

Study on the Timeliness and Affinity of Ideological and Political Education in Colleges and Universities

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Abstract: It is very important to improve the timeliness and affinity of ideological and political education in colleges and universities, which is also the internal requirement of talent education in colleges and universities, and is also the focus of ideological and political work of college students in the new period. As the core force of college ideological and political education, counselors can act as mentors on the way of college students' growth, and their status and role are very prominent. Affinity and effectiveness are the core strength of ideological and political education, and its level is closely related to the quality of work. This paper studies the timeliness and affinity of ideological and political education in colleges and universities, analyzes the current problems in ideological and political education of college students, and puts forward corresponding strategies for reference.

1. Introduction

Excellent ideological and political education can influence people's thoughts and feelings and help readers enrich their own understanding. College students in the youth stage of their own high plasticity, values and their own personality needs to be constantly improved. The work of ideological and political education is an excellent literary form in our country, which contains the revolutionary ideal and sense of responsibility of the Chinese nation [1]. Through reading the work of ideological and political education, it can help college students to shape the socialist core values and enhance their patriotic enthusiasm and social responsibility.

2. The Role of Ideological and Political Education

Ideological and political education contains excellent moral character and spirit, and also contains the precious spiritual tradition of the Chinese nation for thousands of years [2]. These are important elements of value building [1]. The socialist core values are also based on such a basis, through ideological and political education can affect the value orientation of college students, cultivate socialist core values.



Figure 1 Ideological and political education in colleges and universities

The work of ideological and political education can enhance the education of Marxist thought of college students. The core theory of socialist core values is derived from Marxism, and it is also the foundation of college students' shaping and socialist core value management. Ideological and political education helps college students understand Marxism [2]. To understand the close relationship between Marxism and China's development process, and to understand the current society and the society from the perspective of Marxism. With the development of economic and cultural level, our country presents a diversified cultural background, and college students as young people lack a solid self-position [3]. It is difficult to keep science and reason to deal with problems. Through the study of Marxist theory, we can establish a correct way to treat problems.

Ideological and political education can strengthen the students' understanding of the ideal of socialism with Chinese characteristics. The cultivation of college students' values is closely related to the ideal of socialism with Chinese characteristics. The work of ideological and political education reflects the course of socialist construction in China, and has a strong guiding role in the students' thoughts. The work of ideological and political education is rich in content and has a strong appeal. As an educational resource, there is less boring theory. In addition, the work of ideological and political education also contains artistry, interest and knowledge, which can establish a relaxed literary atmosphere in the process of reading and be well accepted by young people. After strengthening the understanding of the ideal of socialism with Chinese characteristics, college students can spontaneously connect their own future, ideal with the construction of the motherland and social development, and enhance their sense of social responsibility.

Ideological and political education work can make college students socialist spirit of the times. The purpose of establishing socialist core values is to inherit the national spirit and carry forward the spirit of the times. The work of ideological and political education combines these spirits and shows the revolutionary spirit of a specific period, which has its historical value and also has vitality in the new era. With the development of the times, the spirit of ideological and political education can be given more meaning [4]. In more places. Through the study of ideological and political education, we can establish the national interest of college students, the consciousness of social mission and the correct values [4].



Figure 2 Ideological and political education in colleges and universities

3. The Significance of Timeliness and Affinity in Ideological and Political Education

Ideological and political education plays an important role in college education. Morality is based on the common values of society, relying on individual values and mass pressure to achieve. Moral values still have subtle differences in everyone's heart, especially for college students, their moral values have just been established, which requires teachers to carry out ideological education for students. The rule of law is based on moral values and political considerations, with relatively precise and non-discriminatory rules of adjudication. The rule of law is characterized by clarity, impartiality and execution, which ensures that everyone must abide by the rules of law and thus maintain social stability. At present, colleges and universities clearly show the importance of moral

education for students. Help college students to build up the awe and faith in the law and know what to do and what not to do. Cultivating their reverence and belief in the law has far-reaching significance for improving the quality of citizens. There are many moral problems in modern society [5]. It is precisely because of the lack of knowledge of the moral rule of law among certain citizens that the importance of moral rule of law education is also demonstrated. Innovative thinking ability is the more important learning ability of students, so in colleges and universities than work, we should cultivate students' thinking ability to achieve better results.

Affinity is a very important force, mainly in the field of psychology and education. Ideological and political education in colleges and universities is a practical educational activity, and its contents are very complicated. The affinity of ideological and political education is mainly manifested in the high quality of moral education workers themselves, and the whole process of moral education is improved through the working environment and content, so that it can produce new strength. The affinity of ideological and political education is the quality that ideological and political educators must possess, which can show considerable cohesion and attraction in their work, and give the recipients a strong sense of identity and trust as workers of ideological and political education. Through the optimization of educational activities, students in colleges and universities can be interested in work in the process of interaction, thus improving the effect of work.

4. Ways to Realize Ideological and Political Education

4.1. Introduction of Ideological and Political Work Education into the Classroom

Classroom teaching is the main learning way for college students, so ideological and political education work can influence college students by introducing classroom form. From the course of ideological and political education in colleges and universities, it shows the educational value of ideological and political education [6]. First of all, we should make use of ideological and political education to enrich the contents of the curriculum and improve students' acceptability; secondly, we should fully explore the contents of ideological and political education and combine them with the contents of classroom study to bring out their relationship with the socialist core values; finally, we should carry out more ideological and political education work and study activities, increase practical exchanges in and out of class, stimulate students' interest in learning and enhance their infectivity. In the curriculum, teachers need to guide students to develop the ability of active thinking and cognition, rather than the unilateral delivery of teachers. In this case, the classroom should stimulate students' thinking by creating real situations. Through the specific real situation, students can through their own experience and knowledge, put themselves in place to bring themselves, have the direction and motivation to think, so as to exercise students' thinking ability.



Figure 3 Ideological and political education in colleges and universities

4.2. Communication Through New Media

New media is one of the main ways to obtain information in colleges and universities, and it is

also the most interested information dissemination platform. Therefore, in the dissemination of ideological and political education, we should make full use of the advantages of the new media and play its role. New media has the characteristics of great influence and wide coverage, including a variety of network platforms, students can receive the dissemination of ideological and political education work through multiple channels, and be influenced by it imperceptibly, so as to establish correct values.

4.3. Enriching the Work Forms of Ideological Education

Through the operation of market mechanism, it can help the long-term development of cultural industry. Therefore, market mechanism can be introduced into the development of ideological and political education at present [5]. During the period, the ideological and political education industry was formed to enhance its ability to influence. There are many channels for industrialization development, such as movies, songs and so on. As a form of entertainment for young people, ideological and political education can better attract the audience, increase social attention, and thus promote the understanding and learning of college students.

4.4. Establishment of a Long-term Mechanism for Affinity Enhancement

In the process of promoting the affinity of ideological and political education, we should constantly start from the point of view of affinity and establish a long-term mechanism to achieve the enhancement effect of affinity. Ideological and political education in colleges and universities is a practical educational activity, and its contents are very complicated. The affinity of ideological and political education is mainly manifested in the high quality of moral education workers themselves, and the whole process of moral education is improved through the working environment and content, so that it can produce new strength. The ideological and political education in colleges and universities should be based on practice, be good at solving the problems that appear in the work, and take the initiative to seek experience from the people around them, so as to enhance their affinity. This process should be accumulated for a long time, and the ideological and political education management in colleges and universities should build a platform for the long-term affinity promotion, and adopt the system to support the affinity promotion. In the long-term work should be based on the characteristics of workers, their affinity and work assessment combined, so as to become an effective mechanism to improve the work. In addition, we also need to improve the teaching materials in learning, through the subtle form to influence students' ideas, such as the introduction of frontier ideas, advanced ideas and so on.

5. Conclusion

To sum up, ideological and political education work is necessary for colleges and universities, can cultivate the socialist core values of college students, and has far-reaching significance for the national society, education industry and students' personal development. Therefore, we should promote the vigorous development of ideological and political education work through various channels, arouse social attention and increase its influence range.

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