

Research on Improving the Quality of Ideological and Political Education in Private Colleges and Universities

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Abstract. Colleges and universities have played the most important and cutting-edge role in the field of ideological and political education. As a supplement to colleges and universities, private colleges and universities have played a pivotal role in ideological and political education. In recent years, under the support, encouragement and encouragement of the state's ideological and political education work, private colleges and universities have cultivated a large number of outstanding ideological and political talents through reform and innovation practice. However, private colleges and universities still have some problems in ideological and political education. Inadequacies. Improving the quality of ideological and political education in private colleges and universities is a common issue and a systematic project: First, private colleges and universities should reform themselves and enhance their understanding of the importance of ideological and political education. Second, with the development of society and economy, the state should also attach importance to and increase investment in ideological and political education. Then, it emphasizes the guiding role of the family environment to college students, and finds ways to influence the influence of private colleges and universities and enhance the ideological and political consciousness of students' family environment. Finally, explore and rationally lead students' interest in ideological and political, actively expand students' horizons, and improve ideological and political consciousness.

The Basis of Improving the Quality of Ideological and Political Education in Private Colleges and Universities

The basis of the Times. For more than a hundred years, the Chinese nation has experienced the collapse of feudalism, the germination of capitalism in the Republic of China, the baptism of the second World War and the civil war between the Kuomintang and the Communist Party. In the decades since the founding of the people's Republic of China, we have made unremitting efforts for several generations, economic reform and opening up, political innovation and tolerance, and have created great achievements today, making us stand on a new height of the historical development of the Chinese nation. At present, our country is in the period of reform and attack, in the decisive stage of building a well-off society in an all-round way, and at the historical inflection point of the great rejuvenation of the Chinese nation. With the rapid development of 40 years, we have concentrated our efforts on economic development and neglected the development of system and education, which has led to the shortcomings and shortcomings in the field of ideological and political education today. Can not meet the requirements of ideological and political literacy of college students in the new period and new environment.

Realistic basis. With the gradual deepening of national attention to the direction of ideological and political education, in colleges and universities, colleges and universities because of the early history of school building, high social status, giving priority to the enjoyment of educational resources and other advantages, have achieved a dominant position and remarkable achievements. Compared with the disadvantages of historical experience and teacher structure in private colleges and universities, there is a huge gap in ideological and political education. With the development of the background of the times and the great changes of environmental elements, the shortcomings of the ideological and political literacy of private college students are more prominent, which hinder the growth of private college students and their ability to adapt to the society.

The limitation and Significance of Improving the Quality of Ideological and Political Education in Private Colleges and Universities

As an important supplement to colleges and universities, private colleges and universities are an important part of ideological and political education in colleges and universities. After years of innovative practice, they have accumulated rich experience in ideological and political education, and made remarkable achievements at the same time. The number of private colleges and universities is large, and the proportion of students in higher education is close to 1/4, but there are few outstanding educational achievements, mediocre achievements, insufficient attention to ideological and political education, students' ideological and political level is not high, and the degree of social employment recognition is not high. As a promising educational platform, how to improve the quality of ideological and political education has become an urgent task for private colleges and universities to pay attention to and study.

The Deficiency of Private Colleges and Universities in the Quality of Ideological and Political Education

According to the existing data, there are few studies on the quality improvement of ideological and political education in private colleges and universities in academic and educational circles. From the point of view of overall vision and system engineering, these studies are not enough to solve the problem of insufficient quality of ideological and political education in private colleges and universities. In view of the reasons for the shortcomings, I sort out the following four key points:

Private Colleges and Universities, with the Emphasis on the Word Private, their Nature Leads to the Limitations of their own Structure. Private colleges and universities, also known as private colleges and universities, as a supplement to national public colleges and universities, reasonably guide private capital to invest in education, the nature of capital is mainly private capital, supplemented by government capital. Because private colleges and universities have the nature of enterprise management, the operation of private colleges and universities has obvious interest-oriented type, the purpose of private capital can not be separated from profit, the first purpose of the funds invested by board members is to produce profits through the enrollment and employment of private colleges and universities, and it is the secondary purpose to promote the development of social education to supplement the shortage of resources in ordinary colleges and universities. This leads to private colleges and universities in the daily operation of the lower admission threshold, better employment, higher social recognition of the major, and ignore the role and prospects of ideological and political education. The enterprise nature and capital structure of private colleges and universities determine that the position of party groups in teaching work of private colleges and universities is far from enough.

The Education Department Pays Less Attention to it, the Teachers of Ideological and Political Disciplines are Seriously Insufficient, and the Caliber of Enrollment is Insufficient. First of all, the nature of private colleges and universities determines that private colleges and universities tend to take the employment salary high, the employment scope is wide, the enrollment threshold is low as the guidance, choose the science and engineering mainly structure, the enrollment bias is serious in the private colleges and universities in the choice of the employment salary, the employment scope is wide, the enrollment threshold is low. Then, since the reform and opening up, China has

gradually introduced the market economy model, the implementation of mixed ownership economy, private ownership economy and private economy have been greatly developed. Nowadays, the urban and family environment has undergone great changes, the overall cognition is more inclined to economic and practical-oriented educational disciplines, the degree of attention to ideological and political education is seriously insufficient, and it is not yet possible to realize that ideological and political education is to the nation, to the society, to the state. The strategic significance of maintaining the long-term and healthy development of socialism with Chinese characteristics. Finally, based on this, the thinking bias of enrollment, employment and social and family environment also leads to the serious shortage of liberal arts teachers represented by ideological and political education, the small number of ideological and political teachers, the low average teaching level, and the lack of the number of high-quality teachers.

The Family Environment Plays a Negative Role in Guiding Students in Ideological and Political Aspects. The objective reality has proved that the influence of family environment on human growth is the most important. A good, harmonious, ideological and political awareness of the good family environment can imperceptibly shape children to form a healthy world outlook, outlook on life and values, and view of the world. On the other hand, in today's society, most families still do not pay enough attention to ideological and political education, and even have the wrong and extreme understanding, which has a serious negative impact on college students' ideological and political learning. Because of the historical and historical factors, the elders have a serious negative impact on the growth and development of college students' ideological quality and personal character.

Students are not Interested in Ideological and Political Subjects, the Training Mode of Private Colleges and Universities is Old-fashioned, and the Guiding Mode is Single. First, the college entrance examination and other objective factors lead to a certain gap between private college students and 985211, mainly reflected in subject performance and learning autonomy. Second, under the influence of network media, self-media and family, college students prefer science and technology subjects with low enrollment threshold, high graduation employment rate and high employment salary, which leads to the difficulty of enrollment in ideological and political disciplines and the inability to form a scale effect.

Finally, due to the short development history, lack of historical experience and other objective factors, the subject construction of private colleges and universities has some problems, such as unstable foundation, insufficient strength and so on, which leads to the training mode of private colleges and universities is single, the form is old-fashioned, cannot keep pace with the times, and lacks innovation.

A study on the Countermeasures to Improve the Quality of Ideological and Political Education in Private Colleges and Universities

Actively Reform and Improve its own Structure and Strengthen the Party's leadership over Private Colleges and Universities. First of all, based on the capital nature and enterprise structure characteristics of private colleges and universities, the state should increase the investment in ideological and political education in colleges and universities, especially for private colleges and universities, vigorously encourage and advocate the development and construction of private colleges and universities, and improve the social status and allocation structure of private colleges and universities. Secondly, we should legislate to strengthen the Party's team building in private colleges and universities, and strengthen the guidance of the Party group in the teaching of private colleges and universities. Finally, the department in charge of education should actively explore the training mode of ideological and political education work in colleges and universities, formulate evaluation standards, and establish a system of rewards and punishments. To formulate the reform policy from top to bottom, to grasp the overall vision and integrity, to eliminate institutional barriers, to go up and down, and to actively and effectively complete the ideological and political education reform in private colleges and universities.

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We Should Perfect Laws and Regulations, Reform the System, Guide Private Colleges and Universities to Take the Initiative to Increase Investment in the Field of Ideological and Political Education, Improve the Bottom Line of Running Schools, Strengthen the Supervision of the Quality of Running Schools in Private Colleges and Universities, and Guide Education and Public Resources to Tilt in the Direction of Ideology and Politics.

First of all, the competent department of education should perfect the system and laws and regulations, ensure and guide the investment of private capital to the education funds of private colleges and universities, perfect the implementation of supervising the educational investment of private colleges and universities, make the investment of funds transparent, transparent the use of funds, severely punish all practices of neglecting the purpose of running schools for profit, ignoring the conditions of running schools, and lowering the quality of running schools. Then, we should attach importance to and improve the salary level of teachers, especially those in colleges and universities, expand the teaching staff of ideological and political education, and ensure the reasonable social treatment of teachers, especially teachers in colleges and universities, which is an important guarantee for the construction of socialism with Chinese characteristics. At present, the social status and salary level of university teachers still need to be improved. Finally, we should increase the tilt of education and social employment security departments to the ideological and political direction, and expand the scope of employment and salary level of ideological and political disciplines. No matter what stage of social development, and no matter what industry, it must be under the leadership of the Party and under the environment of socialism with Chinese characteristics that we can make remarkable achievements. As the core field under the leadership of the Communist Party, ideological and political education should be respected and valued, and should be vigorously advocated and developed, so as to effectively ensure that the state and society

have a steady stream of high-quality ideological and political theoretical talents. Only then can we maintain our course in the changing international environment and stand firm [5].

Exploring the Positive Factors and Scientific Methods Affecting the Family Environment and Promoting the Ideological and Political Awareness of the Family. In view of the negative factors in the family environment, private colleges and universities should pay attention to the great influence of the family environment factors on the ideological and political aspects of college students. Contemporary college students are mainly after 90, after zero in the future, and their parents are two generations after 70 and 80. They have not been influenced by too many historical factors, and have happened to catch up with the 40 years of development dividend of reform and opening up. After several generations of hard work, they have made great achievements in national society. They share the honor and disgrace of the motherland, have a high sense of historical honor and mission to today's social, economic, political, military, and high-speed development, and have a deep sense of value identity to socialism with Chinese characteristics. They are more likely to have a relatively sound and positive worldview, outlook on life and values. In this regard, it is convenient and helpful for private colleges and universities to explore the improvement of the quality of ideological and political education in the new era. For the possible negative factors of family environment, private colleges and universities should actively understand the background of college students' family environment, establish a safe information collection mechanism and analysis mechanism in a scientific, reasonable and effective way, and make use of these information to grasp and guide the ideological and political culture of college students' families to develop in a positive and healthy direction. This paper actively studies the ways and means to improve the ideological and political literacy of college students' family members, and corrects the wrong ideological and political ideas and negative understandings of family members as guardians of college students. Prime Minister Wen Jiabao once said to college students: a nation has some people who care about the sky, and they have hope. This is Premier Wen Jiabao's enthusiasm for college students to care about the motherland, cultivate a correct world outlook, outlook on life and values, and improve their ideological and political literacy and ideal aspirations [6].

Actively Expand Students' Horizons, Innovate and Reform Subject Construction, and Enhance Students' Hobby and Enthusiasm in Ideological and Political Learning. Private colleges and universities because of their short history, weak teachers, lack of social status and other objective factors, low level of discipline construction, old teaching theory, weak educational results, lack of reform drive. Private colleges and universities should think from their own perspective how to improve the level of education theory, improve discipline quality construction, innovation theory and practice. It focuses on how to enhance the enthusiasm of students to study ideological and political subjects independently, enhance the richness of ideological and political subjects in class and after school, actively organize research and practice activities, strengthen the system of credit ratio and evaluation of ideological and political subjects, and improve the system of scholarship encouragement. At the same time, the employment security departments should do a good job in connecting the graduates of ideological and political subjects to employment, guide enterprises, especially government departments, to broaden the recruitment caliber of graduates of ideological and political subjects, and lower the threshold of employment for graduates of ideological and political subjects. Strengthen college students' recognition of socialist core values, strengthen their confidence in the great cause of socialism with Chinese characteristics, strengthen students' ideological and political theoretical basis, and actively create practical conditions for ideological and political education [7]. Strengthen the ideological and political education theory in solving some psychological problems in college students' life, study, actively carry out psychological counseling, combined with practical problems in-depth communication, to enhance the theoretical knowledge of college students in the ideological and political field and ideological awareness depth.

To sum up, the promotion of ideological and political education in private colleges and universities is a long-term battle, which has the characteristics of long investment cycle, late results and important strategic significance to the society. The core of the cause of socialism with Chinese

characteristics is to improve the quality of ideological and political education. At the same time, we should emphasize that the influence of environmental factors on human beings is great. When we gradually improve all the ideological and political literacy that can be improved and strengthen all the ideological and political forces, we can imperceptibly influence college students and improve the quality of ideological and political education in colleges and universities [8].

At the National Conference on ideological and political work in Colleges and Universities, General Secretary Xi Jinping stressed: "ideological and political work should run through the whole process of education and teaching." It can be seen that the strong position and strategic significance of ideology and politics in the cause of education, the mission of private colleges and universities is arduous, we must comply with the requirements of the times, for the further reform and opening up of the country, to provide a continuous supply of talent protection. The depth of this paper is limited, so I would like to contribute to the improvement of the quality of ideological and political education in private colleges and universities and to the creation of a new situation in the development of private higher education in China.

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