

# Innovative thinking on the ideological and political education in colleges and universities in the new era

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**Abstract:** At present, the world structure has undergone new changes, and the development of globalization will also become a new trend. Education in colleges and universities is not only for teaching and educating people, but also for the development of society and the country, and to cultivate places to provide outstanding talents. Therefore, it is inevitable to promote reform and innovation in the new era and realize ideological and political education. The following analyses and approaches to the new ideas and methods of ideological and political work in colleges and universities in the new era.

**Keywords** University ideological and political; Innovation; New era;

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## INTRODUCTION

Ideological and political work is the lifeline of college students' ideological work, and it occupies an important position in our country's college education. The students cultivated by colleges and universities are the builders and successors of my country's socialist modernization. Therefore, the ideological and political literacy of college students directly determines the future development of our country. Therefore, we must pay attention to the ideological and political education of college students and train them through correct ideological and political education. The correct world outlook, outlook on life, and values of college students are the only qualified talents who conform to the construction of socialism with Chinese characteristics. College students generally have a low level of education, do not attach importance to ideological and political education, and have no interest. Therefore, it is necessary to innovate the methods and methods of ideological and political education according to the characteristics of college students, and unify innovative thinking with the social practice of college students. Learning from practice is the only way for contemporary college students to become talents.

## PROBLEMS EXISTING IN IDEOLOGICAL AND POLITICAL EDUCATION IN MODERN UNIVERSITIES

### College students are under heavy learning pressure

In fact, the ideological and political content of colleges and universities needs to learn and recite a lot, including other subjects. If they are piled down together, they will easily cause excessive pressure to students and psychological problems, which will

bring a lot of work to teachers. Difficulties. Because some students' knowledge and cultural literacy are not very high at present, when they are studying ideological and political education courses, there will be some resentment phenomena, and even students will become depressed, which affects learning. As a result, teachers' ideological and political education The work is difficult to carry out. Therefore, teachers need to constantly adjust and innovate in teaching methods, combine knowledge and thinking in the new era, and create a relaxed atmosphere for students in order to effectively help students improve their ideological and political education.

### The assessment of students is not perfect

In the ideological and political education of colleges and universities, the current assessment and evaluation standards for students still use the original "volume scores". Under this awareness, the evaluation of students' ideological and political education focuses on the test paper scores, which is easy If you fall into self-doubt, and feel that your abilities have not been improved, or even withdraw, then the ideological education will also be affected and affected to a certain extent. In fact, some colleges and universities have already made changes to the ideological and political evaluation system, choosing to use open-book or "open and closed" methods for evaluation, but this new evaluation method is somewhat similar and not perfect. Scientific analysis is not reasonable enough. Although it can help students reduce some pressure in terms of learning level, it also weakens students' active learning attitude, so students will not pay attention to this course, and will deal with things at will every time, which makes colleges and universities think The political education curriculum has not reached its due teaching goals.

### **There are still problems with multimedia ideological and political education methods**

In this information network era, multimedia technology has also become one of the classroom teaching methods in recent years, because it has certain advantages and can help students learn and understand more intuitively. However, when many colleges and universities use multimedia teaching, they do not really play the role of multimedia, and they only use simple text and pictures to attract students. In fact, there is still a lack of interaction between teachers and students, as well as specialization and classification management. Ideological and political content. The network platform in ideological and political education lacks normalization and interactivity, and its readability is not high, so it is difficult to have a strong attraction to students.

### **Backward education concept**

With the development of my country's social economy, the people's material living standards have improved. Young people prefer to conduct social activities through the Internet, so new media is very popular among young people. Among young people, young people like to learn about the information around them through the Internet, Weibo, Douyin and other new media. However, the educational concept of the existing colleges and universities is very backward. In the process of carrying out the ideological and political education in colleges and universities, the traditional teaching mode is overemphasized, while the influence of the new media on the young is ignored. The backwardness of educational concepts has led to educators not being able to apply new media to ideological and political education in colleges and universities, and not making full use of existing new media resources to better integrate ideological and political education in colleges and universities. The concept of ideological and political educators is backward, and traditional classroom teaching mode is still used in ideological and political education, and the students' enthusiasm for learning is not high.

### **Low level of teaching innovation**

Among the ideological and political education in colleges and universities, most colleges and universities still adopt the traditional teaching mode. In the traditional teaching mode, classroom teaching is the main focus. Teachers often occupy the dominant position in classroom teaching, and students are often in a passive position in the study of ideological and political education. This kind of teaching mode dampens students' enthusiasm for learning and is not conducive to better development of ideological and political education in colleges and universities. However, in the teaching of ideological and political education in colleges and universities, there are few innovations in teaching models. Nowadays, social conditions have undergone many

changes, and college teaching should keep pace with the times. The ideological and political teaching in universities is too rigid, and educators cannot make innovative changes, which will dampen students' interest in learning. Colleges and universities have little effort to innovate teaching models. With the advent of the new media era, college teaching should make full use of new media to innovate ideological and political teaching models.

### **THE NECESSITY OF INNOVATION IN IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES**

Ideological and political education is an important "lifeline" for colleges and universities to carry out teaching, scientific research, and other tasks. This "lifeline" must be strengthened and not relaxed at all times. Because colleges and universities are an open system, an inclusive place, bringing together a variety of ideologies and cultures. In recent years, the values of college students have shown a diversified trend. Since students have not directly involved in society, most students are more active in thinking and like to explore new things. Therefore, they are still lacking in rational thinking and lack of social experience. Situation, it is difficult to rationally analyze various controversial topics and various problems in life. If you don't pay attention, you will be affected by some improper opinions in the real society. If such students do not do ideological guidance work and manage them in a timely manner, this will cause distortions and incorrect values to the students in the long run, and the consequences will be disastrous. In addition, the current content of ideological and political education is relatively backward and lacks innovation, which leads to a lack of optimism in the efficiency and quality of ideological and political education. Therefore, in conducting ideological and political education, colleges and universities need to write down these new situations and problems one by one, supplement them and improve them, and develop innovative teaching classrooms to further strengthen and improve the level of college students' ideological education.

### **INNOVATE THE CONCEPT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES**

"People-oriented" is the key to strengthening and improving ideological and political education in the new era, and it is also the basic idea that colleges and universities ideological and political education needs to transmit to students in order to realize the harmonious growth and all-round development of students. Ideas and concepts are not only in a field where there is no vitality, but also need to combine with the current situation in the new era to constantly innovate to emancipate the mind.

### **Cultivate students' moral personality**

For students who are about to enter society, the cultivation of moral personality is also very important. If a person does not have a moral personality, this will also be a dangerous hidden danger to the society. Therefore, the ideological and political affairs of colleges and universities need to pay attention to the morality of students and guide them to correct wrong moral habits. Such as students' hobbies, personality characteristics, cognitive level and behavior habits, the ideological and political education work of colleges and universities has the responsibility to help students improve their personality characteristics, correctly recognize good moral personality, so as to improve the overall development of students.

### **Pay attention to the psychological needs of students**

In recent years, many college students in our country have faced the pressure of learning, life, employment and other multiple environments, and there have been many psychological barriers, resulting in daily anxiety and greatly reduced academic performance. Therefore, it is also necessary to pay attention to understanding students' potential ideological and psychological needs. Ideological and political education work should not be limited to the classroom. Diversified teaching methods should be used to help students get out of the classroom. Teachers should also enter the lives of students more, understand their status and thoughts, and help students through psychological consultation and teachers according to their problems. Educational methods such as student communication and diversion help students get out of the shadows, guide the learning to solve problems on their own, and return to normal learning. It is necessary to take the interests of students as the starting point and end point, and to cultivate good psychological quality as the goal to promote ideological and political education. The work was carried out smoothly.

### **Cultivate students' subjective consciousness**

In the teaching process, teachers and students should take students as the main body, cultivate students' subjective consciousness, turn traditional instillation teaching into equal teaching, guide students to think about and solve problems independently, and pay attention to their own personality, morality and three views. Perfect, and establish one's own goals and life pursuits, reflecting the subjectivity of students.

### **Humanistic care for poor students**

Among college students, there are inevitably some poor students who come from rural areas in remote areas. These students may be slightly inferior to local students in psychological quality, and may lack humanistic care in spirit, so some students may have personality. If you are more restrained, unconfident, and talkative, you may also think that the bursary is a

charity, which makes some poor students feel psychological resistance and fear, and over time they will become psychological problems. This requires teachers to give care and pay more attention to this kind of students. Good thought counseling work.

### **INNOVATE THE CONTENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES**

The content of ideological and political education in colleges and universities must highlight the main theme, which is to promote the ideals and beliefs of socialism and communism, and use Marxism, Mao Zedong Thought, Deng Xiaoping Theory and the important thought of "Three Represents" to transmit to students, so that students can understand modern history and ideological development. At the same time, it is necessary to transmit the scientific development concept according to the current situation, and educate students with new ideas, new thinking, and new knowledge.

### **In-depth development of patriotism and collectivism education**

Cultivating students' patriotism and national spirit, and strengthening students' unity has always been the key educational content of ideological and political education in colleges and universities. Therefore, teachers should inspire students' patriotism and the ambition to serve the country, and educate students that the Chinese nation is constantly striving for self-improvement, persevering in history and heroes in history, and like heroes, learn to shoulder the responsibility and sense of mission for national rejuvenation.

### **Establish and improve a long-term mechanism for ideological and political education of college students**

Ideological and political education in colleges and universities can be taught in a systematic way. Some students' good ideas, good practices and experiences can be compiled into a system and assessment standards can be established. For example, numerical points can be used as the assessment standard to determine rewards and penalties, which can motivate students. Enthusiasm can also achieve the goal of ideological and political innovation. Of course, in this process, mechanisms can also be added at any time, and students who provide mechanism content can also be rewarded to meet the needs of students and society and achieve a good effect.

### **Strengthen the socialist core value system**

The four-star guidance of Marxism, the common ideal of socialism with Chinese characteristics, the national spirit of patriotism and the spirit of the times with the core of reform and innovation, and the socialist outlook on honor and shame constitute the basic content of the socialist core value system. Efficient is the place where the socialist core value

system is built. Party education needs to be fully implemented to enable students to identify the beliefs of the common socialist ideals, actively participate in the cause of building socialism with Chinese characteristics, and make contributions to socialist harmony.

#### **Using the information age, online teaching**

In the previous ideological and political classrooms, teaching was basically carried out in the form of read-out, and the learning mode was relatively simple. Nowadays, due to the requirements of new curriculum standards, campus teaching models need to be constantly innovated. Many universities have also begun to study teaching classrooms. Because of the increasing number of communication methods in the information age in the new era, it has become an indispensable thing for people, especially The students in school are the clients who use the Internet the most. If they can teach ideological and political work according to the Internet method they like, they can combine network information and multimedia to teach in the ideological and political classroom, such as animation, audio or image, video The relevant course content is presented in a way to introduce the history, experience and achievements of ideological politics to students one by one. Students can understand the history in a more intuitive way and understand the psychological state and emotions of the current characters. First, it can attract students, and second, it can deepen the impression of students, and promote students to learn to educate themselves and improve their political literacy, so as to achieve the goal of ideological and political work by teaching methods that students like. Of course, campus culture newspaper websites can also be set up to carry out special ideological work to student netizens, improve students' ideological and political quality, and at the same time play a role in ideological and political influence and enlightenment.

#### **Make use of understanding and reason, moving and emotion teaching**

Ideological and political courses are relatively boring and easily cause students to lose interest. Teachers need to have enough patience to explain, and also need to have previous professional knowledge, use extracurricular knowledge to enrich the content of the textbook, so that students have a comprehensive understanding, and provide students with vivid language and examples. Compare and explain behavioral influence and image infection, and guide correct thinking to arouse students' emotional resonance. In ideological and political education, students are the subjects and individuals, and teachers play a guiding and correcting role. What kind of teacher handed over what kind of students, teachers first need to lead by example, in order to infect students, if they can be with students, teachers and friends can cultivate teacher-student emotions, and by

getting along with students, they can also achieve mutual promotion and mutual promotion. Cooperating and learning from each other will help promote students' ideological and political education.

#### **Research teaching methods and strengthen the function of curriculum education**

Colleges and universities should adhere to the primary task of cultivating people with morality, gradually strengthen ideological guidance, construct a research system related to teaching, and explore an efficient form of curriculum ideological and political development. Innovatively design professional courses based on disciplines, and strive to promote the organic integration of knowledge transfer and value orientation in professional discipline teaching. Specifically, it can use teaching and research offices and research institutes and other platforms to conduct collective lesson preparation, based on the characteristics of the curriculum, to carry out innovative research on teaching methods and curriculum design, learn from the wisdom and brainstorming of others, explore truly applicable and efficient teaching methods, and promote the ability of professional teaching in the classroom. Become an important carrier for the implementation of ideological and political education. In the process of designing courses, we should focus on starting from the actual learning needs of college students, based on the teaching goals of cultivating talents, follow the law of student growth and development, combine various advantages of the subject, adhere to principles to set teaching goals, and extend the course content in depth , In order to achieve the teaching purpose of educating people with culture and literati, so as to achieve the same direction with the ideological and political theory courses, and form the effect of collaboration.

#### **Establish a model of education and dig deeper into the model of education**

Strengthen the construction of professional curriculum teachers, vigorously dig deep and focus on establishing a group of teachers with strong professional ability and high ideological and political consciousness, and at the same time, not only can teach the teaching, but also be good at carrying out ideological and political education. The specific can be through daily The open classes are held in other forms to extract good methods and good experience in the course of ideological and political reform. At the same time, it is necessary to reward and commend these advanced individuals with excellent teaching effects and outstanding performance, and to vigorously promote and publicize them with the help of various forms such as publicity boards, conferences, news newspapers, and new media.

#### **Unify the ideology and establish the teaching goal of establishing morality**

Colleges and universities should strengthen the education and management of students, encourage all

teachers in colleges and universities to adhere to the educational philosophy of morality and cultivation, clarify the teaching goals of cultivating outstanding talents, assume the responsibility of moral education in classroom teaching, and take the initiative in teaching professional subjects. The core values of distinctiveness and the elements of traditional Chinese culture and education are infiltrated into the teaching, guiding college students to build cultural confidence and consciousness, establish reasonable and scientific life values, strengthen the education atmosphere of all college staff, and enhance the moral education awareness of all workers. Concept, effectively solve the current negative emotions in the ideology of college students, so as to create a teaching atmosphere in which all college teachers enthusiastically support and join in and promote ideological and political work.

#### **Strengthen learning and improve the moral education ability of college teachers**

Build a complete and efficient mechanism for the construction of teacher ethics, thus forming an institutional system for the construction of teacher ethics. Strengthen the training of college teachers and employees, especially the authors of party employees, incorporate the cultivation of moral education awareness into the relevant system of training college teachers, and enhance the sense of responsibility and mission of college teachers of professional courses. At the same time, relying on the carrier of party members' activities and party committees, we will vigorously strengthen the ideological and political theory learning of college teachers. At the same time, we must improve the ideological and political teaching concepts and ideological values of professional subject teachers, and promote their own appeal and influence, so as to truly Land to achieve a new situation of unified integration of teaching and education.

#### **Changing teaching concepts**

At present, most colleges and universities still have traditional teaching concepts when carrying out ideological and political education. Colleges and universities generally believe that adopting traditional classroom teaching methods and increasing students' ideological and political education lectures can do a good job of ideological and political education in today's universities. However, this is not the case. With the continuous changes in social life, people's lives have undergone great changes. Young students in colleges and universities are more willing to learn ideological and political education through modern communication tools such as computers and mobile phones. Colleges and universities should follow the students' thinking and speed up the transformation of teaching concepts. Ideological and political educators in colleges and universities should be able to discover changes in ideological and political teaching in time, change their teaching concepts, and pay more

attention to the ideas of young people. It is necessary to be able to effectively promote the construction of ideological and political education in colleges and universities, and to be able to advance with the times.

#### **CONCLUDING REMARKS**

The innovation of efficient ideological and political work is the new situation and task faced by current social trends, and it is also the responsibility of college teachers, who have the obligation to create a set of education programs suitable for the new era according to the development of the times and the reality of students. In addition, college teachers themselves need to lead by example, first become role models for students, and rely on their excellent qualities to do ideological and political work for students to have a certain influence. At the same time, they must continuously improve their professional knowledge to bring them to students. Complete ideological and political education. Innovation at any time is the future. Therefore, in ideological and political education, whether it is the past or the current new era, carefully extracting good things, there will be better ways to combine innovative education, achieve students, and make students more acceptable. .

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