

## **The Way to Improve Affinity and Pertinence of Ideological and Political Education in Colleges and Universities in the New Era**

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**Keywords:** New era; ideological and political education in colleges and universities; affinity; pertinence; improving path

**Abstract:** With the continuous development of the times, the requirements for educational goals are getting higher and higher, and the reform of ideological and political education in colleges and universities is also deepening. It is of far-reaching significance in the teaching process to promote the affinity and pertinence of ideological and political education in colleges and universities. It can meet the individualized needs of college students' ideological and political learning, and is conducive to the realization of the new goals of ideological and political education in colleges and universities. Colleges and universities should seize the torrent of historical development, improve the quality of teaching, respect the subjective status of students, innovate teaching models, and improve students' ideological and political proficiency. This paper analyzes the way to improve the affinity and pertinence of ideological and political education in colleges and universities in the new era.

### **1. Introduction**

Since the reform and opening up, China's social contradictions have been quietly changed. The Ministry of Education has put forward higher teaching requirements for ideological and political education in colleges and universities. Teachers should set up teaching objectives scientifically, arrange teaching activities rationally, give full play to students' main role and improve teaching quality according to students' learning characteristics and learning conditions. The key to improving the affinity of ideological and political education in colleges and universities lies in improving the teaching level of teachers, innovating teaching methods, and highlighting the main status of students. The implementation of these measures can help to solve the puzzles in the learning process and deepen the students' sense of acquisition.

### **2. The time connotation of affinity and pertinence of ideological and political education in colleges and universities in the new era**

The proposition of the topic that there are affinity and pertinence of ideological and political education in colleges and universities in the new era is an important manifestation of the combination of ideological and political education and the development of the times. It has far-reaching significance of the times and is rich in profound connotations of the times. When New China was founded, the purpose of ideological and political education was mainly to highlight the group interests of the country and to consolidate the regime of New China. After The Third Plenary Session of the 11th Central Committee, ideological and political education gradually paid attention to the subjective position of the people and cared about the development needs of the people, including certain pertinence and affinity. The Central Committee of the Communist Party of China has put forward the concept of people-oriented education and three closeness principles. Enhancing the affinity and pertinence of ideological and political education and respecting the individualized development needs of students is the basic path for the development of ideological and political education in the new era.

Strengthening the pertinence of ideological and political education is a prerequisite for ensuring ideological and political education in colleges and universities. The pertinence of ideological and

political education in colleges and universities is based on the learning needs and expectations of college students for ideological and political. According to the differences in needs, appropriate teaching content should be chosen, different teaching methods should be used, and targeted teaching should be made. To meet the individualized needs of students' learning and development and to improve students' sense of acquisition are the basic material conditions for improving ideological and political education in colleges and universities. In the process of teaching, teachers should make the specific learning needs of students and the expectation of political learning clear, and divide them into long-term and timely, explicit learning needs and implicit learning needs to continuously meet the individualized development needs of students and to improve the effectiveness of teaching. Teachers should scientifically set teaching objectives, reasonably arrange teaching schedule, strive to achieve the unity of the subject and object of ideological and political education to improve students' psychological identity and to deepen students' sense of acquisition.

### **3. The way to improve affinity and pertinence of ideological and political education in colleges and universities in the new era**

#### **3.1. Holding the new trend of the development of the times**

Holding the new trend of the development of the times is the basic precondition for improving the ideological and political education in colleges and universities. Catching the specific learning needs of students, finding the excitement points that students can learn, actively mobilizing the students' enthusiasm for learning and solving the problems in the teaching process are combined with the teaching requirements of the new curriculum standards[1]. Teachers should reasonably arrange teaching activities according to the students' learning situation. It is necessary to analyze the differences between students' understanding level and lecture content and to know the difference between students' cognitive level and the importance of ideological and political classrooms. Different individuals have different levels of learning, cognition and understanding. Teachers should pay attention to the individual differences between students in the teaching process. For example, teachers can choose teaching content according to students' professional background while carrying out teaching activities. This will not only arouse students' learning enthusiasm, deepen students' understanding of ideological and political knowledge, but also increase students' group identity more easily[2].

Teachers should be based on teaching practice, innovate teaching methods, use diversified teaching methods, solve problems in the process of ideological and political education in a timely manner, hold the scope of application of teaching methods, and use objects to promote the development and progress of ideological and political education. With the development of the times, teachers should guide students to distinguish bad network information and seize opportunities to improve the ideological and political level of contemporary college students. The popularity of information technology, the Internet, and the application of mobile devices have had an important impact on education. Teachers can use modern teaching equipment to strengthen the pertinence of ideological and political education. Colleges and universities can use the Internet to develop online ideological and political education activities and build a mobile learning model. Students can enhance their interaction with teachers through the Internet. At the same time, the use of modern teaching methods can effectively broaden the innovative path of ideological and political education. Teachers should give full play to the role of modern teaching equipment to ascertain teaching objectives, to give play to the important role of ideological and political education in the process of college education, and to achieve the significance of teaching. Colleges and universities should reasonably increase teaching equipment, develop software related to teaching to strengthen the pertinence of the material carrier ideological and political education based on the specific needs of

college students' ideological and political education.

In the process of teaching, teachers should innovate the previous teaching mode, change the previous teaching method of spoon-feeding, and reasonably select teaching content to meet the individual needs of students. In the new situation, with the popularization of the Internet, various ethos have emerged, culture has developed in a diversified direction, and the educational environment has become more complex, facing the puzzle of eager for quick success and instant benefits[3]. First, in the teaching process, teachers should allow students to understand the development situation of today's society and to know the corresponding laws and regulations in the country, and guide students to make scientific analysis on hot international issues. Second, teachers should make the existing problems in ideological and political education in colleges and universities clear and guide students to find solutions to problems. In addition, teachers should attach importance to the importance of research, carry out a large number of research, timely grasp the ideological trends of college students, know the real views of college students on ideological and political education, solve the problems in ideological and political education contrapuntally, highlight the importance of ideological and political education.

### **3.2. Improving teachers' literacy and emphasizing students' subjective role**

In the process of ideological and political education in colleges and universities, improving teachers' own quality and attaching importance to students' subjective status is of great significance to improving the affinity of ideological and political education in colleges and universities. Teachers are the leaders of ideological and political education in colleges and universities. Ideological and political educators must be determined Marxists. They must have a profound theoretical foundation, rich knowledge reserves, and sufficient teaching experience. Colleges and universities should pay attention to the development needs of ideological and political education, improve the remuneration of teachers, strengthen the construction of teachers in ideological and political education, and optimize the teaching content. They should reasonably set the curriculum content of ideological and political education, scientifically arrange the curriculum schedule, scientifically develop the ideological and political education in colleges and universities, providing the material basis for the development of high-quality university ideological and political education[4]. Combining with their own teaching characteristics, teachers should arrange teaching contents reasonably, solve problems encountered in the teaching process in a timely manner and actively improve the teaching level. In the teaching activities, teachers instill the latest achievements of Marxism in China to students according to students' specific condition to strengthen teaching practice. Using professional theoretical knowledge and teach proficiency to win the trust and support from students.

In addition, teachers should form a unique lecture style, use a relatively relaxed and witty language to stimulate students' enthusiasm for learning, make students focus on the class and mobilize students' subjective initiative[5]. Ideological and political teachers should constantly increase their knowledge reserve. They should organically combine the teaching content and life practice according to the actual situation to deepen students' recognition of ideological and political education and to deepen their understanding of ideological and political knowledge on the basis of fully understanding the textbooks. In the complicated international situation, the contemporary college students' ideological concepts and behaviors show a new spiritual outlook. To perform ideological and political education, we must start it from the actual situation of students, care about the individual needs of students, and lay a solid foundation for the future development of students. The interactive teaching mode between teachers and students can fully mobilize the students' enthusiasm for learning, improve students' awareness of independent learning, and then cultivate students' independent inquiry ability and independent innovation ability, so that they can fully participate in the process of political learning, deepening college students' sense of identity in ideological and political education.

In the teaching activities, teachers should combine the ideological dynamics of college students and express the difficult textbook knowledge in plain language. According to the different majors and grades, the teaching content should be arranged in a targeted manner, and the hierarchy of teaching knowledge should be laid stress on. Moreover, teachers should constantly optimize the teaching content, innovate the teaching mode, deepen the students' understanding of the teaching materials, and enhance students' sense of social responsibility[6].

### **3.3. Solving practical problems and deepen students' sense of acquisition**

The teaching objectives of improving the affinity and pertinence of ideological and political education in colleges and universities is to solve practical problems and deepen students' sense of acquisition. Ideological and political education in colleges and universities should be guided by the practice of socialist core values, improve the appeal of ideological and political education, implement ideological and political education activities in accordance with the learning characteristics of students of different grades, pay attention to students' emotional exchanges, thus to improve the effectiveness of ideological and political education. Teachers should constantly improve the teaching work and strengthen ideological and political education to solve the existing problems in the ideological education of college students[7]. Reasonably arranging the input of relevant resources in the process of ideological and political education in colleges and universities, timely solving the problem of lack of teaching resources and unreasonable scheduling, respecting the development needs of students, and adopting a teaching mode suitable for students' development needs. Using a variety of teaching methods to improve classroom efficiency and enhance classroom effectiveness. Actively adopting teaching methods to extend ideological and political education to the student group, making it adapt to the student's personality development, meet the students' development needs and promote student development[8].

In the actual teaching process, we should deepen the teaching mode, practice the socialist core values, deepen students' political judgment, strengthen their political determination, and guide students to maintain a keen political identification ability in the face of major international issues. The traditional excellent culture should be added in the process of political education. Printing the national spirit and patriotism into the hearts of students, giving full play to the role of excellent culture, cultivating students' patriotic feelings, improving college students' cultural literacy, solving students' learning puzzles in a timely manner, and enhancing the influence of political education. Teachers should correctly guide students to establish a correct outlook on life, sense of worth, and world views, help students solve the gap between ideal and reality, and guide students to grow better. Teachers should make full use of modern teaching equipment and make use of the convenience of the Internet to deepen the interaction between teachers and students and to strengthen teaching practice[9]. For students of different stages and majors, different education modes should be applied to give different care, to deepen the humanism of political education, and to let students fully participate in political learning activities.

## **4. Conclusion**

In summary, teachers in colleges and universities should give students different care and arrange the teaching content according to the specific learning situation of the students in the process of ideological and political education. Scientifically selecting teaching content and innovating teaching mode according to the learning characteristics of students of different grades and different majors to enhance students' sense of social responsibility and to deepen students' sense of acquisition.

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