

# **The Innovation of Ideological and Political Theory Course Teaching in Colleges and Universities from the Perspective of Supply-side Structural Reform**

**Xueying Xu**

Xichang University, Xichang, China

**Keywords:** supply-side structural reform, ideological and political theory course teaching in universities, innovative strategy

**Abstract:** The continuous development of supply-side reform is of great reference significance to the innovative development of ideological and political education in universities. In this era of rapid updating of information and knowledge, the ideological and political education for university students have also formed new characteristics, wherein, the psychological changes of university students and the development situation of ideological and political education for university students in the network space have become the important topics for the researchers of ideological and political education in universities. Therefore, it is needed to re-examine the problems existed in the ideological and political education process of university students from a fresh perspective, and propose more flexible scheme to promote ideological and political education innovation in universities.

## **1. Introduction**

With the development in recent years, the theory of “supply side” has been increasingly emphasized by the society, though it is a kind of reform mode from economic perspective, it is suitable to the ideological and political education innovation in universities. As the main battle position of ideological and political education, universities should give full play to the role of bridge and realize effective supply actually. According to the current supply situations of single teaching content and pursuing for teaching speed but neglecting personalized development of students, the supply-side reform of ideological and political education in universities should be conducted. With the constant development and change of economic globalization and the internet era, the ideological and political education in universities is facing multiple challenges, therefore, the supply-side reform of ideological and political education in universities is imperative. The concept of “supply side” is of great significance to the research on the relationship between supply and demand of ideological and political education in universities, ideological and political education is the important component of education development, and introducing the supply side into the ideological and political education innovation in universities is helpful to strengthen the timeliness of ideological and political education in universities and cultivate more excellent universities with higher quality in the contemporary era.

## **2. Concept of supply-side structural reform**

This concept means promoting structural adjustment based on reform, reduce non-effective and low-end supply, enlarge effective and middle-high-end supply, strengthen adaptation and flexibility on demand change of supply structure, enhance total factor productivity thus to make supply system adapt to the demand structure change. The supply-side reform is not just a kind of means but a kind of thought, the ideological and political education in universities should also equipped with the supply-side reform thought.

## **3. Importance of ideological and political education in universities**

The ideological and political education in universities involves the thought, value and emotional

activities of the students, therefore, it has education effect. It is needed to transmit the mainstream ideology and mainstream thought suitable to socialist construction to the students thus to make them full of confidence to realize further development of our country. Meanwhile, the socialist core values should be advocated to guide the students to form scientific value by the modes of criticism, example-making and incentive, which will stimulate the students and arouse the sense of ownership of the students thus to make them devoted to political and ideological theory learning positively, stimulate them in learning and full of confidence and determination to face difficulties.

#### **4. Problems existed in ideological and political education in universities**

##### **4.1 Hysteresis nature of ideological and political education course content formulation**

Currently, the teaching materials of ideological and political education in universities are formulated uniformly by the Ministry of Education, which belong to teaching material system published by Higher Education Press. But the formulation of teaching materials needs examination and approval of related specialists and leaders, besides, such kind of periodical content formulation will certainly lag behind the social progress and development, which lacks of era characteristics. Therefore, many students think the contents of the teaching materials are too old-fashioned, which causes many of them to neglect the teaching contents.

##### **4.2 Relatively dull teaching form**

No matter it is the country, school or society, it pays high attention to ideological and political education in universities, which also makes great efforts to cultivate the moral quality of university students. However, the content presentation form of ideological and political education course is always a difficulty for ideological and political education for university students, wherein, the book-form is commonly used to present the teaching contents in the education process, but with the development of network and audio, such kind of single word-form contents can not attract the university student any more. At present, the textbooks used by university students are basically occupied by a large number of words with few pictures, which will make university students contradictory. In addition, the mode of teachers teaching and students listening is always the main teaching mode of the ideological and political education course in universities, which lacks of innovation.

##### **4.3 Non-obvious dominant position of students**

University students are the main participants of ideological and political education course, who occupy the dominant position in it. But in the ideological and political education course teaching process, the dominant position of university students is not actually reflected, which will bring certain negative influence on the teaching development. Firstly, the university students will participate in the classroom teaching passively. Under the background of ideological and political education course and mode reform, many universities have advocated to make more students integrate into classroom activities and become the classroom master, but such kind of reform forms non-significant effect. In the classroom teaching process, teachers still occupy the dominant position, while the students accept knowledge passively. The students can not realize actual interaction with the teachers, but the teachers still play the role of theory inculcator, therefore, the students actually accept passive learning more.

#### **5. Ideological and political theory course teaching innovation strategy from the perspective of supply-side structural reform**

##### **5.1 Absorb the essence of traditional culture and gather the moral power of the students**

As one part of national cultural psychology structure, Chinese traditional culture gathers and inherits the national wisdom of thousands of years, therefore, it is sad to abandon the cultural root in the ideological and political education process. As the cultural gene of Chinese nation, it is easier to

be accepted by the students in the learning process, wherein, changing some intricate theories and dull knowledge to be traditional cultural stories or slang meeting with the aesthetic appreciation of students is easier to make the students accept. As the important component of socialist culture, Chinese traditional culture has unconscious influence on the thought and behavior of the students, which is the carrier of socialist core value system. In face of the situation of various ideologies and cultures conflicting with each other, the western hostile forces adopt Westernization plot to our country, rely on some events to distort and vilify the image of our government, therefore, the universities should absorb the quintessence of traditional culture and integrate it into the ideological and political education, which can not only make the students accept the traditional culture edification and enhance their moral quality, make the socialist core value system occupy the thought of the students, make the students resist various mistakes and corruption thoughts, but also can help the students to release their anxieties and adapt to the life in the transitional period better.

### **5.2 Pay attention to educating people based on “entertainment” Unconsciously**

Educating people based on “entertainment” refers to that the cultural entertainment and aesthetics activities make people happy, make them form mental delight and emotional sublimation in the spiritual enjoyment process, which is the important carrier of ideological and political education. It penetrates the socialist core values into the healthy, beneficial and funny cultural activities, transforms Abstract ideologies and thoughts into appreciable information, and gradually guides advanced ideologies and thoughts into the minds of people through long-term cultivation and edification. Educating people based on “entertainment” is a kind of hidden work method, which relies on the knowledge of modern psychology, adopts indirect and roundabout penetration mode to make educatee accept ideological and political education unconsciously. Therefore, it is needed to carry out mass-orientated cultural activities, such as holding knowledge contest and fun sports meeting, meanwhile, certain cultural themes should be made for these cultural activities thus to make the students educated in the entertainment process. On the whole, it is needed to make the students happy, make them accept all-round and three-dimensional cultural edification in thoughts thus to unite them unconsciously.

### **5.3 Optimize increment and vitalize stock thus to optimize the supply content**

From perspective of supply content, the universities need to optimize increment and vitalize stock firstly. As the supply side of ideological and political education, the universities need to enhance the quality of supply side for ideological and political education in universities. Wherein, the ideological and political education in university involves multiple aspects: wherein, the most fundamental one is the theoretical thought system guided by Marxism, meanwhile, the universities should also pay attention to cultivating the comprehensive quality of the students. Secondly, the universities should do the work of Party building well, establish a more comprehensive ideological and political education system positively thus to create a reasonable supply-side system for university students to enhance their moral quality and persist in their ideals. Finally, the universities should not center on quantity of ideological and political education contents but realize quality break-through according to the student groups and external environment change. They should persist in the teaching material system, and meanwhile, they should introduce the new social policy, development idea and social hotspot into classroom teaching. Because the thoughts of university students are not completely mature, who are easy to absorb some social phenomena by mistakes, therefore, the universities should guide the students correctly, analyze problems correctly and objectively, and guarantee the supply content to be precise.

## **6. Conclusion**

With the constant development of higher education cause in our country, the innovation and application of ideological and political education of university students in universities are emphasized more. Influenced by the economy, culture and the network, the ideological and political education in universities presents more obvious problem in the supply-demand contradiction. The

ideological and political education course teaching innovation can only be progressive without ending. The supply-side structural reform is only a kind of fresh perspective or method in the ideological and political education course teaching innovation. The universities need to transform the development idea and make innovation in the ideological and political education of university students, besides, they should absorb the quintessence of traditional culture, gather the moral power of the students and carry out more funny cultural activities thus to affect the thoughts of the students unconsciously, enhance their moral quality and realize effective ideological and political education.

## References

- [1] Liu Yuying, Chen Mei. Analysis on the route of moral education for the vocational college students from the perspective of “supply-side” reform [J]. Vocational & Technical Education Forum, 2016(11).19~22.
- [2] Yuan Yuan. Supply-side reform: basic strategy for ideological and political education of university students in national minority [J]. Guizhou Ethnic Studies, 2016(3).227~231.
- [3] Yuan Lili. Discussion on effective supply of ideological and political education in universities [J]. Theoretical and ideological education, 2011(21).24~27.