

## **The Difficulties and Countermeasures of Ideological and Political Education in Private Colleges and Universities under the Background of "SanQuan" Educational Mode**

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**Abstract:** Although private colleges and universities have achieved good results in strengthening moral awareness and correct values of college students, they still face some difficulties in ideological and political education. Therefore, this paper conducts data investigation and research in the life of private college students, analyzes the state of behavioral awareness and morality of the educated, and analyzes the causes of the problems existing in the ideological and moral education and takes countermeasures. This paper is designed to provide some constructive opinions and reference values for ideological and political education activities of educators, thus making its own contribution to the vigorous development of the education of the private colleges and universities.

### **1. Investigation of Basic Information and Analysis of Characteristics of Ideological and Behavior of Students in Private Colleges and Universities**

#### **1.1. Survey Sample**

According to the survey of 400 students from four private colleges and four colleges and universities in Sichuan Province, questionnaires were conducted for investigation. The questionnaire is related to the investigation of basic information, the reasons for admission, and the values of political literacy of students in private colleges and universities. It is aimed at collecting data statistic from college students of different disciplines and levels. The problem design contains 25 questions. In view of factors such as internships for juniors, this questionnaire is mainly deigned for freshman and sophomore. This study sent out 400 questionnaires and returned 360 valid questionnaires. Except for 10 incomplete questionnaires, the final valid questionnaire is 350, hence the results are practical and universal.

#### **1.2. Basic Information**

According to the statistical results, the source of students in private colleges is complicated, the proportion of students from high school students accounts for 79.29%, and the proportion of students in three schools accounts for 20.75% (Figure 1). The three schools are the general names of technical schools, technical secondary schools or vocational high schools. [3] The three schools are mainly based on the study of skills. Students enter private colleges to obtain a university diploma and improve the level of education. Therefore, these students have a strong social atmosphere and habits. Most of the high school students have to choose private colleges because they failed in the college entrance examination. Most of them is short of self-confidence, which determines the individual differences in the ideological and moral qualities of private college students (Figure 2). [4] In addition, the proportion of party members in private students is relatively low, accounting for only 12.63%, while members account for 81.45% and the masses account for 5.32% (Figure 3).

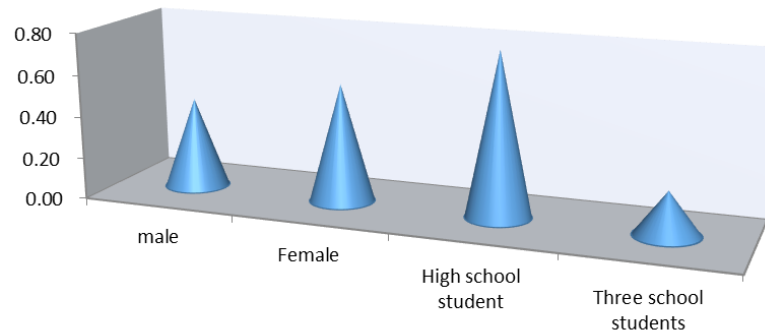


Figure 1 Basic Information Statistics of Students

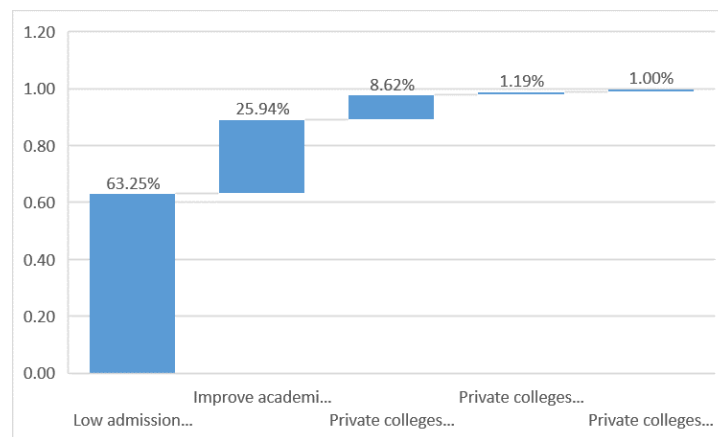


Figure 2 Main Reasons of Choosing Private Colleges

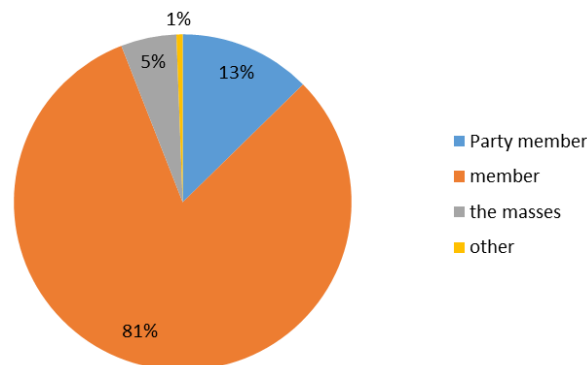


Figure 3 Political Outlook of Private College Students

### 1.3. Comparison of Life Values between Private College Students and Ordinary College Students

The recycling questionnaire shows that both private colleges and public college students have a high degree of political participation and values, but the values of private students are relatively more diverse. In the choice of country encounters danger, 62.26% of private college students are willing to do their best to help, which is still a bit less than 76.5% of the ordinary colleges, but still 9.43% of students choose “not my business” and 9.43 % of students believe that “personal interests cannot be hurt no matter how you do”. There is a certain degree of regret in this data, but at the very least, it shows the patriotic feelings of private college students. In other topics, private college students and ordinary college students are basically consistent.

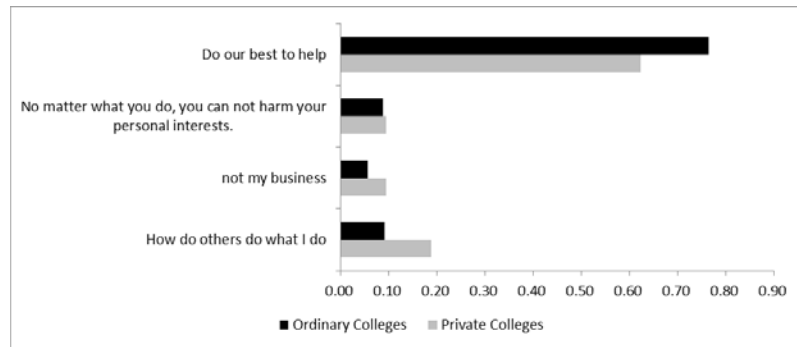


Figure 4 If, Choice Comparison of College Students If the Country Suddenly Encounters a Crisis

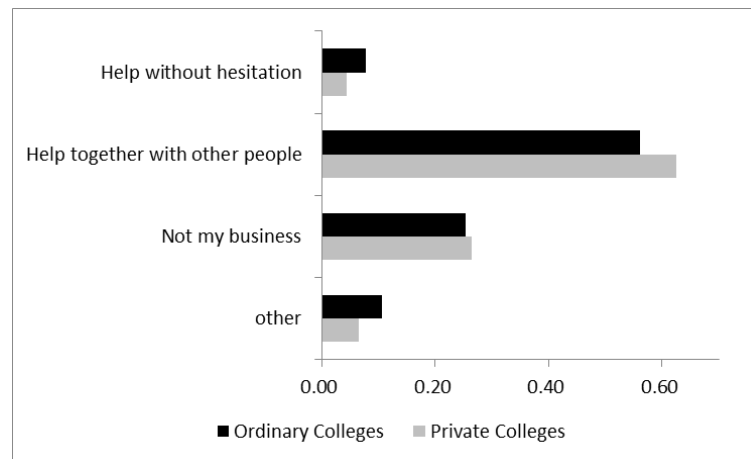


Figure 5 Choice Comparison of College Students If Someone Encounters Robbery

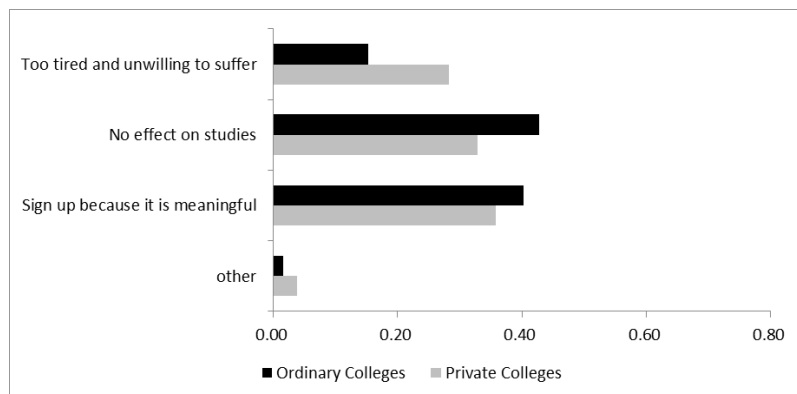


Figure 6 Choice Comparisons of College Students

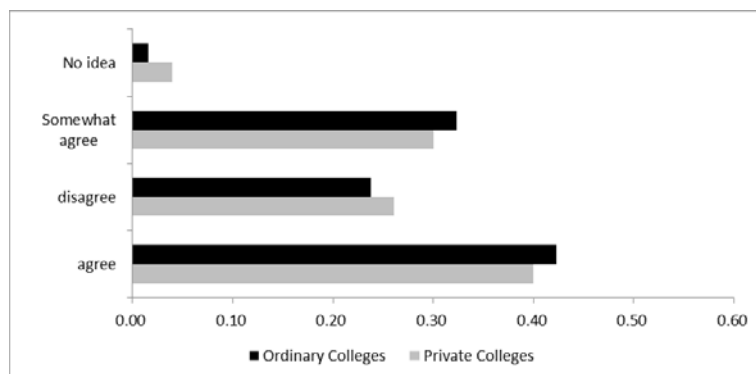


Figure 7 Attitude Comparison of College Students on topic of "Faith is the spiritual pillar and comfort of people"

#### 1.4. Comparison of College Students' Behavioral Values

The analysis of the recycling questionnaire shows that the attitudes of private and public students are basically the same in the participation of social practice activities. However, the choice of campus culture construction and social practice to meet the needs of students is 58% for ordinary public students, and only 20.75% for private colleges.

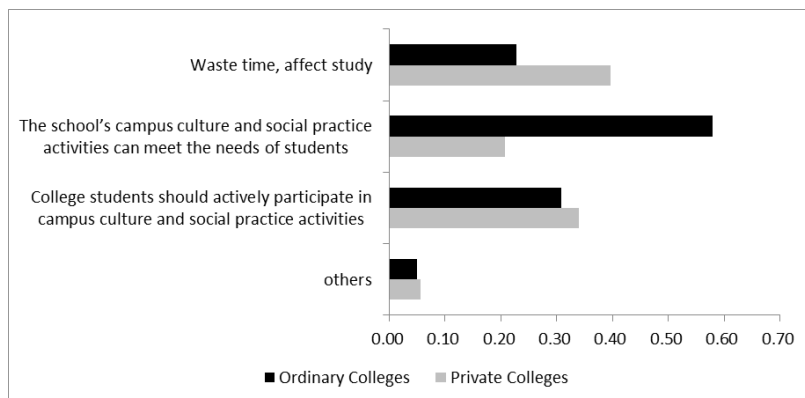


Figure 8 Social Activities Comparison of College Students

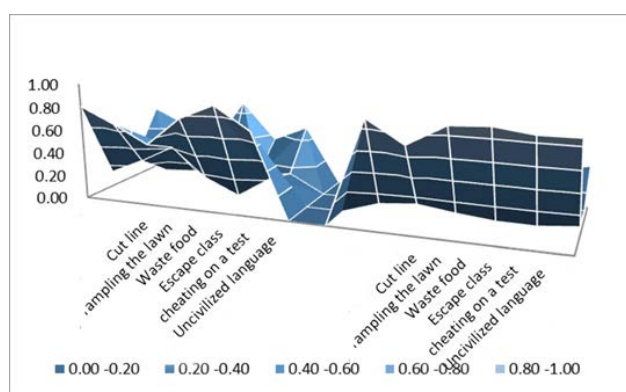


Figure 9 Moral Consciousness and Moral Behavior Comparison of College Students

According to the data analysis above, the moral behavior awareness of private students is slightly worse than that of public college students, and their moral consciousness and behavior are not highly consistent. Their unconscious behaviors in deed still do not conform to social ethical standards and codes of conduct.

#### 1.5. Comparison of College Students' Understanding of Ideological and Political Education

It can be seen from Figure 10 that there is no significant difference in the attitudes of private college students and ordinary college students towards ideological and political education and professional knowledge. However, among the private college students, the proportion of students who think professional knowledge is more important than ideological and political education is nearly 39.28%, which indicates that most students still do not realize the importance of ideological and political education in colleges and universities to achieve students' life value.

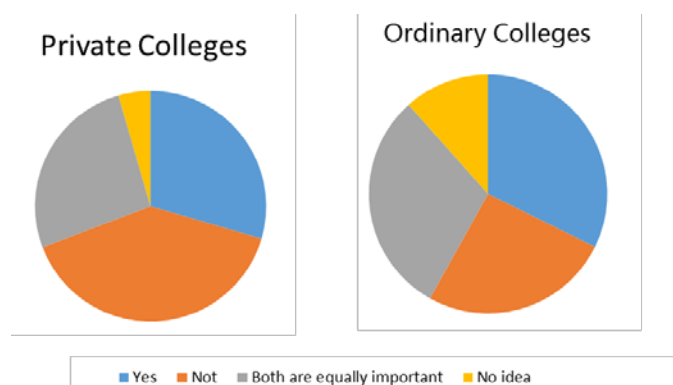


Figure 10 Comparison of College Students' Understanding of Ideological and Political Education

## 2. Analysis of the Difficulties of Ideological and Political Education for College Students in Private Colleges

The survey results show that most private college students have high overall quality, positive mainstream consciousness and literacy, and stable life value and political ethics, but there are still some outstanding problems in some private college students' ideological behaviors. China is currently experiencing the stage of confrontation between traditional culture and modern spiritual culture. Various undesirable social phenomena such as worshipping gold and enjoyment have emerged in an endless stream, which has greatly impacted the mainstream consciousness of Chinese citizens and college students. [5] The higher education stage is the core and key period for the formation of students' values and the cultivation of ideological and political education. College students, representatives of active groups, especially for private college students who are admitted to low-level colleges, have more prominent problems of ideological and political education. According to the above data survey, private college students have complex overall student source structure, unsatisfied level of scientific and cultural theory, insufficient attention to ideological and political education. Some students with unqualified quality have utilitarian value orientation, poor performance, stand-off social identity and inferiority. Their ideological understanding and moral behavior are separated.

## 3. Countermeasures for Resolve Difficulties of Ideological and Political Education for College Students in Private Colleges

### 3.1. Guide Students' Self-confidence, Encourage Education

Compared with ordinary public school students, Chinese private college students generally have unqualified basic knowledge. For the students of Chinese private colleges, the root of the difference between ideological and political education and moral literacy is that the political beliefs are not firm enough. According to comprehensive analysis, the overall quality of college students in private colleges is the same as public colleges, but a few students still have inferiority. Thus, private college educators should adopt targeted incentive education according to the characteristics of private students' own thoughts and behaviors, stimulate students' learning motivation and self-confidence, mobilize students' enthusiasm for learning, and adopt various forms of educational activities to form a positive virtuous competitive environment.

### 3.2. Construct a Three-in-One "Educational Synergy" of Family, School and Society

"Educational synergy" refers to the strong educational cohesion formed by family, society and school education according to certain educational purposes and training objectives, in order to achieve the all-round development of educated people. In the "educational synergy", the three actively develop their respective values through the close integration of the ideological and political

education work of private colleges, thus forming a comprehensive teaching model. Because of weak willpower, some students can't completely discern the correct value. The ideological and moral awareness and behavioral development of college students are greatly affected by external factors. [6] Therefore, private colleges should closely strengthen their cooperation with the forces of all walks of life. Based on giving full play to the role of the main channel of ideological and political theory courses in colleges and universities, they should rely on the strength of family and all sectors of society to continue to deepen and enhance the ideological and political education of college students so as to promote the all-round development of the educated people's own ideological and moral literacy.

### **3.3. Optimize the Environment of Ideological and Political Education in Private Colleges and Universities**

In order to fully enhance the combination of practical application and learning theory, and to effectively play the function of ideological and political education theory class, it is necessary to innovate the evaluation mode of ideological and political education curriculum according to the development concept of the times and the special characteristics of private colleges, and realize the updates and improvements of education and teaching's concept. [7] Firstly, it is proposed to create a good campus culture atmosphere and cultivate students' sentiment through subtle ways. Secondly, It is suggested to reform the evaluation model of the ideological and political education theory course in private colleges, innovate the teaching philosophy of ideological and political theory courses in private colleges, and improve the multi-angle ideological and political education mechanism. Finally, It is recommended to focus on the training of full-time teachers, deepen the political awareness, responsibility consciousness and scientific research consciousness of private college teachers, maintain a high degree of political sensitivity, political discrimination and political thinking, and insist on arming your mind with Xi Jinping's socialism with Chinese characteristics in the new era to provide and instill the most time-honored political concepts and ideas of the times for students.

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