

An Exploratory Research on College Students' Ideological and Political Education Innovation + “Village Revitalization” Practice

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Keywords: College students, Innovation in ideological education, Rural revitalization, Exploratory

Abstract: In the 14th Five-Year Plan, it is mentioned that priority should be given to the development of agricultural and rural areas and the overall promotion of rural revitalization. At the same time, it is mentioned that the consolidation and expansion of poverty alleviation results must be effectively linked with rural revitalization. In the future, the countryside has become an important promotion and growth point for China's economic and political development, and the development of the countryside requires the participation of all social strata. Through innovative education in ideological and political classrooms in colleges and universities, it is possible to drive and guide college students to participate in the “village revitalization” innovative and entrepreneurial practice activities, and then can jointly develop ideological and political education and the “village revitalization” strategy as an important direction and direction of ideological and political education in the new era. One of the characteristics. Therefore, this article is based on the spirit of the 19th National Congress of the Communist Party of China and the construction of Marxist disciplines to discuss college students' ideological and political education innovation + “village revitalization” entrepreneurial practice, and use this educational model and method to guide college students to voluntarily serve the place and serve society.

1. Introduction

Our country clearly requires rural revitalization as an important task of national construction, and more and more people are paying great attention to rural development, making it clear that my country's economic development cannot be separated from rural construction and economic progress. But at present, our country's rural areas are lagging behind the cities in all aspects, so more efforts are needed to promote rural development. Colleges and universities are also an important force in the development of the countryside. Through college students' entrepreneurial practice activities of “village revitalization”, while urging students to improve their ideological level, they can also promote the development and progress of the rural economy.

2. The Current Achievements and Development Trend of College Students' Ideological and Political Education Innovation + “Village Revitalization” Entrepreneurial Practice

After the 21st century, the “Three Going to the Countryside” activities of colleges and universities have been carried out more extensively, and it has become the most influential brand project in social practice for college students. In 2017, the theme of the “Three Going to the Countryside” event for college students in Gansu Province was “Welcome to the 19th National Congress of the Communist Party of China, Youth Achievement”. The host school for the event is Lanzhou University. The main directions of the event are: One Belt One Road, Silk Road Culture and Silk Road Spirit. There are more than 12,200 teams of various types participating in this event, with a total number of 130,000. In 2018, Gansu Province University and Technical College Student Volunteers Summer Culture, Science, Technology and Health “Three to the Country” social practice activities, taking the opportunity of commemorating the 40th anniversary of reform and opening up, with the theme of “Youth and Learning, Striving for a New Era”, organize and lead the university College students learn and practice Xi Jinping's thoughts on socialism with Chinese characteristics in the new era, and further strengthen the ideals and beliefs of “patriotism,

inspiration, truth-seeking, and practice”, and extensively carry out theoretical dissemination, scientific and technological support for agriculture, education and care, caring medical care, and drug control. Various forms of practical activities such as AIDS prevention. The main significance is the attitude of young people in the new era and as an aid to targeted poverty alleviation and serving the rural revitalization strategy. In 2019, the expedition ceremony of the summer cultural, science, technology and health “Three Going to the Country” social practice activities for volunteers from colleges and secondary schools in Gansu Province was held at Lanzhou City College. The summer “Three to the Country” social practice activity in 2019 is based on the theme of “Youth to the Party and a New Era of Contribution”. Nearly 10,000 social practice teams and 150,000 young students from colleges and universities across the province will go to various places and go deep. At the grassroots level, devote themselves to the production and life of poverty alleviation and rural revitalization, and carry out policy dissemination, legal propaganda, scientific and technological support for agriculture, education and care, cultural popularization, medical services, anti-drug and AIDS and other social practice activities with rich content and various forms, for the decisive victory. Contribute wisdom and strength to the Chinese dream of building a well-off society in an all-round way and realizing the great rejuvenation of the Chinese nation.

In general, it can be found that the development trend of college students’ current ideological and political education innovation + “village revitalization” entrepreneurship practice is developed around the current politics at that time, and its themes are based on current political hotspots, social focus and local economic development, highlighting the times Characteristics and key issues of local economic development. At the same time, it is required to strengthen the connection between college students and the grassroots society, build a new type of professional application teaching mode, improve the effect of ideological and political education, and deepen the educational significance and value of moral education in colleges and universities. Improved pertinence in training goals [1].

3. College Students' Ideological and Political Education Innovation + “Village Revitalization” Entrepreneurial Practice Value Guidance

3.1 Rural Demand for Talents

The 14th Five-Year Plan clearly requires that rural construction activities be actively carried out while placing them in an important position in the socialist modernization drive. At the same time, it is mentioned that the fundamental task of Lide is to be implemented, to enhance the students' sense of social responsibility, innovative spirit, practical ability, and the ability to explore and solve problems. The practice of “village revitalization” mainly relies on professional talents, whose personal ability, quantity and practical methods will have a greater impact on this practice. At present, it is necessary for talents to have strong enthusiasm and passion to put into the practice of “village revitalization”, but college students themselves have a sense of youth and professional knowledge and ability that other ages do not have, and they also have greater passion to develop their own majors. Quality and ability are invested in improving rural economic construction [2]. Guide college students to participate in practical exercises in a targeted and targeted manner. Only in this way can the classroom education of the ideological and political theory courses and social practice education form an organic cooperation; can the college students deepen their understanding of the classroom teaching content of the ideological and political theory courses in the actual exercise, and obtain the new era Xi Jinping's socialist thoughts with Chinese characteristics. The educational significance of this, and transform theoretical knowledge into action ability in time to achieve the unity of knowledge and action.

More college students are also aware that there are quite a lot of development possibilities and future in the current countryside, so they will change their minds and actively participate in entrepreneurship in the countryside; in addition, colleges and universities regularly carry out ideological education for college students and at the same time innovate in the current situation. Some ideological education methods train college students to become those who firmly believe in

Marxist ideals and beliefs, promote major changes in their outlook on employment and life values, and build and establish life concepts and values that can devote themselves to rural development and help rural areas.

3.2 The Educational Value of College Students' Ideological and Political Education Innovation + “Village Revitalization” Entrepreneurship Practice

Carrying out college students' ideological and political education innovation + “rural revitalization” entrepreneurial practice is in line with the perspective interpretation function of the principle of education (essential principle), that is, “the educational function of college students' social practice is not general and abstract. As a collection, it is mainly composed of assimilation function, identification function, strengthening function, guiding function, development function, communication function, penetration function and prevention function. The entrepreneurial practice activity of “village revitalization” is a kind of collective social activity of service nature. The role characteristics can be brought into full play in this, so that their enthusiasm for participating in the service of the society is greatly enhanced, and ideological and political education factors such as affection, homeland, patriotism and hometown are incorporated in this stage, thereby improving students' ideological level.

4. College Students' Ideological and Political Education Innovation + “Village Revitalization” Entrepreneurial Practice Strategy

4.1 The Theoretical Education of “Ideological and Political Courses” Should Be Integrated into the Entrepreneurial Practice of “Village Revitalization”

It is necessary to actively incorporate the spirit of the 19th National Congress of the Communist Party of China and the Central Rural Work Conference into the curriculum, teaching materials, and the minds of college students, and become an important part of the theoretical system of ideological and political education. In addition, the rural revitalization strategy and entrepreneurial practice should be combined with the education and teaching system of college students. Only in this way can the ideological quality level of college students be truly changed, to guide them to rationally recognize the practice of rural revitalization and entrepreneurship, and to guide college students to consciously and actively participate in rural entrepreneurship activities. It is necessary to avoid empty preaching as much as possible, and use practical education methods to promote the implementation of ideological and political education [3].

First, we must carry out the teaching and education of the policies related to the rural revitalization strategy. Teachers in colleges and universities should pay attention to changing the teaching methods instilled in traditional theories as much as possible. By combining theory and practice, urge college students to strengthen their understanding of rural revitalization strategy theory, and take into account the development opportunities in the countryside and the various realities that exist. The problem of the problem is connected, which prompts college students to actively use their professional abilities and knowledge to analyze and think about the various connotations of the rural revitalization development strategy; secondly, carry out the ideological and political education of the rural revitalization strategy [4]. When teachers teach, they need to exercise and cultivate the sense of social responsibility and historical responsibility of college students, and associate their social values with the future development of the country. Really let students understand and realize that the rural revitalization strategy is not just a slogan and policy, but needs to be realized by socialist builders such as college students; finally, the “village revitalization” entrepreneurial practice education activities should be carried out. Students need to truly implement and integrate the theoretical and educational knowledge they have learned into reality, so as to promote rural development and improve students' sense of responsibility and mission. For example, using the three rural activities. When it comes to activity design, colleges and universities should combine the targets of poverty alleviation and guide the “Three Going to the Country” team to design targeted assistance. With the help of ideological and political teachers,

they should formulate monthly and quarterly plans that include policy dissemination and technological revitalization. , Annual plans, etc., set the ideological and technical assistance goals in detail, and then go deep into the village community; in the design of assistance tasks, there is a connection between the front and the back of the project, the ideological education is promoted, and the system is implemented to form a long-term mechanism. Moreover, after each stage is over, a summary should be made and the assistance plan should be revised regularly to ensure that the “three rural areas” activities are not disconnected from the actual situation.

4.2 “Curriculum Ideological and Political” Link Integrates Rural Revitalization Strategy

The process of combining ideological and political education with professional education is curriculum ideological politics. The ideological and political education of college students should not only be carried out in the ideological and political theory courses, but also in the professional and public courses of college students. Only in this way can we finally guarantee the implementation of all-round education and all-staff education. Some college students use the education and teaching of professional courses to encourage students to understand and master relevant professional knowledge, and focus on the practice of rural revitalization and entrepreneurship. However, there are many college students who are unwilling to return to the countryside to carry out “village revitalization” entrepreneurship practice. Therefore, it is necessary to innovate the existing ideological and political education [5].

As an extension of theoretical teaching, social practice of ideological and political theory courses is an important platform for deepening perceptual and rational understanding, an important channel for college students to integrate theory with practice and knowledge learning, and an inevitable way to innovative education in ideological and political theory courses. Under the vision of university ideological and political education + “village revitalization”, improving the effectiveness of social practice in ideological and political theory courses is conducive to strengthening the goal control and process control of the practical links. According to the view of management cybernetics, under the premise of goal setting, goal achievement is a dynamic process. During this operation, the behavior of each organization or individual will be more or less inconsistent with the predetermined behavior. In order to achieve the goal, it is necessary to correct the deviation of the running process and exert some influence behavior on a certain process or a sequence of events. The core of control is to check existing behaviors against the expected results at different stages identified in the plan. It is based on this view to strengthen the guidance of the connotation of ideological and political education in the process of improving the practice plan, practice organization, and practice, such as: planning, outline formulation, practice topic selection, instructor determination, and practice plan formulation, etc. The ideological construction of the social practice of “Three Going to the Countryside” by the practice instructor and students promotes the realization of the social practice goal of “social service” in the “Rural Revitalization”.

4.3 The Entrepreneurial Practice of “Village Revitalization” Must Be Integrated with the School “Double Innovation Education”

At present, our country is in a new period of forward development. Therefore, to carry out rural revitalization, we need to have the awareness of innovation and entrepreneurship and the attitude of being pioneers. First of all, we must connect the ideological and political classrooms with the countryside, build a voluntary service system and bases, and practice bases for “village revitalization”. Use practice links to require college students to actively visit and visit the countryside. These practice bases should also include production, education, and research. Bases and patriotic education bases, etc., in order to consolidate and strengthen students to participate in the tasks and activities of “village revitalization” entrepreneurship practice; in addition, winter and summer vacations are important periods for the implementation of “village revitalization” practice, teachers can lead students to the grassroots Carry out inspections in and rural areas, and carry out practical projects and tasks according to the actual local conditions, so that college students can truly feel the current development prospects in the countryside and opportunities to change the current situation in the countryside, so that college students can voluntarily invest in “Rural

Revitalization” related practical activities.

In addition, teachers should apply dialectical materialist thinking methods and attitudes to conduct in-depth analysis and discussion on the problems encountered by college students in participating in the “village revitalization” entrepreneurial practice activities, and propose specific solutions and methods to enable students Develop awareness and ability to solve problems. For example, in the process of using information technology and Internet technology to carry out corresponding rural entrepreneurship practice activities, college students need to provide students with basic problem-solving ideas. Problem-solving and understanding of problems should be run through the entire process of entrepreneurship, including pre-sales and sales. Zhonghe after-sales service must have a relatively complete solution to every problem [6].

5. Conclusion

My country's rural revitalization strategy is a policy constructed based on my country's actual national conditions and future development prospects. It is also an important development direction for innovative ideological and political education of college students. Colleges and universities should actively promote and help the implementation of the rural revitalization strategy, take ideological and political education as a focal point, and actively guide students to participate in the entrepreneurial practice of “village revitalization”. In the process of entrepreneurial practice of “village revitalization”, students also create space for their own personal development, which can connect their life value with social value, and help college students become better able to contribute to the country and society Talents to help rural economic development and progress.

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