

Research on the Regression Path of “Marginal People” in Higher Vocational Ideological and Political Courses based on Supply-side Thinking

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Abstract: Ideological and political education in higher vocational colleges is an important guarantee for higher vocational colleges to provide high-quality talents for the society. In the new era, the main contradiction of society has changed, and the government education should also analyze the impact of the change of the main contradiction of society, find unbalanced and insufficient manifestations, focus on theoretical innovation, carry forward traditional culture, analyze social hot spots to improve the supply of ideas and theories, and enhance its leading force. Adhere to the party's leadership, establish a sense of service, strengthen behavior training and improve the supply of education services, strengthen the ideological and political courses for the social problems to solve the function, enhance the influence.

1. Introduction

In China, the principal contradiction in society has turned into a contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate development. This requires the reform of the society's old product supply structure, to provide more quality products and services, to meet people's needs for a better life. In modern society, politics, economy and education are closely linked, and the “supply-side reform” in economy will inevitably bring about educational reform and realize educational equality [1]. The problem of “marginal people” in ideological and political courses of higher vocational colleges has been bothering teachers of ideological and political courses for many years. Higher vocational colleges are responsible for providing students with high-quality ideological and political services and training qualified constructors and reliable successors of socialism with Chinese characteristics. They should actively follow the development of The Times, actively explore the path of supply-side reform of ideological and political education, and improve the educational ability of higher vocational colleges. Once upon a time, the traditional ideological and political education blindly emphasizes the indoctrination of theory, the content is monotonous, the education method is single, ignores the demand side subjectivity, ignores the needs and personality of students, resulting in the weakening of the educational effect; However, with the development of The Times, we began to focus on the demand side gradually for a period of time, too much catering to the needs of students, too much emphasis on methods, ignoring the leadership and influence that the supply side must have, and the education effect is also affected.

“Marginal people” mainly refer to students who are unable to actively integrate into classroom learning, are indifferent to teaching content, and actively wander to the edge of teaching activities, or even refuse to participate in teaching activities [2]. In higher vocational education classroom, as a result of this group of children learning foundation is not very good, most of the textbooks of higher vocational students theoretical knowledge learning is a lack of interest, not develop good study habits, to really achieve teaching goals from them must be a challenging job, but for the teacher, fair treatment of every child, paying attention to the performance of the “marginal people” in the

classroom teaching, change their learning, is also a must finish the work.

2. The Reform Connotation of Ideological and Political Education under Supply-side Thinking

The supply side, or the supply side, is an economic concept relative to the demand side. Education is a quasi-public product. It is always a key issue to cultivate people for whom, whom and how. The political and social nature determine the motivation, starting point and destination of higher education. Supply side, the ideological and political education in higher vocational colleges are in higher vocational colleges ideological and political education main body in order to meet the demand of educatees and provides ideological and political education products and services, such as the opening of the introduction to Mao Zedong thought and theory system of socialism with Chinese characteristics, thought morals tutelage and legal foundation, situation and policy and so on and the corresponding social practice of ideological and political theory course, and organize the campus cultural activities, students' psychological health consultation, the network ideological and political education, etc., the content involves politics, economy, culture, society, ecology and other fields, It covers ideal and faith education, ideological and moral education, political stand and attitude education, national spirit education and psychological quality education [3]. From the perspective of supply path, ideological and political education in higher vocational colleges mainly has two major channels: classroom supply and extracurricular supply. Supply-side reform is to improve the quality and efficiency of supply, expand effective supply, improve the adaptability and flexibility of supply structure to the change of demand, and achieve the dynamic balance between supply and demand. Ideological and political education in higher vocational colleges to supply the lateral thinking, that is, to achieve the ultimate goal of ideological and political education in higher vocational colleges and the "marginal people" real needs as the starting point, promote the transformation and upgrading of ideological and political education in higher vocational colleges to supply side, improve the quality and efficiency of supply, provide lead, precision, the effectiveness of the ideological and political education in higher vocational colleges products and services, make the ideological and political education in higher vocational colleges to supply side and demand side and benign interaction, coordination and balance to achieve the purpose of improving the quality and efficiency of ideological and political education. With the changes of ideological and political education space and mode in higher vocational colleges, the demands of ideological and political education in higher vocational colleges have also undergone great and profound changes. The law of supply and demand is a universal law [4]. As Engels said, "supply and demand always try to adapt to each other... It works forever [4]." Ideological and political education in higher vocational colleges must follow the laws of supply and demand, also actively adapt to the change, make full use of information and communication technologies and the Internet platform, actively promote the Internet with the depth of the ideological and political education in higher vocational colleges, keep the network era of ideological and political education in higher vocational colleges reform of the supply side, ideological and political education in higher vocational colleges to achieve the positive interaction of supply and demand.

3. The Way to Strengthen the Supply of Ideological and Political Education in Higher Vocational Colleges in the New Era

3.1. Focus on Traditional Culture, Firm Cultural Confidence

Chinese fine traditional culture has become the gene of the Chinese nation, rooted in the heart of the Chinese people, subtly affecting the way Chinese people think and behave. Ideological and political education of higher vocational colleges should carry forward Chinese excellent traditional culture, in-depth excavation of the traditional culture education function, guide students to comprehend with our country socialist core values is long create value concept of civilization, the culture of socialism with Chinese characteristics is derived from Chinese five thousand years

civilization history of the Chinese excellent traditional culture [5].

The combination of traditional Chinese culture and Chinese revolutionary spirit enables students to understand the development history and distinctive features of traditional culture and deeply experience the ideological essence of traditional culture. Understand the indomitable revolutionary spirit of the Chinese people in different historical periods, especially the red spirit culture of the party in leading the Chinese nation to establish and develop new China, so that students can consciously maintain the self-confidence of socialist culture with Chinese characteristics in the collision of various cultural trends of thought.

3.2. Establish the Concept of Multiple Subjects Governing Together

The supply of ideological and political education in higher vocational colleges should set up the idea of “multiple subjects governing together”. Marx once said: “the nature of man... It is the sum of all social relations.” With the advent of a new era, the real social environment is more complex. There are more and more kinds of confused people on the fringe. The traditional ideological and political education providers in higher vocational colleges cannot meet the growing educational needs of “marginal people”. This requires higher vocational colleges to firmly establish the concept of “multiple subjects governing together”, build a community of ideological and political education providers in higher vocational colleges, form a joint effort of ideological and political education providers, and provide more and better ideological and political education products and services [6].

3.3. Uphold the Party’s Leadership and Achieve Unity of Thought

“Upholding the party’s leadership over all work” is the primary and basic strategy for upholding and developing socialism with Chinese characteristics in the new era. Historical experience has proved that the leadership of the party is the most essential feature of the socialist system with Chinese characteristics. The thought of “party and government, military and civilian studies, east, west, north and south, the party is the leader of everything” has been running through the development of marxism in China. Ideological and political education in higher vocational colleges must highlight the party’s leadership, the overall goal of upholding and developing socialism with Chinese characteristics, in addition, the overall layout, strategic layout, analysis the development direction of socialism with Chinese characteristics in the new period, development mode, development power, strategic steps, external conditions, political guarantee and a series of basic questions, the propaganda of the great achievements of the socialist cause with Chinese characteristics, to student’s thought unity to build socialism with Chinese characteristics in the great project; Party committees at all levels of higher vocational colleges to carry on ideological and political education in higher vocational colleges as a whole and guidance, improve the organizational structure, expand the ideological and political education team, improve the effect of ideological and political education, enhance the party leadership of youth, cohesion, appeal and organization, to enhance ideological and political education in higher vocational colleges influence, supply the high quality education service to provide theoretical support and scientific guidance.

3.4. Create “Interactive” Supply Mode to Achieve Content Information Symmetry of Supply and Demand

Ideological and political courses in higher vocational colleges should be deeply studied in both theoretical classroom and social practice education to meet the needs of the supply side of higher education and different types of students. The essence of education is to promote human development. The supply-side reform of higher vocational education is to provide students with better products and services. Therefore, the logical starting point of supply-side reform of ideological and political education of “marginal people” in higher vocational colleges should be the actual demand of “marginal people”. The demand side is an important driving force for the development of ideological and political education in higher vocational colleges. It is under the joint action of these demands that ideological and political education in higher vocational colleges can forge ahead in the process of constantly exploring and answering questions. The implementation of the “interactive” supply model can organically integrate the supply side with the

demand side, effectively eliminate overcapacity, achieve both supply and demand, and put the supply side and demand side in a dynamic balance.

4. Conclusion

Supply side and demand side are two contradictory aspects. Ideological and political education has distinct political nature. This determines the special position of the supply side in the ideological and political education of “marginal people”. However, because the ideological and political work is a person’s job, higher vocational colleges should take the needs of students as the starting point when carrying out the ideological and political education of “marginal people”. The supply-side reform of ideological and political education in higher vocational colleges must follow the internal development logic of “marginal man” ideological and political education. Only through two-sided thinking can higher vocational colleges constantly optimize the supply of education services and explore an effective path for the development of ideological and political education for “marginal people”.

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