

## Research on the Positive Influence of Contemporary Social Thoughts on Ideological and Political Education in Colleges and Universities

Ning Yuan

Wuhan International Trade University, Hubei, Wuhan, 430205, China

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**Abstract:** The trend of social thought is an important phenomenon of social consciousness, a barometer of social life, and a vane of social change. China is now in the transition period of social development. The global spread of culture and the tide of social thoughts have impacted university students' world outlook, values, and outlook on life, and have had multiple impacts on the growth and development of university students. From a beneficial perspective, it can broaden the horizons of college students, provide a window for college students to understand society, form a complementary relationship with mainstream values, and improve the adaptability and discrimination of young college students. Studying and grasping the positive influence of contemporary social ideological trends on ideological and political education in colleges and universities is not only a major subject of ideological and political education research in universities, but also a new requirement for ideological and political education in university education. We must adhere to the guidance of Marxism and use society The core value system to lead a diverse social trend of thought.

### 1. Introduction

With the continuous improvement of China's economic and social development, domestic social ideology has also undergone tremendous changes. On the one hand, various social trends of thought in the West have flowed in through various channels and spread into our country; on the other hand, in the development of China's socialist market economy, the acceleration of social change and social transformation, the continuous impact of opening up and globalization Under the new background of the country, a variety of social ideological trends have emerged in our country that reflect social hotspot issues, and present new characteristics and development trends.

China is now in a critical period of reform. In the complex social trend, people's values and attitudes tend to diversify, behaviour choices tend to be utilitarian, and the social situation is even more severe. The advent of the new media era has enriched people's spiritual world with various ideologies and cultures, and various social ideological trends have come one after another. While impacting the mainstream ideology of our country, it has also brought a lot of influence to the general public. Among them, the university campus has always been a large-scale gathering place for social ideological trends, and as a region where new media is widely used, it is more affected by social ideological trends in the new media era. In order to guide the social ideological trend in a timely manner, the puppet school strives to exert its positive energy and try to eliminate its negative energy, all of which must rely on ideological and political education.

Ideological and political education in colleges and universities is a key part of the party and the country's ideological education of college students. It is necessary to guide contemporary college students to scientifically understand various social ideological trends, correctly face their impact, and grow up healthy in a complex environment. The new media has put wings on the social trend of thought. For the ideological and political education of Yan School, opportunities and challenges coexist. Facing the changes of social thoughts in the era of new media, universities must do a good job of responding accordingly. In new history. During this period, the ideological and political education of Puyang School should actively adapt to the changed reality, grasp the new ideological reality of college students in the new media era, focus on training the comprehensive literacy of

college students, and deepen the content system and the innovation of thinking methods from a new perspective. Firmly grasp the right to speak in the new era of ideological and political education in colleges and universities, and strive to strengthen its effectiveness.

## **2. The Meaning of Social Trends**

The academic circles have different opinions on the definition of social trend of thought, which can be described as different opinions. They have explained from different angles. The “Encyclopedia of China” (Philosophy Volume) explains: “Social thoughts reflect a certain trend of people's interests or requirements and have a wide-ranging influence on social life in a particular environment. Social thoughts sometimes manifest themselves as certain Theoretical form of thinking takes the lead, and sometimes it is manifested as the social psychology of people in a specific environment, and it is a comprehensive expression of social consciousness. “This interpretation treats the social trend of thought as a complex social psychology, or social consciousness. In addition, there is another point of view in the academic world that the trend of social thought is a trend of thought between social psychology and social ideology.

Based on the above research, I think that as a social ideology, the social ideological trend is a subjective reflection of the real life of the economy and politics in a certain society and time. Social ideological trends are ideological tendencies or ideological trends that cause widespread influence in society, reflecting the development of society and the times, and reflecting the interests of certain classes or people.

## **3. Current Situation of Ideological and Political Education of Contemporary College Students**

Ideological and political education is “the process by which an educator internalizes the ideology and moral norms of a specific society into the ideological consciousness and moral qualities of the educated person through specific educational activities in accordance with certain social requirements.” Ideological and political education of college students refers to a series of activities of ideological learning and education for college students. The ideological and political education of young college students is very urgent and of great significance. We can consider the following two aspects:

The first is the need for university growth. Young college students are in a critical period of learning and becoming successful. The growth process is accompanied by various contradictions. The formation of the world outlook, life outlook, and values is a complicated process. College students have a strong sense of independence and independence, but they are not deeply involved in the world and lack of social life experience. Therefore, correct and timely ideological and political education is needed to guide them in the correct direction of growth, guide them to make the right choices, and help them solve the growth process. Difficulties and perplexities. Based on this, young people's ideological, political, and moral education is highly valued in all ages and countries.

The second is the need for a strong country with talent. College students are the successors of China's socialist construction and the pillars and hope of the country's future. Emphasize and improve the ideological and political education of college students, improve the basic quality of college students, strive to educate college students into high-quality college students, and the backbone of future society, and comprehensively develop science education to thrive our country and human resources strategy to strengthen our The strategy allows China to always be in a favorable position in the cruel international competition, to better stand on the international arena, to ensure better realization of the goals of a well-off society, and to realize the great rejuvenation of the Chinese nation. The growth needs of young people are inherently consistent with the needs of a strong country with talent. Grow for talent, for talent and national strength. The ideological and political education of college students realizes its value in the process of helping and promoting young students to grow and become talents, and then to achieve a strong country.

#### **4. The Necessity of Strengthening the Study of Contemporary Social Thoughts**

In the process of reform and opening up and the development of a socialist market economy, due to the dual effects of the development of the times, social transformation, institutional transition, and the dual effects of the market economy, contemporary social ideological trends continue to emerge and are active, and have a positive impact on people's thinking and Behaviour has a profound effect. College students often become active participants, followers, communicators, and even practitioners of social trends because of their interest in fresh things. However, because young students are in the period of formation of world outlook, outlook on life, and values, they are vulnerable to backwardness and mistakes. Misleading social trends. Therefore, strengthening the study of contemporary social ideological trends is not only necessary in theory for ideological and political education in colleges, but also necessary in practice.

Ideological and political education in colleges and universities is a requirement of principles and methods starting from contemporary social ideological trends. Ideological and political education in colleges and universities is a theoretical system education that involves basic methodologies such as Marxist world outlook, outlook on life, and values. Among the methodological principles of ideological and political education in colleges and universities, the principle of directionality, the principle of integrating theory with practice, and the principle of hierarchy and pertinence require that when we adhere to Marxist theoretical education, we should not speak about the theory, but should take into account the acceptance of the theory by college students. Environment and their impact on their minds. Bypassing the contemporary social trend of thought, I will leave some hot spots in the ideological and theoretical field that university students care about, and I will fall into untargeted preaching. Marxism accepted in that way may be the theoretical rule; evading the contemporary trend of society, I will leave the young students The ideological and practical situation has formed a gap with the education object, so that it is difficult to do a good job in ideological and political education.

Education from the contemporary social ideological trend is the need for the development of ideological and political theory courses in universities. From the manifestation of contemporary social ideological trends, most of the content is an important aspect of the ideological and political theory courses in colleges and universities. Whether it is philosophical, political, economic, or cultural trends, all are within the scope of ideological and political education in colleges and universities. Marxism can only develop in comparison and struggle with various non-Marxist social trends of thought. Without comparison, there is no identification, and no new vitality can be enriched for the development of this discipline.

Education from the perspective of contemporary society is to occupy positions in the ideological field with Marxism. If Marxism does not occupy it, non-Marxist ideological trend will occupy it. Positively progressing thoughts need us to guide and encourage them, and elevate them from psychological level consciousness or incomplete theoretical forms to complete theoretical cognition forms. As for the erroneous or reactionary ideological trend, we need to fight against it and safeguard the socialist ideology and socialist system. If any wrong social ideological trend or even reactionary social ideological trend prevails, social stability and harmony will be damaged, and the socialist cause will suffer setbacks and even disasters. College ideological and political education should fulfill its social responsibilities in order to maintain socialist ideology.

#### **5. The Positive Influence of Social Trends of Thought on the Teaching of Ideological and Political Education in Colleges and Universities**

The essence of social ideological trend is a kind of social consciousness, which is a kind of ideological theory and values, which will have various positive effects on the ideological and political education of college students. The beneficial, positive and good influence of social ideological trends on the current ideological and political education in universities is mainly reflected in the following aspects:

Broaden the perspective of thinking, active ideas and ideas. The contemporary social ideological

trend is complex and diverse, and the content is extensive, involving economics, politics, society, religion, philosophy, literature, art, ecology, moral ethics, etc. It is undoubtedly a cultural feast for college students who are active in thinking and seeking new ideas. The richness of the content of contemporary social thoughts, attention to the variety of problem types and perspectives, and the innovativeness, transcendence, and forward-looking of problem-solving solutions have undoubtedly broadened the perspectives of college students, activated the thinking of college students, and broadened the thinking of college students in analyzing problems. This has stimulated university students' innovative consciousness, urged them to think from multiple perspectives on practical issues, and provided a new platform for college students to carry out ideological and political education and teaching.

Renewing the educational concept and attaching importance to the needs of students The increasing independence, selectivity and difference of ideological activities of college students will help college students to develop a sense of self-reliance, innovation, talent, and entrepreneurship, but at the same time, it also creates value for college students Diversity, variability and contradiction in ideas and behaviour. This requires that “the needs of students must be integrated into the teaching of ideological and political theory courses. We must not just stay in the age when the original works of Marxism-Lenin were born, but focus on organically integrating and integrating the basic principles of Marxism-Leninism with the development of contemporary society. Fresh era content and strengthen the pertinence of teaching, explain purposefully, and explain realistic problems with the theoretical results and penetrating theories that keep pace with the times “. Only from the perspective of changes in the times and the actual needs of students, to further emancipate the mind, advance with the times, grasp the relationship between economic and social changes and college students' ideological behaviour, carefully capture the changes in their concepts, psychology, and interests, and attach great importance to them. The spiritual and material needs of the organic combination of the goal of cultivating talents with the growth needs of university students and the development of talents, and the targeted analysis and solution of their existing and concerned ideological problems with theories in order to arouse ideological resonance. Let them actually gain in teaching, and then promote their all-round development. Based on the recognition of this concept, the teaching reform of ideological and political theory courses in colleges and universities must always stick to the “knowledge classroom” and advance the “life classroom”, not only for the sake of knowledge, but also for the development of people.

Strengthening patriotism and awakening national consciousness With the advancement of economic globalization, developed western capitalist countries are spreading capitalist values and European centers while spreading scientific and technological and economic management experience to the world. Ideology. They use their powerful overall national strength to spread capitalist cultural information on a global scale, and strive to ensure that the world's right to speak in the cultural field dominates the situation. In addition, in the process of spreading Western civilization in developed capitalist countries, the civilizations of developing countries and backward countries are distorted and demonized to varying degrees in order to show the superiority of capitalist “free and democratic” civilization. The indignation and dissatisfaction of the people of the developing countries have arisen. Therefore, how to maintain the independence of their own culture in the process of economic globalization and how to maintain the characteristics of their own culture while carrying out cultural exchanges between the East and the West has become an urgent problem. This is the situation of the rise of the nationalist trend of thought. reaction. The post-colonial trend of thought, which shares the same rationale as the nationalistic trend of thought, seems to be broader and more ambitious. It is intended to highlight the importance of equal dialogue, seeking common ground while reserving differences, and peaceful coexistence in the field of culture by revealing Western colonists' distortions of traditional eastern culture. The power and influence of these two social trends of thought also exist in our country to varying degrees. Under the influence of these two social ideological trends, especially nationalistic ideological trends, the patriotism of college students was aroused and national consciousness was awakened.

## 6. Conclusion

Contemporary Chinese social trends of thought have distinct characteristics of the times, and their theoretical views and expressions are different. However, there is no doubt that the contemporary pluralistic social ideological trend has brought a negligible impact on the ideological and political education of college students. This article analyzes social ideological trends and contemporary Chinese social ideological trends, elaborates the current status, existing problems, and impact of contemporary social ideological education on college students. It proposes that the key to addressing the impact of social ideological trends on college students is the core of socialism. The value system leads the trend of society, innovates the way of ideological and political education for college students, gives full play to the role of ideological and political educators, and educates college students into future successors and backbones of China's socialist cause.

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