

# The Construction and Improvement Strategy of Ideological and Political Education System for Private College Students in the New Era

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**Abstract:** In the higher education system, private colleges and universities belong to a new form of higher education, and the ideological and political education of private higher education institutions is also an important part of modern ideological and political education. Faced with the new development situation, all private colleges and universities have invested a lot of energy and material resources in ideological and political education. Although they have achieved certain results, they are influenced by the characteristics of running private colleges and universities and the status quo of higher education in China. The basis and principle of the ideological and political education system of college students in the new era are clarified, the countermeasures for the ideological and political education system are discussed, and the development pattern of ideological and political education in the new era is hoped to improve the level of ideological and political education and practical ability of college students.

## 1. Introduction

At present, with the growing maturity of the scale and procedures of private colleges and universities in China, most of them have realized the standardization, institutionalization and systematization of independent enrollment, daily teaching and student management. The state has also promulgated a series of laws and regulations aiming at the educational problems of private colleges and universities in China, which provide strong support and encouragement for the development of private colleges from the national legal level. From both micro and macro perspectives, private colleges and universities have made great achievements in the decades of rapid development in China[1]. However, from the aspect of students' ideological and political education, private colleges in China are lagging behind. The main reasons may be related to the problems and deficiencies of their own working mechanism, educational methods, educational content, educational environment, educators and educational objects, etc. The ideological and political education has been unable to meet the country's demand for high-quality talents under the new situation[2].

With the rapid development of economy and society, higher education believes that the ideological and political education of college students in the new era should catch up with the trend of the development of the new era and highlight the effectiveness of Ideological and political education[3]. At the same time, it also puts forward higher requirements, which need to strengthen the ideological and political practice ability of college students in the new era, fundamentally highlight the effectiveness of the current ideological and political education of college students, and then comprehensively enhance the appeal and pertinence of education. Its content is to achieve innovative education, and comprehensively promote the construction of ideological and political education system for college students in the new era.

This paper has certain practical significance to study the construction of ideological and political education system for college students in the new era. This paper analyses the construction of the institutionalized system of Ideological and political education for college students, and clarifies the urgency of its construction[4]. Only by correctly recognizing the importance of ideological and political education, can colleges and universities ensure the smooth implementation of this system. The ideological and moral of contemporary college student is of great significance to social construction. Only by perfecting this mechanism can the values of college students be improved.

## **2. The composition characteristics of college students in private colleges in the new era**

The mainstream of contemporary college students' ideological and political situation is positive, healthy and upward. However, with the deepening of reform and opening up and the gradual establishment of the socialist market economy system, the ideological and political education environment has undergone extensive and profound changes, especially with the acceleration of the process of popularization of higher education, the characteristics of contemporary college students are becoming increasingly obvious[5].

1) Diversity of population composition. The scale is expanding, the number is increasing, the source is diverse, the only child is many, the quality of the source is uneven.

2) Variability of physiology and psychology. The contemporary college students obviously show the trend of moving forward in physiological maturity and backward in psychological maturity. Because of the increase of only-child, the superior growth environment, less frustration and other factors, the psychological endurance ability is poor, the psychological pressure is increasing, and the psychological problems are increasing.

3) The complexity of ideology and value orientation. Faced with the increasingly fierce reality of world science and education development and talent competition in the new era, as well as the trend of rapid development of scientific and technological information, all kinds of Ideological and cultural exchanges are agitating, college students' ideological and political consciousness is active, their ways of thinking are diversified, their concepts are constantly updated, and their spiritual and cultural needs are growing. In the process of reform and development, there are such phenomena as weak ideals and beliefs, weak moral concepts, confusion between good and evil, and lack of honesty and credit. There are many deep-seated problems that need to be faced, analyzed and solved.

## **3. The current situation of constructing the institutional system of ideological and political education for college students in private universities**

### **3.1 The system is not perfect.**

The system is the premise of the construction of the institutionalized system of education, and also the basis of standardizing the ideological and political education of college students. If the university system is not perfect enough, then its restrictive effect on the behavior norms of college students will not be obvious[6]. the ideological and political education system is too close, although this close will make the system more specific on the details, but may cause the emergence of cross-system, and finally cause the confusion of power and responsibility of ideological education system.

### **3.2 Insufficient enforcement.**

When implementing the ideological education system, we should let it carry out the whole educational mechanism. The implementation of the system is to better regulate the behavior of college students and make up for their weakness with the system. Therefore, the implementation of the system is the key to realize the ideological and political education of college students. At present, the implementation system is not strong enough, mainly because the school does not put the moral quality of college students in the first place in management, because the focus of university development is mainly on the quality of teaching and scientific research, which accordingly ignores the development of ideological and political practice activities in schools. The main reason why universities neglect the ideological and political education of college students is that its role is not obvious.

### **3.3 The effectiveness is not strong.**

The system process of Ideological and political education is relatively abstract. Although it has relative theory and principle guidance, it lacks the sense of change in its implementation and can not follow the social development trend well. Thus, it is impossible to predict clearly the ideological

and political problems of contemporary college students and the practical life of Ideological and political education. Not much action, not strong pertinence[7]. Because we do not realize the importance of Ideological and political education to social development, we can not implement this educational concept well. As a result, ideological and political education tends to be mere formality, which does not have a profound impact on college students and maintains a short educational time limit.

#### 4. Construction and improvement strategies of ideological and political education system for private college students in the new era

In the new era, the construction of ideological and political education system for college students needs to analyze the basic concepts and moral norms of current social education in the light of the trend of the times, and comprehensively implement practical teaching contents[8]. The continuous improvement of college students' ideological and political education system is show in Figure 1.

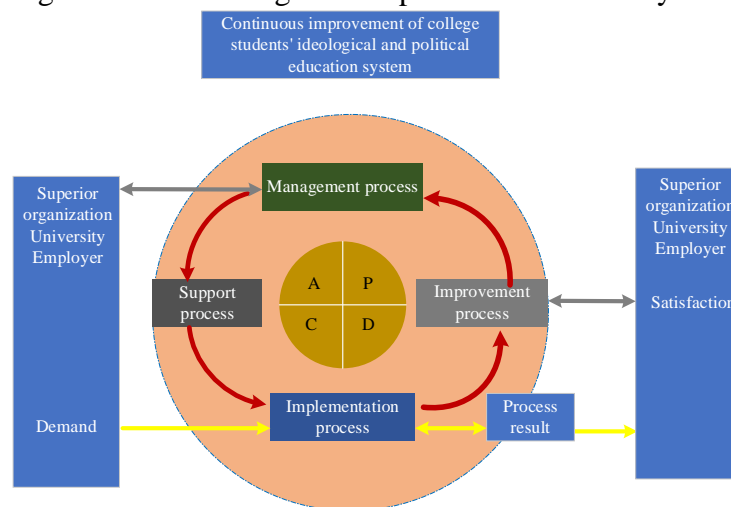


Figure 1 Continuous improvement of college students' ideological and political education system

##### 4.1 Construction of ideological and political education system for private college students in the new era

(1) Keeping abreast of the theme of the development of the times and highlighting educational innovation activities. In order to fully implement the ideological and political education for college students in the new era, we should take into account the various requirements of the third plenary session of the eighteenth central committee of the CPC, do a good job in the analysis of Ideological and political education, and actively construct the socialist core values activities in the light of the chinese dream and the education of ideals and beliefs. In campus activities, we should construct a series of activities to praise the youth, take positive examples to constantly encourage contemporary college students, do a good job in the integration of campus resources, and then highlight the influence of education and teaching, and constantly deepen the connotation of Ideological and political education[9]. We should combine the systematic principle of Ideological and political education, enrich the contents of Ideological and political education for college students in the new period, and enhance their ideals, beliefs, moral qualities, cultural qualities, innovation and entrepreneurship abilities. In addition to campus activities, we should expand the influence of Ideological and political education in the light of various social activities. We should actively promote various voluntary and social service activities, do a good job in volunteer service level management, constantly improve volunteer service training and incentive management system, and actively promote positive energy and various good social customs.

(2) Do a good job of moral behavior education in offline reality and network era. In addition to consolidating the practical ideological and political education and conducting various educational activities in direct contact with college students, we should fully implement the Party's development

concept and do a good job in the management of network moral behavior education in the micro-era. In the network world, various critical voices and ways of information dissemination are easy to cause confusion and confusion[3]. In the network ideological and political education of college students in the new era, we should understand the characteristics of network technology in the micro-era and promote the development of scientific and modern ideological and political education. In reality, we should maintain interaction and communication with students on various network micro-platforms, intervene in real time to guide students in different situations, improve students' ability to distinguish information, maintain the correct guiding direction of socialist core values, and help college students comprehensively use the network platform to enhance their resistance to all kinds of errors[4].

(3) Do a good job in team organization construction and build a new era of ideological education information network platform for college students. We should build a service-oriented learning organization team, highlight the innovation, vitality and standardization of the organization team, ensure the construction and development of the standardization of the organization, give full play to the role of the communist youth league, student unions, graduate students and other organizations, and construct a comprehensive information platform for ideological and political education of college students, so as to continuously attract students. Combining the official wechat and the public platform of weibo, we should do a good job in the construction and management of the new media platform, and then continuously upgrade and develop the ideological and political education platform. Ideological and political education based on network platform is shown in Figure 2. We should actively explore various hot topics that students care about so as to make the content of Ideological and political education conform to the actual life of college students in the new era, highlight and care about students' individual feelings, and constantly enrich the basic content of college students' ideological and political education with a positive mentality of guidance and optimism.

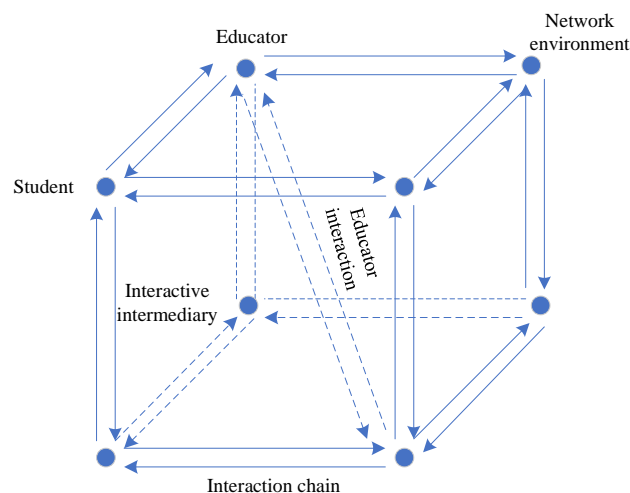


Figure 2 Ideological and political education based on network platform

#### 4.2 Improvement strategies of institutionalization of ideological and political education in private colleges

(1) Improving development goals and upholding fairness and legitimacy. Perfecting development goals and upholding fairness and legitimacy are the evaluation criteria of Ideological and political construction. Guarantee that its goal construction is more in line with laws and regulations to meet the overall needs of college students' development. Such a system, college students will consciously comply with, but also can get social support. In building its system, colleges should fully understand the role of setting goals, because the goals have a certain purpose and directivity, which can guide the better development of Ideological and political education in colleges. When setting goals, colleges should proceed from the reality of social development and pursue the goal of promoting the all-round development of schools.

(2) Optimize the organizational system and adhere to humanization and activation. Adhering to humanization and activation is the basic principle in the construction of higher education system. Only by respecting students' principal position can universities cultivate talents. Institution comes from life, and finally returns to life[7]. Only in this way can the system meet the actual needs. The optimization of the organizational system is conducive to the development of ideological education and ensures the effective implementation of various educational activities. Colleges can encourage students who respect the elderly, love the children and are willing to help others, widely publicize the deeds of advanced people, and integrate students into the construction of socialist core values, so that students can better regulate themselves under the humanistic care of the school.

(3) Perfect the system and insist on practicality and flexibility. Adhering to practicality and flexibility means solving problems according to the actual situation when dealing with problems, because the development of things is not unchanged, and the factors affecting students' ideological and political construction are various. Perfecting the system is the key to the implementation of college Students' education mechanism. Schools can build corresponding supervision mechanism, clarify the working principles and rights of ideological educators, make standard requirements for the ideological and moral standards of college students, and carry out ideological and political education in a planned and strategic way.

## 5. Conclusion

The institutionalization of the ideological and political education of college students in private universities has important practical significance for the development of college students. Only by perfecting the ideological education of college students can they enhance their sense of social responsibility and promote their struggle for the revival and prosperity of the motherland. The construction of college students' ideological and political education system in the new era is to constantly update the concept of college students' ideological and political education and highlight the core content of college students' ideological and political education in the new era. In the face of various changes and new situations, highlight the basic requirements of education and fully integrate with the new era, emphasizing the care and guidance of individual students, and achieving the level and stage of ideological and political education. At the same time, the education system must continue to evolve on its own, constantly drawing on new methods and new forms, realizing the advancement of the ideological and political education system of college students, being flexible and fresh, and constantly pushing the ideological and political education to be more systematic and specialized.

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