

Optimizing Ideological and Political Education in Colleges and Universities from the Perspective of Supply-side Reform

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Abstract: Supply-side reform is an important measure in the period of deepening reform in an all-round way. It applies not only to economic development, but also to innovation in the field of education. In order to verify the application of supply-side reform in Ideological and political education in colleges and universities. Therefore, the author studies the optimization of Ideological and political education in colleges and universities from the perspective of "supply-side reform". The research shows that the optimization of ideological and political education in colleges and universities from the perspective of "supply-side reform" is a major innovation to adapt to and lead the new normal of ideological and political education in China, an active choice to meet the ideological security challenges of colleges and universities, and an inevitable requirement for the free and comprehensive development of college students.

1. Introduction

After the Fifth Plenary Session of the 18th CPC Central Committee, the "supply-side reform" has aroused people's attention and has become a hot topic in the current society. On October 18, 2017, Xi Jinping pointed out in the report of the 19th National Congress that deepening the supply-side structural reform [1]. The concept of "supply-side reform" has become a hot topic for people to talk about, and it also serves as an important guiding direction for theoretical research to provide new thinking and new methods for innovation in other fields of society [2]. Later, the "supply-side reform" not only became a hot word in people's social life, but also became the focus of academic research [3]. However, for a long time, due to the weak sense of reform and limited conditions, the ideological and political work of colleges and universities has been in a state of stagnation and unchanging development [4]. We should follow the law of Ideological and political work, the law of teaching and educating people, and the law of students' growth [5]. The innovative ideas and thinking of "supply-side structural reform" also have a profound impact on the level of higher education [6]. Starting from the dialectical relationship between supply and demand, it focuses on the reform of supply side and injects new perspectives and ideas into the sustained development of economic development, which is helpful to get out of the dilemma of Ideological and political education teaching in Colleges and universities at the present stage [7]. Promoting the reform of Ideological and political education in Colleges and universities has important practical significance and Enlightenment value.

The proposal of supply-side reform is an important measure and inevitable requirement to adapt to and lead the new normal state of China's economic development. The former Minister of the Ministry of Education clearly pointed out in the two sessions that "the transformation and development of Chinese universities is essentially the structural reform of the supply side of higher education in China" [8]. The idea of supply-side structural reform is of great significance to ideological and political work in Colleges and universities. This is not only an important direction of China's economic reform, but also provides a new perspective for the reform of Ideological and political work [9]. Supply side is a term in economics, which corresponds to demand side. To achieve healthy, stable and sustainable development of the national economy depends on the relative balance between demand side and supply side in the economy [10]. With the development of social economy, the level of education is also constantly improving. The practice of "supply-side reform" is also instructive for the education field that is closely related to the economic field. The

supply side is relative to the demand side. Supply can create demand, and demand can also supply. Supply and demand are a pair of interactive contradictions, which are two aspects of a thing. At the level of college education, the paper analyzes the problems existing in the attraction of ideological and political theory courses in colleges and universities with the "supply side reform" thinking, and provides effective methods and paths for the innovation of ideological and political theory courses in colleges and universities in the new era. Grasping the relationship between supply and demand in the field of ideological and political work in colleges and universities, and innovating the supply and demand model, will help improve the ideological and political work in colleges and universities.

2. The Connotation of the Supply and Demand of Ideological and Political Education in Colleges and Universities

2.1. Supply and demand

Supply and demand are the two basic aspects of the intrinsic relationship of the market economy. This kind of expression is more applied in the field of economics. The two are the contradictory unity of mutual existence and the dialectical relationship of opposite and unified. The supply-side reform is based on the structural adjustment of the economy, maximizing the optimal allocation of factors, grasping the "demand side", and focusing on strengthening the "supply side". From the supply side and the demand side, we will work together to promote the sound development of the economy, so as to better meet the needs of the people at different levels. The economic base determines the superstructure. In modern society, the level of economic development determines the level of education development. The economic supply-side reform will also bring about supply-side reform in the education field. In the field of Ideological and political work in Colleges and universities, the relationship between supply and demand also exists. Studying the relationship between supply and demand is of great significance to the improvement of Ideological and political work in Colleges and universities. In the great practice of revolution, construction and reform, the Communist Party of China has always adhered to the people-centered value pursuit in the extraordinary years of more than ninety years. We have realized the Phoenix Nirvana of the Chinese nation, stood up, became rich and strong, and approached infinitely the Chinese dream of the great rejuvenation of the Chinese nation. As the main position leading the ideological dynamics of College students, colleges and universities examine and analyze the ideological and political education in Colleges and universities from the perspective of economics, so as to inject new vitality into the improvement of the quality and efficiency of Ideological and political education in Colleges and universities.

2.2. Educational supply and demand

Educational supply refers to the number of educational opportunities that schools in a country or region are willing and able to offer for sale in a certain period of time, such as the supply of platforms including educational content and educational opportunities. For the ideological and political theory course in Colleges and universities, the attraction from inside to outside is the premise to stimulate students' interests and hobbies, and also the embodiment of students' needs and satisfaction with the course. The ideological and political education in Colleges and universities undertakes the sacred mission of "building people by virtue". Optimizing the structure and innovating the system are the fundamental motive force to promote sustainable economic development, which belongs to the supply side. Therefore, the supply-side reform is to focus on strengthening supply management, but also to combine supply management and demand management, emphasizing synergy between the two to stimulate vitality and jointly promote healthy and coordinated economic development. In the economic field, supply refers to the production process, including the production of final products and the production of intermediate products. It is the combination and allocation of production factors such as natural resources, labor, capital and technology. In recent years, the ideological and political theory courses in colleges and

universities in China have achieved certain results in the continuous pursuit of innovation and development, but they still face the current situation of insufficient attraction. Of course, the ideological and political education in colleges and universities, due to the cognitive bias at the conceptual level and the operational bias at the practical level, often bring the two functions to the same and not uniform.

3. Supply-side Reform of Ideological and Political Education in Colleges and Universities

The law of supply and demand seems to be a law that is not restricted by time and region and has universality under any scope. Due to the certain lag of the issuance and revision of the content of the textbook, the social development should update and supplement the content of the times, reflecting the theoretical achievements and practical developments of the new era in the textbook. Thereby optimizing the supply content and improving the quality of teaching. People of every age have their own beliefs. Faith is the eternal nature of human beings. Marxist beliefs have the functions of goal orientation, thought leadership, spiritual motivation, and political soul. Therefore, in the practical activities carried out by students, we can make full use of the theme of "Chinese Dream" to carry out activities. The Chinese nightmare began in the modern people with lofty ideals, and sailed in the Shenzhou squad led by the party, relaying to the future generation of young people. Under the background of the new normal economy, structural contradictions are prominent and demand-side dynamics are obviously insufficient. Whether a kind of educational effect achieves actual effect is closely related to the extent to which it meets the main needs of the educational object. Secondly, ideological and political education in Colleges and universities should reflect the different needs of contemporary college students. Therefore, ideological and political educators in Colleges and universities should give full play to their organizational advantages, rely on policies and systems, vigorously solve the ideological confusion of College students, effectively protect the rights and treatment of College students, and improve the effectiveness of Ideological and political education in Colleges and universities.

The audience is the person who receives information, including individuals and groups. Audiences enjoy the rights of expression, information, supervision and privacy. They have the characteristics of freedom, autonomy, self-narration and attribution. They play an important role in the dissemination of Ideological and political education in Colleges and universities. Professional courses involve more problems related to various fields of social practice, such as economics, law, architecture, medicine and other specific disciplines. To firmly establish the belief in Marxism is the basic meaning for every ideological and political teacher in Colleges and universities to engage in Ideological and political education. Schools can carry out essay solicitation activities with the theme of "Chinese Dream" or poetry competition with the theme of "Chinese Dream", which can not only deepen students' understanding of the scientific connotation of Chinese Dream. Moreover, it greatly enriches the college students' spare time and stimulates their creative thinking. The Communist Party of China insists that the value appeal of the people as the center determines the ideological function of ideological and political education in colleges and universities and the educational function of promoting the growth of university generation is inherently unified. In the current form of supply of ideological and political education, there are two types of extreme phenomena: focusing on content neglect and paying attention to form to ignore content. This is not only determined by the particularity of ideological and political education itself, but also by Marxist materialist dialectics as the internal cause is the root cause of the development of things.

4. Conclusions

Through the research and practice of innovation and entrepreneurship education under the general education model of local comprehensive universities, we can expand the popularization and innovation of college education to promote the development of innovation and entrepreneurship education in colleges and universities. They rely on the enthusiasm and enthusiasm of youth to practice their dreams. More and more college students have joined the army of entrepreneurship

under the call of the "Chinese Dream." Only by strengthening the coordination and cooperation of organizations and forming a good organizational environment, can we ensure that every class hour of Ideological and political theory course can be carried out on time, in accordance with plans and in an organized and systematic manner. Compared with the previous professional post-guided ability training objectives, the vocational planning-guided ability training objectives are the return of "student-centered status". Even if there are dynamic adjustments, the objectives are more focused. With the continuous acquisition of abilities, students gradually find and understand themselves clearly, need to improve, adjust, and even plan their own career development path from a new perspective, so that the ability training program will change. Finally, we can achieve the balance between supply side and demand side, and comprehensively improve the quality of Ideological and political education in Colleges and universities.

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