

# Exploring the Way to Promote Ideological and Political Work in Colleges and Universities

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**Abstract:** Developing ideological and political work is not a simple top-down one-sided knowledge inculcation, but a multi-angle, multi-channel dynamic process of educating people. Especially for the ideological work of colleges and universities, colleges and universities are the main position of our Party's ideology. To carry out ideological work, ideological and political workers need to devote themselves wholeheartedly to achieve the unity of consciousness and responsibility, management and teaching, theory and activities, and thus promote the effective development of Ideological and political work.

## 1. Introduction

President Xi Jinping clearly put forward at the ideological and political conference of colleges and universities throughout the country that "we should persist in taking moral education as the central link, carry out ideological and political work throughout the whole process of education and teaching, realize the whole process of education and all-round education, and strive to create a new situation for the development of higher education in our country". [1] Through Chairman Xi's exposition, we can deeply feel the importance that the Party and state leaders attach to our higher education. Higher education is one of the important types of national education. It is also because of its importance to national development that the state invests a lot of manpower and material resources to promote the development of higher education. Taking the education expenditure of China in 2017 as an example, the total annual investment in education expenditure reached 4255.7 billion yuan, of which 26% was in higher education, which was second only to the investment in compulsory education. It is precisely because of the importance of higher education that ideological and political workers in Colleges and universities must carry out ideological and political work well and firmly consolidate the main position of the Party's ideology in this area. [2] Specifically speaking, ideological and political workers in Colleges and universities need to grasp the basic law of Ideological and political work, constantly improve the coordination of work, and integrate consciousness and responsibility, management and teaching, theoretical content and activity practice.

Table 1 Distribution of Education Funds among Education Levels in China in 2017

Distribution of Education Funds among Education Levels in China in 2017		
Type of Education	Total Investment in Funds	Growth Ratio
Preschool education	325.5 billion yuan	16.11%
Compulsory education	19.35 billion yuan	9.96%
High school education	663.7 billion yuan	7.82%
Secondary vocational education	231.9 billion yuan	4.33%
Higher education	11.10 billion yuan	9.72%
General Higher Vocational and Vocational Education	202.3 billion yuan	10.16%
Other controls	219.8 billion yuan	-0.13%

## **2. Synergy of Consciousness and Responsibility**

Among the ideological and political workers in Colleges and universities, teachers are the most important part. Statistics show that the number of Party members of faculty members in Colleges and universities in China is 1.25 million, accounting for 56% of the total number of faculty members in Colleges and universities. Among them, there are nearly 70,000 ideological and political teachers and 130,000 full-time counselors. This huge crowd can be said to be the main force of Ideological and political work in China's colleges and universities. But in the daily teaching process, we will find that many university teachers lack the sense of mission and publicize foreign values and non-mainstream ideas openly in the classroom, which has an irreversible impact on students' ideological and emotional. [3] In order to avoid similar phenomena, it is necessary to strengthen the consciousness and responsibility education of University teachers, especially those who undertake ideological and political work. The first is to continuously improve the Marxist theoretical literacy of University teachers, through learning Xi Jinping's series of speeches and other ways, so that they become true supporters of Marxist theory. Secondly, teaching and educating people are unified. Teachers' great mission is not only to transfer knowledge, but also to cultivate and influence students. [4] This requires that university teachers not only take pains and pains in knowledge, answer questions and puzzles for students, and help students acquire professional knowledge, but also set an example to teach students how to behave with love, responsibility and patience, and how to become useful to society, the country and the people. [5] Furthermore, we should build up the consciousness of cooperation. Ideological and political work often needs the cooperation and cooperation of many departments. Whether it is the Teaching Department of colleges or the special ideological and political group, or even the logistic department of schools, they should work together to promote the development of Ideological and political work and ensure the healthy growth of students on the basis of moral educators.

## **3. Synergy between Management and Teaching**

Among many colleges and universities, the development of Ideological and political work is prone to the phenomenon of "left" and "right". The so-called two lines refer to the serious lack of cooperation and communication between management and teaching. Some universities have pushed ideological and political work to teaching, and some have pushed ideological and political work to management departments. However, in practice, we will find that management and teaching are mutually complementary, and both are indispensable in carrying out ideological and political work. It's like we have to walk on two legs. Ideological and political work in Colleges and universities should start from both management and teaching. Therefore, it is necessary for us to merge these two lines into one line and work together from two aspects to coordinate the construction of the overall pattern of Ideological and political work. On the one hand, we should strengthen leadership, clarify the division of labor and form joint forces. For example, ideological and political work groups should be set up specially in Colleges and universities. The school leaders in charge of Ideological and political work should be the leaders of the groups. At the same time, the organizational department, the propaganda department, the Student Work Department and the educational administration department of the schools should also participate in the groups. Ideological and political work groups should clarify their respective division of labor and responsibilities, so as to improve mutual cohesion and collaborative ability, and truly achieve the coordination of management and teaching. Secondly, we should optimize the talent team of Ideological and political work in Colleges and universities. We can regularly carry out experience sharing and summing-up activities to continuously transport talents for the work. To realize that teachers can be skilled in teaching and educating people, and managers can serve teaching and educating people. [6] Furthermore, we should make full use of the existing working resources and realize the mutual sharing of resources. Emphasis is laid on the integration of traditional media and new media to achieve the purpose of education for students. On the one hand, we should give full play to the advantages of traditional media, and use radio, radio, television and newspapers to

publicize the mainstream values and promote the positive ability. On the other hand, the rapid development of the Internet has brought new vigor to the development of Ideological and political courses. Colleges and universities can use the network technology and new media as the carrier to carry out ideological and political education for students, pay close attention to the changes of students' values, language habits, behavior and thinking mode in the Internet era, and explore the working mode of combining ideological and political education with the Internet. To seize the cyberspace and construct a new ideological and political propaganda position. [7] For example, some universities in China have set up special Wechat public accounts to encourage students to read red classic e-books, study ideological and political courses, participate in prize-winning competitions and answers of Ideological and political theory knowledge on official Wechat public numbers. This way of integration with new media makes students feel the changes of the times and feel learning at any time and anywhere. The importance of proofreading ideological and political education. The development of Internet technology not only brings us new media, but also a series of digital technology. We should pay attention to the combination of these new technologies when carrying out ideological and political work in Colleges and universities. For example, the introduction of big data technology in Ideological and political work can digitalize the ideological dynamics of students and deal with problems in time once they are found. But in the process of combining with digital technology, we should deal with students' personal privacy.

#### **4. Synergy between Theoretical Content and Activity Practice**

The theoretical content is the basis of carrying out ideological and political work, and also the core element of carrying out ideological and political work. However, there are some problems in the theoretical content of Ideological and political work in Colleges and universities. [8] Firstly, the form of theoretical propaganda is too rigid. Many ideological and political workers often follow the text to propagate the subject. They just read out the contents of the book so that the students can understand it for themselves and lack the combination with the real life phenomena, which makes the students unable to absorb the contents completely after listening to the lecture. Second, there is a lack of innovation in the theoretical content adopted, and no effective and convincing theoretical system has been formed. The development of the times has brought about social changes, and the theoretical content of our ideological and political work needs to be constantly updated. But some colleges and universities still hold the contents of the eliminated textbooks to teach students. Thirdly, they pay too much attention to the teaching of theoretical content and neglect the combination of theory and practice, which leads to the phenomenon that students are not interested in and unwilling to listen to the ideological and political theory. To solve the above problems, we need to focus on the following aspects: First, according to the important content of Xi Jinping's series of speeches, we should grasp the three key factors of teachers, textbooks and classrooms to improve. Focus on the training methods of old teachers and new teachers, help new teachers improve their teaching content, make the knowledge taught more in line with the needs of the current society, and make students want to listen and listen. We should change the traditional teaching methods and pay attention to the interaction with students so as to make the classroom more lively. At the same time, we should strictly control the content of the textbooks, invite experts in relevant fields to compile [9]. Secondly, we should carry out campus cultural activities in the light of Ideological and political content. There are many ways to learn theory. Teachers talk about students' listening is only one of many ways. Campus cultural activities are also one of the ways to learn theory. For example, the theme speech contest, composition contest and so on, which are related to the theoretical content. Thirdly, we should coordinate knowledge with action, combine the learning of theoretical content with the practice of social activities, and promote the integration of knowledge and action of students. So in the classroom of theoretical learning, teachers should pay more attention to the rationality of content arrangement and carry out more simulation activities related to real life situations. On the one hand, it is beneficial to improve students' listening mood, on the other hand, it is beneficial to improve students' absorption of Ideological and political theory content. In addition to theoretical learning in the classroom, students need to participate in social

practice activities to experience the importance of Ideological and political theory. Specifically, in practice, we can use volunteer service, public welfare activities, social surveys, work-study and other ways to enable students to grow and harvest in social practice.

## **5. Conclusion**

The report of the Nineteenth National Congress of the Communist Party of China clearly pointed out: "Youth prospers while the state prospers; youth prospers while the state is strong." If the younger generation has ideals, abilities and responsibilities, the country will have a future and the nation will have hope." [10] In order to help students grow healthily, the ideological and political responsibility of colleges and universities is great. The ideological and political work in Colleges and universities is a long-term and complicated systematic project, which runs through the whole higher education. Especially in the face of the new situation and the new characteristics of the times, the ideological and political work of colleges and universities in our country will face the reform situation of coexistence of opportunities and challenges. However, we should always adhere to "people-oriented", grasp the characteristics of Ideological and political work in Colleges and universities on the basis of closely following the social needs to enhance the ability of Ideological and political work, and add impetus to the smooth development of Ideological and political work in Colleges and universities.

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