

## **Research on the Innovation and Development of Modern College Students' Ideological and Political Education**

**Moli Xiong**

Qingyuan Polytechnic, Qingyuan, Guangdong, 511510, China

32741579@qq.com

**Keywords:** College Students, Ideological and Political, Educational Work, Innovation and Development

**Abstract:** With the continuous development of social economy in our country, the teaching level of colleges and universities has been continuously improved. In the past, the traditional theory of ideological and political education for college students has been unable to meet the needs of the modern social talent development and training plan. In the past, the essence of ideological and political education in colleges and universities should continue to be carried forward. Only in this way can the ideological and political literacy of college students in our country be continuously improved.

### **1. Necessity of Innovation and Development of Ideological and Political Education in Modern University**

Human society is always in constant development and progress, of course, in the process of social development, there will always be a lot of new things or ideas. In order to make college students better adapt to social development and make valuable contributions to our society, education should also take the background of social development as the blueprint, make certain innovations in practical work, and actively carry out reform. Ideological and political education as a very important link in the education system of colleges and universities should be carefully carried out reform and innovation work[1].

#### **1.1. Ideological and Political Education is an Important Cornerstone of the Overall Development of College Students in China**

In order to cultivate the outstanding quality talents more suitable for the development of contemporary society, our country has been emphasizing and shouting to strengthen the all-round development of college students' moral, intellectual, physical, aesthetic and labor, among which ideological and political education is the most critical content in the education work of colleges and universities in our country. The educational concept of each university is also based on the moral education of students, it can be seen that it is more important to educate college students with correct values and morality than simply to train technical talents. If a student does not have the basic moral concept and does not love his motherland and people, then he can not be called a contemporary excellent college student. Therefore, the main work of promoting the all-round development of college students is still based on the success of ideological and political education.

#### **1.2. The Ideological and Political Education of University Students Will Promote the Development Needs of Society**

Since the reform and opening up of our country, the road of social and economic development has been widened, the quality of life of the people has been advancing by leaps and bounds, and the "poverty alleviation and prosperity" is no longer just a verbal slogan, but has become a true portrayal of the economic development of many provinces in our country. However, at the same time, the people of our country have been subjected to ideological and material shocks from the outside world, and the values of many college students have been distorted, such as the recent

spread of social networks of a female student to make improper remarks to the country, this incident, not only Chinese uproar, but also let educators sad, how can a college student enjoying national resources, receiving public fees to study abroad, to cultivate their motherland, and constantly hurt the feelings of compatriots? From the macro point of view, it also reflects the flaws in the ideological and political education of contemporary college students. If our education is only to make wedding clothes for others and only to build the foundation stone for the development of capitalism, then the education of Chinese colleges and universities is a complete failure, and our country is not only difficult to develop and move forward, but may even have a crisis of retrogression. Therefore, the ideological and political education for college students is not only to cultivate all-round development of scientific and technological talents, but also to promote the harmonious development of society[2].



Figure 1 Micro

## 2. Basic Principles of Ideological and Political Education

Teaching and educating people have always been combined, college education should adhere to education-oriented, moral education-oriented, talent training is the fundamental in the work of college education, and ideological and political education is the first.

In addition, colleges and universities should adhere to the organic combination of self-education and school education, not only to give full play to the educational role of teachers' teams and party and league organizations, but also to guide and lead contemporary college students to carry out self-education, self-management and self-service, so as to mobilize the active initiative of college students.

The ideological and political education work can not float on the surface, to combine with the actual situation of our modern society, classroom education is important, but also can not completely trap students above the classroom, should encourage and guide students to the society, and continue to understand our society in depth.

Colleges and universities should adhere to the combination of ideological problems and practical problems, not only can promote educational ideas, but also should pay attention to practical problems, and give play to the practical characteristics and bright spots of ideological education work.

In view of the reform of ideological and political education, we should "discard the dross and leave its essence", actively explore the development path of ideological and political work under the new situation, and enhance the effectiveness of college students' learning.

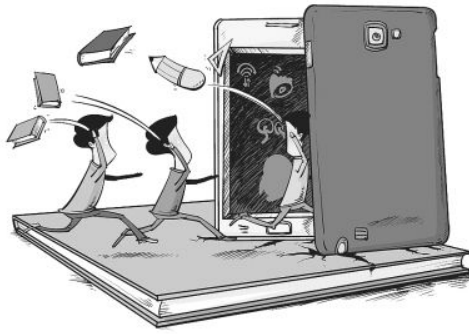


Figure 2 University students in the internet age

### **3. Innovation of Ideological and Political Education in Modern Universities**

With the development of the times and the progress of social economy, many colleges and universities have realized the necessity and importance of innovation in ideological and political education work.

#### **3.1. Introduction of New Contemporary Media Technologies**

China's new media technology has become mature, this technology has made remarkable achievements in many industries, therefore, colleges and universities can fully consider the application of new media technology in ideological and political education work, so as to innovate the teaching mode of ideological and political education and improve the efficiency and quality of ideological and political education work in colleges and universities.

For example, colleges and universities can register accounts in social networking sites and be managed by special personnel, regularly publish events, articles and statements that convey correct ideological and political views in new media social networking sites that are popular with students, and update the ideological and political work dynamics within the school, so as to strengthen ideological and political education for college students in this way. Not only that, colleges and universities can also publish topics on the website, invite student groups to discuss and participate, guide students to set up more correct ideas and deepen ideological and political education for students.

#### **3.2. Reforming Ideological and Political Education**

Teachers are the leaders on the way of students' growth. When carrying out ideological and political education to students, teachers must pay attention to the development characteristics and educational ideas of contemporary society, strengthen communication with students at the ideological level, and formulate more targeted teaching programs combined with the development characteristics of modern society.

For example, contemporary college students emphasize personality development and ideological equality, so teachers can not put a "high posture" to reprimand their students as in the past, should communicate with students with an equal attitude, try to put themselves and students on the same communication plane, so that students are willing to communicate with teachers actively and dare to express their views on things.

For students with different personality highlights, teachers should also adopt the method of teaching students according to their aptitude to promote their individualized development. Secondly, teachers should learn to keep pace with the times, actively contact the ideas of contemporary college students, observe their behavior patterns, and strive to communicate with students without obstacles. Let students deeply understand that ideological and political education is not boring'old' classroom. Only by constantly drawing closer the distance between students, can we help students to develop all-round.

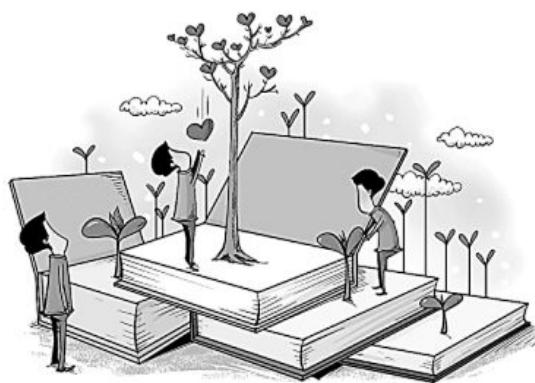


Figure 3 Innovation

### 3.3. Pursuing a Diversified Teaching Approach

With the continuous development of science and technology information technology, students can contact more abundant and diverse information in their daily life and study, and the student group will always be influenced by a new wave of ideas. Therefore, teachers' teaching work should also be diversified, too old teaching mode may not arouse the interest of students, it is difficult to resonate with students' thoughts, which is a loss of time and energy for teachers and students. The new media technology mentioned above can be properly applied to the new teaching mode. For example, teachers can carry out teaching activities by posting bars, QQ and WeChat, because not directly face-to-face contact with teachers, perhaps many students will feel more comfortable and flexible, they are also more willing to talk about their ideas with teachers and classmates.

The application of new media to the teaching model undoubtedly strengthens the connection between teachers and students, teachers can collect the most real feelings from students, and students are willing to express their ideas.

### 3.4. Call on Students to Actively Participate in Social Practice

Social practice and theoretical knowledge complement each other, and social practice is also the best way to test theoretical knowledge. In the process of practice, theoretical knowledge can be transformed, and it will be difficult to carry out practical activities efficiently without theoretical knowledge.

In view of the inseparable relationship between the two, colleges and universities should encourage and appeal to college students to actively participate in social activities, which not only innovates the ideological and political education of college students in form, but also enriches the practical content of ideological and political education.

Let students participate in social activities, break the current situation of our students'two ears do not listen to things outside the window', better stimulate students' feelings about ideological and political work, review the historical development of our country, every rise of the country can not be separated from the concerted efforts of the people, if divorced from the people, divorced from society, then ideological and political education work has always been only on paper.[3].

## 4. Conclusion

How to train talents and improve the level of education must be the academic direction of thinking and research in colleges and universities, but in order to transport more comprehensive talents to the society, colleges and universities must also innovate in ideological and political education.

## Acknowledgements

In 2019, qingyuan educational science research subject -- research on the reform and innovation of ideological and political courses in higher vocational colleges -- took "ideological and moral

cultivation and legal basis" course as an example.

Subject:2019 guangdong open distance education research fund project -- study on the "eight unification" of ideological and political courses in open education -- taking qingyuan Open University as an example.

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