

A Probe into the New Mode of Ideological and Political Education Management for College Students in the New Era

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Abstract: Colleges and universities are the main source of social talents in China, which plays a vital role in the development and progress of our society. Today, with the rapid development of economy and culture in China, the mode of talent demand has changed to some extent. It is necessary to train comprehensive talents with high ability, high quality and high educational background according to the requirements of the new era. Therefore, in the process of cultivating students, all colleges and universities should take care of quality education and ideological and moral education, also find the shortcomings in the management of ideological and political education of existing college students, and manage new ones that meet the requirements of the new era.

The ideological and political education work is the foundation and lifeline for cultivating high-quality talents. Today, with the transformation of market economy and the trend of economic globalization becoming more and more obvious, ideological and political work in colleges and universities is facing new situations and challenges, and some new situations and problems have arisen. In the process of education management, teachers should fully consider the requirements of the work in the new era and comprehensively improve students' ideological and moral standards. This paper starts from the problems, principles and characteristics of the ideological and political education management of college students in the new era, and discusses and analyzes the new mode of it.

1. Problems in the management of ideological and political education for college students

1.1 The lack of sensitivity and pertinence of political education

In the management of ideological and political education in colleges and universities, teachers only pay attention to guiding students to learn the aspects, while they paying less attention to the cultivation of students' ideological and political accomplishments. According to the changes in the social environment, students should be guided to conduct more in-depth analysis and researches on some of the political hotspots and difficult issues that have occurred in society. Teachers' insufficiency in the cultivation of students' political acumen is such that students can not effectively guide practice even if they have some theoretical knowledge, and they cannot effectively analyze some political phenomena and problems in real life. Once there are some problems, the students do not know how to solve them.

1.2 Lack of sound management mechanism

At present, many colleges and universities lack sound management mechanism in ideological and political education management which has long been neglected by schools. Schools have focused their main energy on professional education, researches and development of scientific research results. In addition, for a long time, the lack of effective mechanism for the management of ideological and political education in colleges and universities has led to the low enthusiasm of relevant personnel to carry out their work, which will inevitably affect the management effect of ideological and political education. Not only that, the relevant departments are not closely

connected, and various departments cannot form a combination of education and guidance. As a result, even if colleges and universities invest in manpower and resources to carry out ideological and political education management, due to lack of strong support, the results are not satisfactory.

1.3 Lack of innovative methods of ideological and political education management

At present, the management of Ideological and political education in many colleges and universities is rather old-fashioned, and it is difficult to meet the needs of students' ideological and political education in the new era. In the development of it, due to the old-fashioned approach, the enthusiasm of students to participate is not high. Even many students are more resentful when they hear the guidance of teachers in ideological and political education, they are unwilling to participate in relevant educational activities and resist participation in ideological and political education. In addition, some ideological and political educators are not very high in their own quality and level, and their educational and teaching experience is relatively lacking, which can not create a good learning atmosphere, and it also greatly affects the enthusiasm of students to participate in ideological and political learning.

1.4 Lack of integration of humanized ideas

In the management of ideological and political education, the lack of integration of humanized ideas also affects the effectiveness of this work. Many education administrators have certain administrative powers. In this way, some people tend to be leaders themselves, and separate from the educational objects, then carry out ideological and political education management according to their own understanding, also always be in a strong position, lacking the service awareness of education management. This affects the enthusiasm of students to participate in learning. And in the specific work, the ideological and political education managers are accustomed to carrying out work through organizational reporting and meeting activities, only paying attention to the form of work, not paying much attention to the solution of ideological and political education management issues, nor attaching great importance to the management of educational processes, what leads to a low quality of education. Moreover, in the education, the educator neglects the subjective status of the students. Whether it is the choice of educational content or the choice of methods, the educators are designed from their own needs, and do not pay attention to satisfying the students' learning needs, which seriously restricts students' learning enthusiasm. In the management of ideological and political education in colleges and universities, the related system also lacks humanized settings, which cannot meet the needs of self-development of educational objects.

2. Principles and characteristics of ideological and political education management for college students in the new era

2.1 Principles of the management of ideological and political education for college students in the new era

In the process of implementing the management of ideological and political education in colleges and universities in the new era, new principles should be proposed based on the development of economic, political and cultural environment and the advancement of science and technology to promote the improvement of students' ideological and moral standards. The main principles of management of college students in the new era include the principle of pluralism to meet the actual needs of students in different situations, followed by the principle of volatility. The mode of ideological and political education should be changed according to the changes of students' living environment, methods and psychological factors for better meeting the needs of students.

2.2 Characteristics of the management of ideological and political education for college students in the new era

The arrival of the new era means that the society has higher and higher requirements for the quality of talents. In addition to the professional qualities of students, it is more important to pay attention to humanistic cultivation, and the management of ideological education is the basis for

improving the level of ideological education of college students. In the new era, the relevant management of college students should meet the needs of various advanced technologies and ideas such as the network and new requirements. At present, the management of ideological and political education in colleges and universities is open, complex, urgency and multi-dimensional.

3. The new mode of ideological and political education management for college students in the new era

3.1 Establishing a new concept of ideological and political education for college students

One of the most prominent features of the new era is the development and progress of the network, therefore, the new era is also the age of the Internet. Therefore, in the process of implementing the ideological and political education of college students, a new concept of networking should be established. The rapid development of the network has realized global communication. The large and small websites have closely linked various countries and realized the establishment of “global village”. Especially for college students, they can get all kinds of knowledge through the network at any time. The major events at home and abroad, therefore, the ideological and political education teachers in colleges and universities should make use of the fast, open and wide-ranging characteristics of network information, and fully utilize the cyberspace and ideas to better infiltrate the ideological and political education into the students' learning and life. For example, teachers can let students read and browse some ethical content in the dormitory through the Internet, so that students can more fully understand their correct ideology and morality, and use new educational concepts to meet students' actual ideological and ethical learning needs.

3.2 Enriching the content of ideological and political education work for college students

In the new era, the management of ideological and political education in colleges and universities not only faces the challenge and impact of a large amount of information, but also faces the emergence of more ideological and political education and teaching content. In the process of student application network and other multimedia information technology to complete learning, or communication, there must be a lot of network ideological and moral content. Therefore, teachers of ideological and political education in colleges and universities should design new educational content in a targeted manner so that students can better identify and master right and wrong in the online world. For example, college teachers should cultivate and improve students' ability to choose moral information, also train students' ideological and moral will. At the same time, we should formulate and improve a comprehensive network ethics and moral system to ensure that college students can better choose what they need when facing the impact and challenges of many information in the network, and innovate the management mode of Ideological and political education for college students in the new era.

3.3 Expanding the new Channels for college students' ideological and political education work

The traditional ideological and political education channels in the new era have been unable to meet the actual needs of college students. Therefore, the ideological and political education teachers in colleges and universities should expand the new channels of education for college students according to the characteristics of the new period. First of all, they should add "network ethics" courses according to the knowledge in textbooks, and strengthen the network moral cognition education and the propaganda of legal education. At the same time, we should use the network to expand the work space of Ideological and political education, strengthen the construction of College culture, and create a good humanistic environment for college students. For example, in the process of implementing ideological and political education, college ideological and political education teachers should integrate some knowledge points that are related to the relevant content in the network into the online curriculum, and improve students' learning enthusiasm and curriculum mastery through online teaching. Students could understand and master the content of ideological and political education work more comprehensively, and promote the improvement of students'

ideological and moral standards.

All in all, the management of ideological and political education in colleges and universities in the new era should proceed from the characteristics of the times, also ensure that ideological and political education teachers fully grasp and understand the principles and characteristics of it in the new era, as well as find the students in colleges and universities in the new era according to their own educational experience. The new mode of political education management ensures that the ideological education work is carried out more smoothly, providing a basis and guarantee for cultivating high-quality and high-level talents.

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