

# **The Consciousness of College Students' Ideological and Political Education Era under the Strategy of Rural Revitalization**

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**Abstract:** The reform of ideological and political education in colleges and universities can actively encourage college students to participate in the strategic layout of national rural revitalization. Meet the needs of the country's future economic development and political system development. At the same time, the requirements of the new era are implemented in the ideological and political education of college students, which is conducive to the integration of college students with the current economic development needs of the country. In this process, the importance of ideological and political education in colleges and universities is revealed. This article will analyze the feasibility of college students' ideological and political education under the rural revitalization strategy, and explore how to cultivate college students' ideological and political consciousness in the context of the rural revitalization strategy. Put forward corresponding educational construction opinions, and carry out practical exploration for the connection between rural revitalization strategy and college students' ideological and political education.

## **1. Introduction**

At present, due to the needs of national economic construction and the needs of national development, the strategy of rural revitalization is exerting an increasing influence. And because of the changes in the requirements of ideological and political education in the new era, we need to explore new ideological and political teaching models, analyze the conditions and feasibility of ideological and political teaching workstations, and also pay attention to the practice of ideological and political education models for college students under the strategy of rural revitalization. Study the relationship between college students' ideological and political education and rural revitalization strategies. Comprehensively improve the ideological and political level of college students.

## **2. The Feasibility of Ideological and Political Education for College Students under the Strategy of Rural Revitalization**

Between the development of ideological and political education for college students, the feasibility of educational work needs to be considered, and overall strategies for strategies that require materials should be considered. The feasibility factors of college students' ideological and political education under the rural revitalization strategy mainly come from two aspects: First, the government provides basic platform support for college students' ideological and political education [1]. Second, the vigorous publicity of society has provided a powerful guarantee for the ideological and political teaching of college students under the strategy of rural revitalization. Only in the context of comprehensive government and social resources can college students' ideological and political education work be carried out better. Therefore, this article will focus on these two points.

### **2.1 Government Platform Support**

The government's platform support and correct guidance work are the basis for colleges to carry out ideological and political education for college students. Only by grasping the platform and resource advantages provided by the government can colleges and universities better cultivate the ideological and political level of college students and promote their ideological consciousness. In

the 2013 Central Rural Work, Xi Jinping proposed to introduce better college students in rural areas, prompting them to join the agricultural work to enrich the knowledge level and class strength of the peasants. In response to this situation, teachers can combine the rural revitalization strategy with the ideological and political education of college students to help establish the ideology of farming and farming among college students, and promote the collective ideological and political education model of the university to meet the actual needs of government and social development. . Through the above methods, the attractiveness of ideological and political courses can be effectively improved, and college students' awareness of the country's rural revitalization strategy can be improved. In short, through the correct guidance of the government can provide sufficient educational resources for ideological and political teaching of college students [2].

## **2.2 The Role of Social Publicity Guarantee**

At this stage, the use of social resources can effectively improve the level of ideological and political education of college students, and the society's vigorous publicity, borrowing a large number of public resources, promotes college students to understand the developing countryside, and transmits the information of changes in the developing countryside to the city. , Introduce the development vision of college students to the countryside. In addition, the society also reports on college students' participation in rural revitalization strategies through the media and other public information resources, reports on the achievements of college students working in rural areas, and provides more information resources for college students. The active support of the society also provides a powerful impetus for the improvement of the ideological and political education environment of college students. In the daily learning environment of college students, the influx of a large amount of rural revitalization strategy information can affect the ideological and political level of college students in a subtle way, and the ideological and political education of college students provides basic information support. While students deliberately or unintentionally observe the strategy of rural revitalization, they will have a comprehensive influence on the thinking of the college students. Promote the combination of college students' ideological and political education and rural revitalization strategy. Ensure the effective supply of information sources and propaganda factors for college students' ideological and political education [3].

## **3. Strategies for the Follow-Up of Ideological and Political Education of College Students under the Strategy of Rural Revitalization**

The conscious cultivation of the ideological and political education of college students under the rural revitalization strategy needs to take advantage of the government's platform and combine with the role of social propaganda and guarantee. At the same time, in this process, the way of ideological education and how to promote college students to form the conscious psychology of the times of ideology and politics are needed. This article proposes three effective ways to follow up the ideological and political education of college students under the strategy of rural revitalization: First, use the advantages of government platforms and social propaganda to improve the theoretical basis of college students. Second, actively carry out relevant social practice activities to enhance the confidence and ability of college students to integrate into the rural revitalization strategy. Third, create a campus cultural atmosphere and provide more abundant channels for college students' ideological and political education [4]. The above three types of civil engineering can promote college students' understanding of rural revitalization strategies, and provide educational channels and teaching resources for the comprehensive development of ideological and political education.

### **3.1 Use the Advantages of Government Platforms and Social Propaganda to Improve the Theoretical Basis of College Students**

The cultivation of consciousness in the era of ideological and political education of college students under the rural revitalization strategy requires the use of the government's platform advantages, combined with the publicity of the society, to enhance the college students' rational understanding of the rural revitalization strategy. At the same time, in the process of ideological and

political teaching, teachers should select teaching materials that are in line with the rural revitalization strategy, which can enable college students to form a political thinking vision on the teaching materials, and have an in-depth understanding and master of the theoretical knowledge of the rural revitalization strategy to improve their understanding of Strategic understanding and understanding. Secondly, teachers and relevant colleges and universities can carry out relevant theoretical courses, for example, the humanities literacy teaching courses for agriculture, rural areas and farmers, and move courses such as “Chinese Agricultural History” to the auxiliary teaching units of ideological and political teaching for college students to help students broaden their understanding of China’s agriculture. The channel of history promotes learning and considers the importance of the country's rural revitalization strategy at the current stage with a high level of vision, and actively encourages students to discover the rural revitalization strategy and the current problems of rural development [5].

Through guidance and exploration, students’ interest in rural revitalization strategies is stimulated, and future practical activities lay a solid theoretical foundation. And with this opportunity, colleges and universities can carry out related social practice activities, so that college students can more fully understand the rural revitalization strategy and form a sense of learning and understanding agriculture. In addition, in this process, schools and teachers must actively use the advantages of the platform provided by the government, observe the latest trend of the rural revitalization strategy, pass the latest government instructions and policies to the actual teaching work, and promote the ideological and political level of the university and basic information. Can be guaranteed to ensure that the teaching resources are not behind the current political needs. And it is necessary to make reasonable use of social propaganda resources to subtly influence the ideological and political psychology of the university and promote its formation of good political thoughts. Cultivate the consciousness of the times.

### **3.2 Actively Carry out Relevant Social Practice Activities to Enhance the Confidence and Ability of College Students to Integrate into the Rural Revitalization Strategy**

The cultivation of consciousness in the era of college students' ideological and political education requires more than a mastery of theoretical knowledge. Grasp the relationship between college students' theoretical knowledge and practical ability, and improve their practical ability through the development of social practical activities. Ensure that college students have practical skills and confidence in participating in rural revitalization strategies. Schools need to organize teachers to formulate practical activity plans to form a more systematic practical plan, and on the basis of this plan, carry out ideological and political education for college students.

First of all, the development of practical activities needs to be sequenced. To ensure the gradual progress of ideological and political education, the first stage of practical activities should be visit-type activities, using such activities to guide college students to attach importance to rural revitalization strategies degree. Promote college students to establish a sense of changing the current status of rural backwardness. After completing the first phase of practical activities, through the development of research activities, to ensure that college students can participate in rural daily life, experience the fun of grassroots life, familiarize with rural life in question research, and form practical experience. Deepening college students' understanding of theoretical knowledge can transform theoretical knowledge into practical ability. Help college students to establish a belief in struggle consistent with grassroots people. In short, teachers should actively guide students to participate in rural practical activities. Actively guide students to solve problems when practical problems occur, and help college students build up their confidence in completing the rural revitalization strategy. In addition, in the course of practical activities, students should be consolidated with theoretical knowledge, and students should be trained to be close to the grassroots and serve the motherland. Through the gradual development of practical activities, the college students will gradually have confidence in the rural revitalization strategy and cultivate their practical ability. Eventually, the consciousness of the times is formed, which can be spontaneously integrated into the national rural revitalization strategy. Contribute your own power to the

development of the country and the society [6].

### **3.3 Create a Campus Culture Atmosphere and Provide a Richer Channel for Ideological and Political Education of College Students**

The cultivation of college students' consciousness of ideological and political education also requires the creation of campus cultural atmosphere. The school should actively broaden the channels for college students to understand the strategy of rural revitalization through a variety of methods. The ideological and political education under the rural revitalization strategy of colleges and universities needs to be carried out in conjunction with the cultivation of cultural atmosphere. In this process, the school can ensure that students can obtain basic agricultural knowledge through a variety of ways through the layout of agricultural scenes and the construction of agricultural cultural knowledge walls. Diverse. Secondly, it is also possible to develop special rural revitalization plan channels through campus radio and school newspapers, so as to enable college students to understand the dynamic changes in rural reforms and the latest policy trends. Ensure that they can get relevant information after receiving daily ideological and political education. And in this process, teachers can also organize related performance activities, recitation activities. While enriching the daily learning life of college students, create a cultural atmosphere, so that college students can learn ideology and politics in a subtle way, and understand the information related to the strategy of rural revitalization. In addition, He can borrow the advantages of the government platform to provide college students with practical opportunities to participate in the rural revitalization strategy. They cannot stop education at the stage of ideological and political knowledge education. They also need to actively provide employment opportunities for students and carry out ideological and practical programs. Tight combination. From the educational and practical levels, it is necessary to provide an effective platform for college students to promote their consciousness of related political thoughts, and at the same time, they can also have methods and ways to devote themselves to the strategy of rural revitalization. Finally, the integration of learning ideological and political education and practical work will be improved. College students can form relevant ideological connotations through relevant ideological and political courses, and can complete the transformation of ideas into practice with the help of schools and teachers. Undergraduates can ultimately achieve self-worth in ideological and political education and practice, and realize the ideal of serving the motherland.

### **3.4 Guide College Students to Establish Grassroots Service Awareness and Form the Concept of Grassroots Employment**

The basic requirement of the rural revitalization strategy is to require college students to participate in grassroots construction work, so the cultivation of grassroots employment concepts and the cultivation of grassroots service awareness are particularly important. The cultivation of two kinds of consciousness needs to start from the aspects of values, employment concept, and talent perspective. First of all, the cultivation of values requires the education of college students through the joint influence of theoretical knowledge and practical knowledge, so that students can fully realize that the rural revitalization strategy is the first need of the country's prosperity and democratic review, and encourage students to actively serve the grassroots and the risk of the motherland. Values. Secondly, to establish the concept of employment for college students to serve at the grassroots level. The development of the concept of employment for college students is not a one-size-fits-all approach. It requires long-term training in universities and course professors. Therefore, colleges and universities should make long-term plans in terms of course professors and employment information acquisition, and the ideological and political training of college students should implement the entire college career of the students.

## **4. Conclusion**

At present, with the continuous acceleration of my country's economic construction and the continuous expansion of scale, the ideological and political education of colleges and universities

under the rural revitalization strategy also needs to be changed to a certain extent. In the course of ideological and political teaching, colleges and universities must recognize the importance of the connection between ideological and political work and practical work, and they should not implement the ideological education plan in a comprehensive manner. Only under the guidance of such prerequisites can the ideological and political education of college students be reformed in an era to promote the ideological progress of college students and improve the connection between education and social needs. Promote the conscious progress of the political thinking of college students.

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