

# **Research on the Innovation of Ideological and Political Education in the New Era**

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**Abstract:** ideological and political education is faced with great challenges in the era of internet. Therefore, ideological and political education workers need to innovate their work ideas, change their working methods, apply innovative working methods, build a platform for ideological and political education, and Pay attention to the construction of ideological and political education culture, in order to improve the effectiveness of ideological and political education. This paper first expounds the necessity of ideological and political education innovation in the new era, and then analyzes the importance of ideological and political education thinking innovation in the new era. The challenge and impact of ideological and political education in the new era are analyzed again. Finally, the innovative thinking of ideological and political education in the new era is explored.

## **1. Introduction**

General Secretary Xi Jinping, stressed that ideological and political work should be strengthened and improved, and the activities of creating mass spiritual civilization should be deepened in his report to the Nineteenth National Congress of the Communist Party of China,. Ideological and political work is a unique political resource in which enterprises and colleges can exert their functions. It is helpful to enhance the development strength of enterprises and universities, to create core competitive advantages between enterprises and colleges and universities, and to stimulate the enthusiasm of the masses in enterprises and institutions of higher learning, to inject new ideas and new power into the development of enterprises and colleges and universities, to improve the better spiritual power and intellectual support. Under the new era, the ideological and political work of the new era should be carried out with the viewpoint of development. Ideological and political work should keep pace with the times and require us to constantly update its contents in our work, and the methods and methods of work should be constantly adjusted. This requires us to constantly study, explore, sum up, and find new situations in time in our work. We should actively deal with new problems and adapt to the new situation.

## **2. The necessity of innovation ideological and political education in the new era**

Ideological and political work must accurately grasp the development trend of the new era. The Nineteenth National Congress of the Communist Party of China put forward the general goal of building a well-off society in an all-round way, seizing the great victory of socialism with Chinese characteristics in the new era, and making unremitting efforts to realize the great rejuvenation of the Chinese nation. This requires ideological and political workers to use the viewpoint of development, to innovate the thinking of ideological and political work, and to do a good job in ideological and political work in the new era. It is the new requirement of the Party in the new era to strengthen and innovate the thinking and methods of ideological and political education work and improve the quality of ideological and political education work by fully innovating the idea of ideological and political education work.

## **3. The importance of ideological and political education innovation in the new era**

Ideological and political education is the work of enlightening people's thoughts and shaping

their souls. It is a very arduous and complicated systematic project. Strengthening ideological and political education can improve the moral education level of the masses, train high-quality talents who need all-round development of society, adhere to the concept of mass first, promote ideological and political work to be approachable, serve the broad masses of the people, and be close to reality. In order to get close to life, we should run through the concept of humanistic care into practical work, turn humanistic care into practical motive force, give the masses more strength and warmth, and effectively guide the masses' world outlook and value outlook, to reduce the number of negative people too much, avoid negative behavior, ideological and political education work can agglomerate people, arouse the enthusiasm of people, stimulate people's creativity, and so on. People's thoughts are diversified, and their thinking and behavior are improved through the innovation of ideological and political education in the new era.

#### **4. Challenges and impacts of ideological and political education in the new era**

People's ideas and ideas are challenged by several of multi-culturalism, and ideological and political education is faced with new challenges in the new era.

##### **4.1 Western thoughts impact the thought of ideological and political education**

The western countries spare no effort to transmit the ideas of capitalism to our country, trying to transfer their own values and ideology to our country under the background of economic globalization, so as to realize the ulterior goal of their cultural hegemonism. This kind of propaganda and indoctrination has had a great impact on our traditional moral concept and interfered with people's political idea. In particular, the misguided ideas of money worship and individualism in Western culture have led the younger generation of our country to mislead, making them disdain to inherit and spread the socialist ideological system. It also makes them go after the so-called advanced ideas and values of the West, which has a negative impact on the inheritance and promotion of the traditional national spirit of our country, and makes people's ideological and political education face new challenges.

##### **4.2 Social malpractice is full of unfavorable environment for ideological and political education**

Some typical phenomena in the society have also formed bad inducements to people, such as the lack of credit, the occurrence of various unethical and uncivilized behaviors and so on. Under the influence of bad values, some people also have doubts about Marxism-Leninism, questions about the basic moral concepts of society, and more questions from their own perspective in the process of thinking about problems and social activities. Ignore the public interest and social morality. All these make it more and more difficult to carry out ideological and political education for people. However, the decrease of people's ability to resist temptation does not require high self-requirement, which makes various bad values have breeding soil, and further raises the difficulty of ideological and political education.

##### **4.3 The development of the Internet makes ideological and political education more difficult**

With the popularization of the Internet, the abundant information of the network has greatly broadened people's thinking and vision, and has also formed a shock and challenge to the traditional mode of ideological and political education in colleges and universities. Traditional ideological and political education is carried out through the teaching of teachers and the passive acceptance of students. Educators are in the core position, leading the development of teaching work, and grasp the work of ideological and political education as a whole. However, the authority of teachers in ideological and political education is challenged in the network environment, and the teachers in colleges and universities do not move forward, lack the use of network resources, and lack the mastery of network information. It is difficult to carry out ideological and political education in colleges and universities.

## **5. The thinking of ideological and political education in the new era**

### **5.1 innovative ideas for ideological and political work**

Ideological and political education is the work of life, concern for the development of people is the root of ideological and political education. The free and all-round development of people is the ultimate goal of ideological and political education, so we should firmly establish the humanistic consciousness in the theoretical research and practical innovation of ideological and political education. The vast number of ideological and political educators should have a profound understanding of the Marxist theory on the all-round development of human beings, accurately grasp the essence of "people-oriented" in China's excellent traditional culture, and make concrete suggestions on western humanism with a critical analysis of history. We can we fully grasp the profound connotation and spiritual essence of our party's people-oriented thought only in this way. Practice has repeatedly shown that we should regard people as their starting point and destination, respect them, understand them, care for them, meet their reasonable needs, improve their comprehensive quality, and promote their free and all-round development, which is the ideological and political education innovation and development of the strategic basis and reality grasp.

### **5.2 Transformation of the working methods of ideological and political education**

In the new era, we should actively explore scientific and effective ways of ideological and political education. We should base ourselves on the needs of the development of contemporary people's ideology, morality and values, adhere to close to the society, students and reality, and strengthen the research on the characteristics, laws and effectiveness of ideological and political education. It is necessary to help the masses to establish a perfect knowledge structure through "theory teaching", to guide the masses to cultivate healthy emotional and moral judgment ability through thinking through the way of "situation discussion", to guide the masses to develop correct moral behavior habits through the way of "practical understanding".

### **5.3 Innovation of the work model of ideological and political education**

We should innovate the work mode of ideological and political education in the new era, set up a three-dimensional model of "multi-dimensional interaction, integration of knowledge and practice", and educate people with ideological and political education classroom and curriculum innovation as the leading factor. Taking the excellent traditional culture of China as the guide, the theme activities of the Party building as the platform and the voluntary service as the carrier, the new mode of ideological and political education work has been formed in an all-round way, so that the audiences of ideological and political education can enter into the study and do one thing. Cooperative learning combined with learning, experience learning normal.

### **5.4 Establishment of a platform for ideological and political education**

In the era of Internet, the propaganda of political and ideological education has been carried out through the means of modern science and technology, which provides modernization for the diversified forms of political and ideological education, and enhances the scientific and technological content of the work of political and ideological education, to make full use of the rapid advantages of the current network media, to transmit to the masses the latest information on principles and policies, government information, work objectives and work-related information, and to establish a network of research and research information on political and ideological education through the local area network. Further enhance the initiative, pertinence and timeliness of online propaganda, and provide a platform for learning and exchanging ideas.

### **5.5 It is necessary to pay attention to the creation of ideological and political education and cultural activities**

It is necessary to pay attention to the construction of ideological and political education and culture, vigorously building ideological and political education activities, carefully planning and meticulously arranging ideological and political education activities, refusing to entertain the

contents of ideological and political education activities, and popularizing the forms, Reward material, space localization of the bad phenomenon. According to the main line of ideological and political education, the campus cultural activities are set up, and every detail of the activities is carefully planned, which can achieve the same internal direction and various external requirements, which not only increases the participation interest of the masses, but also realizes the educational function of the activities.

### **5.6 Strengthening the construction of the socialist core value system**

The realization of political education in the new era should strengthen the construction of socialist core value system. Strengthening the construction of the socialist core value system, as a basic project of concentrating and concentrating, truly runs through the propaganda of the situation, the propaganda of achievements, the propaganda of the theme, the typical propaganda, the guidance of the hot spots, and the supervision of public opinion, and makes full use of newspapers and periodicals, radio and television, Internet, outdoor advertising, mobile phone and other carriers, adapt to the new situation of propaganda, through vivid, fresh and popular language, the socialist core values clearly, clear, let the staff and workers deeply understand, highly identify, and form a common understanding. Make the socialist core values become the guide of people's thought.

## **6. Conclusion**

In short, ideological and political education in the new era is becoming more difficult and ideological and political educators need to constantly innovate their ideas, learn new ideas, supplement new knowledge, and improve their own level of political education, improving the effectiveness of ideological and political education.

## **References**

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