

## Analysis of Innovating and Perfecting the Management Mechanism of College Students' Ideological and Political Education

Ting Zhang

Xi'an Fanyi University, Xi'an, Shanxi, 710105, China

**Keywords:** Ideological and political education, Management mechanism, Innovation study

**Abstract:** College students are the driving force of the country's prosperity and the backbone of building the country and making it prosperous. The party and the state vigorously improve the scientific and cultural quality of college students, while paying more attention to the overall improvement of their ideological and political quality. The development and breakthrough of college students' ideological and political education management work is related to the establishment of a correct world outlook, outlook on life, and values for college students. It is also the need for cultivating college students to develop in an all-round way and strive to be qualified and new in the new era. The ideological and political education and management of college students are closely integrated, that is, ideological and political education and management are integrated, arouse people's awareness of the importance of college students' ideological and political education management, and make new developments and breakthroughs in the management of ideological and political education. Improve the ideological and political education of college students and provide useful help.

### 1. Introduction

Ideological and political education affects the overall situation of socialist construction, which puts forward requirements for strengthening the management of ideological and political education. University classrooms are the main stage for the spread of ideological and political education theories. Improving the effectiveness of the management of ideological and political education for college students is very necessary for the formation of the socialist core value system for college students. There are still many problems in the process of ideological and political education management: insufficient organizational leadership, higher-level management relies on documents, and lower-level implementation relies on experience; there are many leaders in various departments, and everyone is responsible. As a result, everyone shirks and leads to chaos in work; ideological and political education The management goals are too general and empty, causing workers to be at a loss and being uniform regardless of the target. As a result, the setting of goals is hollow and virtual, and the effect of ideological and political education is greatly improved; the concept of ideological and political education is sticking to conventions, which believes that ideological and political education is a tool for national politics, and it is deliberately downplayed in other functions, focusing on the national collective. , The people-oriented concept is weak, leading to the formation of opposition between educators and educators; the quality of ideological and political educators is uneven, some educators have defects in knowledge structure and skills, and the concept of advancing with the times is insufficient. In the practice of ideological and political education There is a significant difference between the actual expectations of the students and the students in the activities, which leads to low active enthusiasm of the students; the overall coordination of the ideological and political education process is not effective, there is a disconnect between the school and the family, the society, classroom education and practical activities are disconnected, education methods and the ability of the education object to accept, etc Wait. These problems have seriously affected the overall function of ideological and political education management.

## **2. The Meaning of College Students' Ideological and Political Education Management**

There are three main definitions of ideological and political education management: from the definition of management rules: believes that: ideological and political education management refers to the organization and leadership of ideological and political education and actual managers, through scientific decision-making on ideological and political education activities , From the integration of the elements of ideological and political education, that is, the connection of basic elements such as planning, organization, coordination, regulation and evaluation, and leadership, in order to reveal the process of ideological and political education management rules. The second type: from the regulation of leadership Look, think: ideological and political education management refers to the direct management of ideological and political education, through specific managers to make scientific decisions and correct commands for ideological and political education, so as to realize ideological and political education to make scientific decisions and correct commands. It is believed that leadership and management must be closely integrated, and a sound leadership system in ideological and political education can provide guarantee for the realization of ideological and political education management. In the long-term development process of social and political organizations and political interest groups, the law and target direction of ideological and political education must be clarified. Combining the various principles and functions of scientifically based management, optimizing and adjusting various relations and resources inside and outside the ideological and political education management system with correct ideological guidance, in order to maximize the social control process of ideological and political education efficiency. The third type: From the perspective of combining leadership science and management, it is believed that the management of ideological and political education refers to the use of management methods such as planning, organization, coordination, and control by the leading departments of ideological and political education, competent institutions and their managers. , To integrate ideological and political education resources to realize the creative activity process of ideological and political education goals and tasks.

Ideological and political education is an important part of human social practice, and it plays an irreplaceable role in the development of human society. With the development of history and times, ideological and political education itself is constantly updated in terms of its content, form and function. I understand and agree with the management of ideological and political education. Based on the nature and tasks of ideological and political education, under certain environmental conditions, through prediction, decision-making, planning, organization, command, coordination, control, evaluation, and effective organization and mobilization And comprehensive utilization of various ideological and political education forces and related elements, thereby forming the joint force and overall advantages of ideological and political education, so that the effect of ideological and political education is fully improved, and the creative process of achieving the goals of ideological and political education.

## **3. Characteristics of College Students' Ideological and Political Education Management**

The goal of ideological and political education management is that workers implement the clear expectations before specific ideological and political education activities and strive to achieve the results of ideological and political education management. The primary goal of college students' ideological and political education management is to have a firm political orientation. The management of ideological and political education must strengthen the ideals and beliefs of Marxism, and use Mao Zedong Thought, Deng Xiaoping Theory, the Important Thought of Three Represents, the Scientific Outlook on Development, the Theory of Harmonious Society, and the guidelines of the Chinese Dream as political guidance. Under the premise of ensuring that the political direction of ideological and political education management is consistent with the party's line and guidelines in practice, the relationship and problems between the relevant elements of the entire process of college students' ideological and political education management are sorted out to ensure that the work of ideological and political education does not deviate from the initially

determined The goal is to implement the certainty of the goal to the end, strengthen the education of patriotism, ideals and beliefs, morality, and legal concepts for college students, improve the overall quality of college students, and ensure that the management effect of college students' ideological and political education is consistent with the goals.

College students' ideological and political education management needs to work together in the management process to form a joint force of education, so that all departments in the ideological and political education management system can better play their responsibilities of prediction, decision-making, execution, supervision, and evaluation, and achieve good communication and Collaboration, organically integrate various relevant and specific elements that can promote ideological and political education management, keep advancing with the times, observe the rules of practical ideological and political education management, and form a multi-pronged situation in which all relevant departments of the school integrate family and society. A sense of ideological and political education.

With the basic establishment of the socialist market economic system, in the process of building socialist democracy and the legal system, people's awareness of democracy is increasing day by day with the enrichment and development of social material civilization and spiritual civilization. Whether it is the management of people or the management of things, the ultimate goal of ideological and political education management lies in people. The management of college students' ideological and political education should be centered around college students, so that both managers and the managed can give full play to their subjective initiative, enthusiasm, and creativity. This determines that the management of ideological and political education must be democratic. This feature requires the manager and the managed to combine full participation, management, and self-management, and fully participate in the management activities of their respective subjects. The management of ideological and political education for college students is essentially the embodiment of the highly developed subjective initiative. While constantly understanding the law of the development of ideological education, it constantly exerts people's potential abilities and guarantees the effectiveness of activities. In the management process, managers fully respect the person's dominant position in management-related factors and establish a democratic and equal relationship with them. Only by truly mobilizing the enthusiasm and consciousness of managers and managed persons to participate in management can the effectiveness of management work be truly brought into play.

#### **4. Transform the Management Concept of Ideological and Political Education of College Students**

First, the main body of educating people includes: ideological and political counselors, class teachers, administrative management personnel, logistics support personnel, part-time political cadres, etc., strengthen the awareness and sense of responsibility of ideological and political education managers, and establish a scientific “full-staff education The concept of “”, combined with our own work, strive to be a model of educating people, under the norms of the ideological and political education management mechanism, cooperate with each other, make overall plans, and practice the concept of all-staff educating within the scope of the school. Second, the ideological and political education managers, mainly instructors, should communicate with each other to form an optimal allocation of resources in each link. For example, establish a work QQ group and WeChat group with the specific work of each profession and each department as the unit to maintain communication between various departments in a timely manner, so that the communication channel is unimpeded. Make full use of the limited ideological and political education resources, pay attention to the concept of full participation in the management of college students' ideological and political education, respect the principle of democracy in the determination of management goals, and advocate people-oriented cooperation between various departments in the management process Philosophy, so that ideological and political education management can cooperate properly in forecasting, planning, coordination, control, supervision and other aspects, deeply rooted in the hearts of the people, and create a good environment for

ideological and political education management. Under the guidance of such concepts, ideological and political education can be further completed. The goals and tasks of education are to achieve practical results in the management of ideological and political education for college students.

## **5. Establish and Improve the Management System of Ideological and Political Education for College Students**

Constructing the management system of ideological and political education for college students is to effectively combine the interests, motivations, behaviors, and results of ideological and political workers through some carriers to form a vigorous and vigorous ideological and political education management system. First of all, follow the principle of harmonious use of restraint and incentive mechanisms, embodying fairness and justice that varies from person to person, using different carriers for practice, achieving objective justice, clear rewards and punishments, and survival of the fittest. Respect objective laws in the restraint mechanism, and pay attention to self restraint, moral restraint, public opinion restraint, and social restraint in cultural restraint. The harmonious use of restraint and incentive mechanisms will surely achieve dual measures, double effects, and achieve a multiplier effect with half the effort. Secondly, adhere to the principle of integration of education, management and service, regularly carry out advanced ideological and political education case report education in addition to classroom education, change the need for me to learn, and update the theoretical knowledge according to the needs of the situation. In terms of management, a dynamic, scientific, and effective management mechanism is implemented for students. Teachers and students implement interaction, tracking, supervision, regular reporting, and feedback to enable students to develop in dynamics, maintain in development, and improve in innovation. Promote the standardization of management thinking, create new ideas in the construction of the system, and make it systematized and practical. Further establish a new concept of “management is service”, from the past mainly relying on administrative orders to manage college students, to focus on providing services, demonstrations, and guidance to student management. Spend more energy on emancipating students’ minds and updating students’ concepts, and strive to enhance students’ awareness of pioneering and innovative, democratic and legal systems, etc., and strive to strengthen service in the transformation of mechanisms, strengthen management in service and demonstration, and be human-oriented Strengthen the mechanism in management. Third, adhere to the management principles of optimization and integration of multiple educational resources. To maximize benefits, we must first focus on the optimization and integration of educational resources. Educational resources include natural resources and social resources. The former is closely related to the geographical location of educational practice activities, while the latter is very broad, including political, economic, cultural, institutional and other related factors. The optimization and integration of educational resources is a comprehensive and multi-level system engineering. On the basis of continuously integrating family resources, schools and family resources, we pay attention to the construction of school hardware resources and software resources. The hardware resources of universities are constantly updated under the support of the state, but the progress of software resources is not obvious. Culture is a kind of “soft power”, and cultural soft power with culture as a carrier is increasingly being paid attention to by universities at home and abroad. It mobilizes the enthusiasm and initiative of educators, encourages educators to improve educational behaviors, educational concepts, and broadens the management system of ideological and political education. Keep up with the times, pioneer and innovate.

## **6. Conclusion**

Modern social thinking has entered the era of diversification. In the management of college students’ ideological and political education, it is necessary to pay attention to the continuous transformation of full-staff management. All aspects of education management should be penetrated into all corners of college students’ study and life, and they should be constantly brainstorming and implemented by all staff. Management can ensure the effectiveness of ideological and political

education management. The management of ideological and political education of college students must abide by the procedural norms of the management process, follow the laws of social development, use facts as the basis, analyze and judge things with fair and objective criteria, face the complex social environment, and combine with the new situation. Strengthen the execution and feasibility of various rules and regulations, adhere to the core socialist values, adhere to the “people-oriented”, and under the guidance of powerful spiritual forces, the whole nation will participate and implement together to write a new chapter for the future development of the Republic.

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