model education is that we must not only praise successful people, but also praise ordinary people. Because the primary goal of our education is to cultivate modern citizens, the only way to revert to the function and value of education itself is to reflect the growing concern of education for every teenager."

Some of the example deeds can be done through the students' personal experience. For example, there are examples of research and innovation in the campus. Educators can motivate students to innovate by making students follow the example life and discuss issues with the model. There are also some role models that are not suitable for the experimental experience, and it is necessary for educators to create situations for college students. The best way to create a situation is to perform on stage. Through drama, essays, or filming micro-movies, students are provided with a situation in which students can participate in performances, perform emotional experiences, and stimulate learning motivation. For example, Yanshan University's large-scale drama "Red Lovers" tells the story of female university student, CCP's underground party member Zeng Zixia and his underground party member Liu Guozhi posing as a lover, covering the party's underground struggle, carrying out student sports work, and finally living and dying. The drama participants are college students themselves, which are of great significance for college students to establish a correct concept of love, outlook on life and education in patriotism. By watching the drama, the students can also enhance their immersive feelings and enhance their emotional experience.

4. Conclusion

At present, college students' outlook on life presents complex characteristics, and the participation of role model education contributes to the development of college students' outlook on life. On the basis of using academic results, model education, college students' outlook on life, and ideological and political education methodology, the paper analyzes and synthesizes the research, and combines the research of model education with the cultivation of college students' outlook on life. On the whole, the improvement of the education of the students' outlook on life through the improvement of the model education is the perfection of the theoretical methodology of ideological and political education, and also the exploration of enhancing the education of college students'

outlook on life.

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