

Research on Innovation of Effective Ways of Ideological and Political Teaching in Colleges and Universities Based on Cognitive Experience

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Abstract: The teaching of ideological and political course cannot get enough attention from students, the teaching effect is not ideal, and the importance and effectiveness of ideological and political course are far from satisfactory. The teaching of ideological and political courses in colleges and universities in China is confronted with many problems, and many new problems have arisen in the ideological and moral education of college students. With the deepening of educational reform in colleges and universities, many colleges and universities are actively implementing the requirements of the Ministry of Education. The teaching paradigm of ideological and political education in colleges based on cognitive experience is a teaching method that explores and innovates in the teaching practice of ideological and political theory courses in colleges and universities in recent years. The ideological and political theory class is the carrier of the country's mainstream ideology and the expression of the state's will. This paper combs the concept of cognitive experience, demonstrates the relationship between cognitive experience and political education in colleges and universities, and further elaborates the necessity and feasibility of using cognitive experience in the process of ideology and political education.

1. Introduction

The teaching paradigm of Ideological and political course in Colleges and Universities Based on cognitive experience is an innovative teaching method in the teaching practice of Ideological and political theory course in Colleges and universities in recent years [1]. The teaching of Ideological and political courses in Colleges and universities in China is confronted with many problems, and many new problems have arisen in the ideological and moral education of College students. Although students have been exposed to ideological and political education since childhood, their lack of interest in learning makes it difficult to improve the situation of Ideological and political education [2]. Under the background of the deepening reform of higher education, many colleges and universities are actively implementing the requirements of the Ministry of Education. The reform of Ideological and political classroom teaching mode does not take into account students' cognitive characteristics, such as learning attitude, knowledge base, etc. [3]. As a result, the reform of the ideological and political teaching model cannot be carried out in a targeted manner. Correspondingly, the effectiveness of ideological and political teaching is also difficult to improve. In the ideological and political education of colleges and universities, the low degree of attention of students is also the most common phenomenon [4]. Ideological and political education is centered on improving students' ideological and political literacy. The ideological and political theory class is the carrier of the national mainstream ideology and the expression of the national will [5]. It is very meaningful to reform and innovate ideological and political classroom teaching based on the cognitive characteristics of students.

From the perspective of the international environment, college students are faced with the influence and impact of a large number of Western cultural trends and values. Some students lack the ability to distinguish between decaying and wrong things, blindly agreeing to pursue [6]. How to ideological and political courses in colleges and universities in the realization of political theory education and the purpose of ideological construction, to meet the ideological education and political needs of college students, and so on [7]. Some college students who are in the midst of great changes have political volatility, lost goals, and a decline in moral quality. The importance of

the ideological and political class, as a teacher of the ideological and political class, profoundly feels the responsibility of the shoulders [8]. But the key is that students do not pay enough attention to it. In the actual ideological and political course teaching process, students can use their spare time to research and experience the relevant red scenic spots, street communities or companies. Then in the classroom with the teaching content, let students report on the exchange experience of the harvest and perception [9]. This paper combs the concept of cognitive experience, demonstrates the relationship between cognitive experience and ideological and political education in Colleges and universities, and further elaborates the necessity and feasibility of using cognitive experience in the process of Ideological and political education in Colleges and universities.

2. Cognitive Characteristics of College Students

Ideological and political education can not be separated from the specific background of the times, which is the inherent requirement of the development of the law of Ideological and political education. The problem is the voice of the times, the call of the times, the starting point of innovation and the motive force of innovation. Basic adult college students have strong independent consciousness and ability. Being able to be independent in life means judging and solving problems through self-thinking. In today's ideological and political education in Colleges and universities, traditional education methods still occupy a dominant position. Teachers pay too much attention to the teaching of book knowledge in the lectures, while ignoring the inspiration of students according to specific examples in reality. Ideological and political education in colleges and universities needs to develop and develop, not determined by the ideological and political education of colleges and universities, but by the prominent contradictions of today's social reality. Innovative ideological and political education teaching paradigm should also follow the basic rules of education and teaching of ideological and political theory courses, and deeply explore the inherent essential presuppositions behind phenomena and problems.

The ideological and political theory course of colleges and universities undertakes the task of systematically teaching Marxist theory to college students and arming students' minds with Chinese Marxism. Only with a solid Marxist theoretical foundation, a broad knowledge horizon, and profound logical thinking ability can we grasp the essence and core of the problem. Investing in ideological and political classroom teaching, we can independently think about knowledge and related issues, so as to accurately understand and master ideological and political knowledge. Ideological and political education should take a certain culture as the carrier and have the political function of disseminating the mainstream culture. Ideological and political theory course in Colleges and universities is the main channel for ideological and political education of College students. It plays a very important role in improving the ideological and political quality of college students and promoting their all-round development. This is incomparable and irreplaceable in other courses. College students are interested in new things, especially the things they are interested in. Be able to devote 100% enthusiasm and energy, seriously and focus on things, to explore the essence.

College students are very valuable human resources in our country. Their ideological and moral quality, scientific and cultural quality and health quality are directly related to the future and destiny of the Party and the country. From specialist to doctor, there is a certain proportion of people who advocate that schools should filter out unhealthy websites and information. If we fix the thinking pattern of interest and hobby on healthy content, and no longer have ignorant interest in unhealthy content, we will resist subconsciously. Therefore, it is not necessary to impose demands on it. The results of the survey are shown in Table 1.

Table 1 Investigation of related content of unhealthy information

Education	Specialist	Bachelor	Master	Doctor
The number of participants	20	20	20	20
Have encountered unhealthy content	13	12	14	17
Think that you need to filter unhealthy information	11	10	7	8

According to the actual situation of Ideological and political education in Colleges and Universities under the cognitive experience environment, it can provide more abundant teaching content for students. The students' vision and knowledge are constantly expanded. By sharing and opening, students can freely choose all kinds of interesting knowledge. It's very interactive. In the context of cognitive experience of freedom of communication, college students can choose the corresponding information for their own interests. Publish your own ideas and views on the cognitive experience platform, and select the information needed by the cognitive experience media such as the network. Better support your own values, not be constrained by a single information path. By strengthening students' interest in the knowledge information, exchanges and interactions, and judging the editorial sentiment, timely and effective thinking guidance. Maximize the resources of ideological and political education, so that students' political and ideological consciousness develops in the right direction. Adhering to the direction of socialist education, this is not only an important feature of the socialist university with Chinese characteristics, but also the reason why colleges and universities put the ideological and political education of college students in an important position.

3. The Times Characteristics of Modern Ideological and Political Education

Ideological and political education plays a very important role in the process of university talent generation. These effects are mainly manifested in the integration, orientation, motivation, evaluation and regulation in the process of university generation. Classroom teaching is not a simple book content, it is close to the society and keeps pace with the times. For some social hot issues, some major events in the country cannot be avoided in teaching. In the face of the current poor performance of ideological and political classroom teaching in colleges and universities, it should be based on the cognitive characteristics of students. According to the actual situation of the students, scientific and reasonable innovation and optimization of teaching mode. By strengthening the construction of the campus WeChat public platform, colleges and universities expand the scope of students' ideological guidance [10]. To cultivate students' correct concept of social development and sense of social value, and to promote students' rational cognition and return to values. The course of Ideological and political theory in Colleges and universities is helpful for college students to master the scientific system and basic viewpoints of the theory of socialism with Chinese characteristics, to establish noble ideal sentiment and to cultivate good moral character.

The concrete embodiment of the effectiveness and pertinence of Ideological and political course in Colleges and universities. Generally, it is measured by the extent to which students externalize the ideological and political views they have formed into certain behaviors after they have accepted the ideological and political education. In the traditional work of Ideological and political education, direct communication and dialogue between people make the work direct and realistic. After each parameter adjustment, the data flow quickly reaches a stable state. Initial rotation is too large, which may lead to excessive data flow. Perform three sets of data tests and statistical results, as shown in Figure 1.

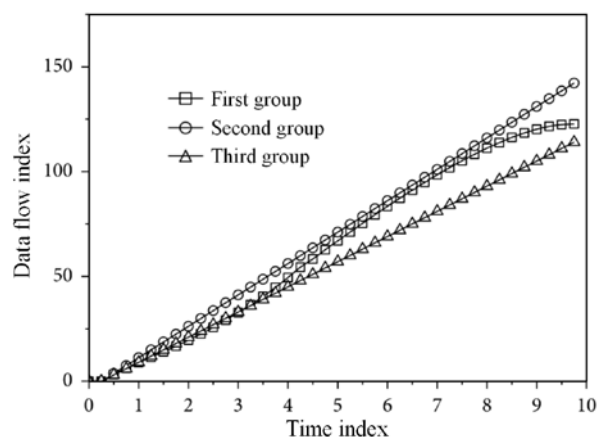


Fig.1. Data impact over time

Only by improving the effectiveness of Ideological and political education and enhancing students'ability to identify various kinds of cognitive and experiential information, can we truly promote the good development of college students in the future. Ideological and political education and vocational skills training are carried out through the online League branch. They disagree with the content of the educator's discourse and the way of teaching. They think that the content of classroom education and educational practice is dull and far from keeping up with the trend. The virtual nature of the network also makes it possible for the vast number of netizens to comment anonymously. Some of these comments do not meet the requirements of the times, which will lead to confusion of contemporary college students'values. A complex media environment will increase the difficulty of ideological and political work in colleges and universities. Therefore, relevant personnel of colleges and universities should strengthen the analysis of the media communication path, so as to fully prepare for improving the effectiveness of ideological and political education. The carrier of education is an important part of ideological and political education. The choice of carrier is influenced to a certain extent by the educational environment. Nowadays, college students are also affected by cognitive experience in the process of using cognitive experience.

While seeing the favorable opportunity for the development of ideological and political courses in colleges and universities, we should fully estimate the various impacts brought by various micro-medias and micro-technologies to the ideological and political education in colleges and universities. Only by improving the effectiveness of Ideological and political education and enhancing students'ability to identify various new media information, can we truly promote the good development of college students in the future. Ideological and political education and vocational skills training are carried out through the online League branch. In the process of teaching, computer software technology is used. An example is given. This helps to observe the simulation of quality education teaching design from different directions. The experimental results of the three experiments are shown in Figure 2.

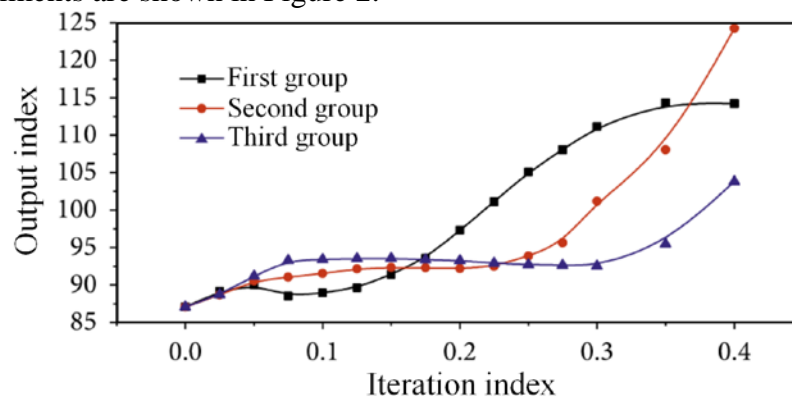


Fig.2. Iteration value and output relationship

If ideological and political education wants to occupy the network position and take the initiative to attack, it can not give up the advantage of initiative inculcation in our party's ideological and political work. Otherwise, ideological and political education will be trapped in passivity. The various cognitive experience tools and their applications that constitute the cognitive experience environment enrich the carrier of Ideological and political education activities and expand the communication path of Ideological and political education. The solution can be tailored to the dynamics of student descriptions, and interactions with students can be strengthened. Effectively answer questions for students and ease the confusion in the hearts of students. With the continuous increase of college education reform, the ideological and political education in colleges and universities under the cognitive experience environment must pay attention to the effective construction of the ideological and political education team. In order to comprehensively improve the overall quality of teachers and students, we can continuously improve the media literacy of teachers and students.

4. Conclusion

Students in colleges and universities have their own characteristics in terms of their learning attitude and knowledge base. In the specific practice, it is necessary to adjust and rationalize the teaching methods and teaching contents of ideological and political education around the teaching objectives. In this way, students can stimulate their interest in learning, improve the effectiveness of ideological and political courses, and improve the quality of teaching. In order to effectively improve students' ideological and political accomplishment, they must be based on practice. The school can hold ideological and political practice activities and ideological and political speech contests, encourage students to actively participate in practical activities, and consolidate their ideological and political knowledge through their own practical actions. The carrier of Ideological and political education is changing with the development of the times. The emergence of new carriers of Ideological and political education not only reflects the development requirements of production mode and lifestyle, but also brings impact on the traditional carriers of Ideological and political education. When students come to the platform, teachers should do a good job in guiding, focusing on interpretation and supplement, effectively mobilizing students' learning initiative. Ideological and political education is the education of human soul. Ideological and political teachers should pay attention to improving their own quality and combining theory with practice, at the same time, they should also pay attention to teaching methods and means to keep pace with the times.

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