

New Characteristics and Turning of Ideological and Political Education in Colleges and Universities in the New Era

Jungang Wang

College of Science and Art, Jingdezhen Ceramic Institute, Jingdezhen, 333000

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Abstract. Ideological and political education in colleges and universities in the new era is facing a new environment and new problems, bringing a series of new changes and new characteristics. For example, the fragmentation of the work system, the obsolescence of teaching methods, and the superficiality of practical experience, together with the diversity, pluralism and changeability of ideology, etc. Faced with these problems and characteristics, universities and educators should follow the law of education management and students 'growth, and adhere to the socialist ideology with Chinese characteristics in Xi Jinping's new era. With the basic task of cultivating morality and cultivating people, we should constantly recognize problems, implement policies accurately, clarify educational objectives, update educational contents, innovate teaching methods, improve management system, strengthen team building, and further enhance the affinity and effectiveness of Ideological and political education.

Introduction

As socialism with Chinese characteristics enters a new era, colleges and universities shoulder the historic task of training builders and successors of socialism with Chinese characteristics. Under the new situation, ideological and political education in colleges and universities is facing a new environment and new problems, which bring about a series of new changes and new characteristics. For example, the fragmentation of the work system, the obsolescence of teaching methods, and the superficiality of practical experience, together with the diversity, pluralism and changeability of ideology, etc. Faced with these problems and characteristics, ideological and political education in Colleges and universities should adhere to the Party's overall leadership, adhere to the socialist orientation of running schools, and adhere to the socialist ideology with Chinese characteristics in the new era of Xi Jinping. We should firmly grasp the fundamental task of "cultivating people by virtue" and earnestly grasp and follow the basic laws of education and students 'growth. We should not only have a clear banner, but also keep things quiet. At the same time, we should further innovate the concept and method of work, improve the educational management system, strengthen the team building, and effectively enhance the sense of the time, effectiveness and affinity of ideological and political work.

New Problems of Ideological and Political Education in Colleges and Universities in the New Era

Ideological and political education in colleges and universities is a complex, systematic and developmental project, involving not only schools, teachers and students, but also society and families. At present, as far as colleges and universities are concerned, there is also a series of problems in ideological and political education, such as fragmentation of the work system, obsolescence of teaching methods and superficiality of practical experience. Specifically as following:

The fragmentation of Ideological and political education system in Universities. First, the responsibilities of education management are not clear. At present, the ideological and political work of university teachers involves a lot, as if everyone is in charge, but in fact there are mutual restrictions, no one carefully manages the phenomenon, leading to the majority of teachers and students 'ideological and political work is too loose, even mere formality. Second, the management assessment system is uniform. As far as teachers are concerned, the Propaganda Department of colleges and universities has issued documents to strengthen the study of political theory, the Personnel Office has formulated and implemented relevant documents for teachers 'assessment, and the Educational Administration Department has issued documents related to the construction standards of teachers' ethics and teachers 'teaching practices, which have resulted in a number of loopholes in the management of teachers' education. As far as students are concerned, the Ministry of Organizations formulates plans for Party members 'educational activities, the Ministry of Student and Work promulgates regulations for student management, the League Committee formulates measures for scientific and technological innovation and social practice activities, and the ideological and political departments formulate plans for practical teaching activities, but sometimes there is a situation of their own. Third, the evaluation criteria are uniform. As far as teachers are concerned, the organizational departments of colleges and universities are responsible for evaluating the management and assessment of Party members and leading cadres, the propaganda department is responsible for the evaluation of teachers 'morality and soldiers, the educational administration department is responsible for the teaching assessment of teachers, and the personnel department arranges the year-end evaluation of teachers and staff. As far as students are concerned, the Academic Affairs Department assesses students 'academic performance, the Ministry of Learning and Work selects three good students and excellent student cadres, and the League Committee selects outstanding members and outstanding League cadres. Sometimes the assessment and evaluation criteria are different, and the collection of materials is not complete. It is difficult to make a comprehensive

investigation of the overall performance of teachers and students.

The obsolescence of teaching methods in Ideological and political theory courses in Universities. In the new era, some teachers are difficult to adapt to the rapid development of society, lack of learning and obsolete teaching methods. First, the contents of education and teaching have not been updated in time. The latest development situation at home and abroad, the latest achievements in reform and development, the latest achievements in social progress and the current hot spots of concern to teachers and students have not been added in time. It is difficult to keep up with the pace and rhythm of the time. Some of them are still from theory to theory. Ideological and political education is out of touch with the reality of teachers and students and social development. Second, there is a lack of two-way communication in the way of organization. Some ideological and political teachers neglect the differences in interest, grade characteristics, academic foundation, value orientation and living environment of different students, and engage in "one-size-fits-all" indoctrination with less interaction and feedback, which makes it difficult to mobilize students' enthusiasm and initiative in learning. Third, methods and means lack of reform and innovation. Some ideological and political teachers still stay in reading manuscripts, watching videos, learning slogans and indoctrination, lacking in-depth research and Analysis on how to teach ideological and political theory courses well, and even insufficient preparation before class, which makes it difficult to guarantee students' learning effect.

The superficial problem of practical experience in Ideological and political education in Universities. Social practice is an important way of ideological and political education. On the basis of theoretical study, we should actively participate in all kinds of practical activities at all levels, integrate the theoretical knowledge and practical practice organically, and further strengthen the ideals and beliefs of teachers and students, and enhance the sense of social responsibility and historical mission. At present, the problem of superficial practice experience is more prominent. First, the time for teachers and students to participate in practice itself is not enough. Most of them are confined to participate in the practice of campus cultural activities and summer social practice, and most colleges and universities have not established a normal practice mechanism. Second, there is a lack of institutional guarantee to guide teachers to participate in practice. Most colleges and universities lack the corresponding system to encourage and guide teachers to participate in practice on weekends and holidays, and the motivation for teachers to participate in guiding students' teaching practice and social practice is even less. Third, lack of internalization and promotion of practical experience. Most of the teachers and students involved in practice only take participation in practice as a task to complete. After the end of the activity, few teachers and students summarize, refine and give feedback on the practical activities, which make it difficult to internalize the practical experience into self-awareness.

New characteristics in the Ideological consciousness of College Students in the New Era

In the new media era, people have more flexible ways to obtain information, which greatly changes the original active and passive relationship between teachers and students, enhances students' participation, initiative and selectivity, and easily leads to the diversity, pluralism and changeability of their ideology. It embodies in the following three aspects:

Diversity of ideals and beliefs. Ideals and beliefs are unique spiritual phenomena of human beings. Correct and firm ideals and beliefs encourage people to pursue certain social ideals and life goals. At the same time, ideals and beliefs are diverse. Different people will form different beliefs because of their different social environment, ideas, interests, life experiences and personality characteristics. Since the reform and opening up, with the rapid development of socialist market economy. On the one hand, countless college students have set up lofty ideals, worked hard and earnestly, mastered real skills, and made extraordinary achievements in ordinary posts after graduation. On the other hand, some college students, influenced by western bourgeois values, failed to establish lofty ideals and lack of beliefs and beliefs during their university years. They pursued material interests and pleasure, and wasted their time, even corrupted and degenerated, and lost their way forward.

Value orientation shows diversification tendency. In the Internet era, everyone is faced with a microphone, everyone is a spokesperson, everyone has the right to speak, everyone is a journalist. On the one hand, it promotes the communication and exchange of people's thoughts and promotes the development and prosperity of campus culture; on the other hand, it also impacts the traditional highly centralized, top-down and monopolistic information control mode, resulting in the collision and conflict between Chinese and Western cultures and values, and intensifying the antagonism and struggle in the ideological field. For a long time, western capitalist countries have used Internet technology under the banner of so-called "democracy, freedom, equality" in an attempt to use university teachers and students to export Western ideology and carry out color revolution, resulting in a pluralistic trend in value orientation.

Variability of Ideological Concepts. In recent years, facing the complicated international and domestic situations such as trade protectionism, Sino-US trade war and Hong Kong chaos, some contradictions and problems have arisen in the course of China's reform and development, which has caused the surge of various social ideological trends and influenced them, and people's ideological concepts have shown a changing trend. At present, consumerism and pan-entertainment are co-existing, and they are spreading among the teachers and students in Universities. The rise of historical nihilism, the use of the concealment of the Internet, distorting the image of the party and the country, blurring heroic examples and deeds, smearing heroic examples, and even denying national heroic examples has occurred from time to time. Faced with the impact of these social ideological trends, some people have lost the ideals of socialism and communism, while others have wavered and let go. People's ideological ideas show a tendency of changeability. In such a social context, college students' ideological concepts are also affected to varying degrees, and there is a tendency to change.

Therefore, only when we have a clear understanding of the problems and face them directly can we enhance the timeliness and effectiveness of ideological and political work and implement precise measures. Colleges and their teachers should improve according to the times and circumstances, strengthen their learning, constantly renew their ideas, solve the problem of "ability panic", realize the organic integration of the advantages of Ideological and political work in Colleges and universities and the advantages of new network media, and strengthen and improve the ideological and political education in Universities[1].

The Turning Path of Ideological and Political Education in Colleges and Universities in the New Era

Defining the Target of Ideological and Political Education. The victory of the Nineteenth National Congress of the Communist Party of China has set the general tone and direction for the construction and development of the cause of socialism with Chinese characteristics in the new era, and promoted the ideological and political work in Colleges and universities to enter a new era and enter a new journey. Practice has proved that ideological and political education must be strengthened in order to run socialist universities with Chinese characteristics. The National Conference on Ideological and Political Education in Colleges and Universities has put forward the clear requirement of "four services" for the development of higher education, that is, to serve the people, the Communist Party of China, the consolidation and development of the socialist system with Chinese characteristics, and the reform, opening up and socialist modernization. First, the overall goal of the work should emphasize the cultivation of "new people at the time who is responsible for national rejuvenation". Colleges and universities should train qualified builders and successors of socialism with all-round development of morality, intelligence, physique, beauty and labor for building a strong socialist modernization country with Chinese characteristics in the new era and realizing the great rejuvenation of the Chinese nation. Secondly, in terms of overall cognition, students should be guided to accurately grasp the "four correct understanding". Correctly understand the development trend of the world and China, correctly understand Chinese characteristics and international comparison, correctly understand the responsibility of the time and the historical mission, correctly understand the lofty aspirations and down-to-earth. Thirdly, in terms of moral requirements, we should emphasize the importance of moral integrity, public morality and strict personal morality. It is to guide teachers and students to firmly adhere to the lofty ideal of communism and the common ideal of socialism with Chinese characteristics, consciously safeguard public and social order, abide by discipline and law, strictly restrict individual behavior, and put an end to indulgence of selfish desires. Fourth, in the key link, we should emphasize the recognition and practice of socialist core values. On the one hand, teachers and students should be guided to identify with socialist core values; on the other hand, they should strive to be active practitioners of socialist core values.

Renewing the Contents of Ideological and Political Education. In order to carry out the Party's educational policy and train new people to take on the task of national rejuvenation, colleges and universities in the new era should renew their educational contents, carry out education on the theme of the times, ideals and beliefs, and strengthen the "four self-confidence".

One is to promote the theme education of the time. At present, colleges and universities should take it as the most important task of ideological and political education to deepen the study of the socialist ideology with Chinese characteristics in the new era of Xi Jinping. Guiding young students and Party cadres and teachers to learn the original text, read the original works and comprehend the principles, inviting experts and scholars to give lectures and interpretations, so as to bring this scientific theory into their minds, and transform it into strengthening the firmness and consciousness of "two safeguards" for teachers, students and cadres and masses. At the same time, we should guide teachers and students to consciously use the latest theoretical achievements of Sanitization of Marxism to arm their minds, guide practice and promote work in their study, work and life.

Second, we should strengthen the education of ideals and beliefs. In the new era, ideological and political education in colleges and universities should guide teachers and students to establish the lofty ideal of communism and the common ideal of socialism with Chinese characteristics. Correctly understand and deal with the relationship between individual ideal and a common ideal, combine the pursuit of the individual ideal with the future of the country and the destiny of the nation, and conform to the needs of society and the interests of the people. In the process of joint efforts to promote the realization of social common ideals, we should realize individual ideals. Therefore, we should focus on the study and education of Party members, cadres and young students, and constantly enhance their sense of social responsibility and historical mission. Education guides teachers and students to firm their ideals and beliefs, study hard and earnestly, master hard skills, cultivate noble sentiments, strive hard and dare to innovate and create, and write a wonderful life worthy of the times on the road to realizing the Chinese dream.

Third, we should carry out the education of "four self-confidence". Since the founding of the Communist Party of China, it has led the Chinese people to fight hard and innovate, won great victories in the revolution, construction and reform, and established the road of socialism with Chinese characteristics. It has constructed its own theoretical system, institutional framework and cultural connotation, which provide a powerful spiritual impetus and ideological source for the great rejuvenation of the Chinese nation. Therefore, in order to carry out ideological and political education in Colleges and universities, we should first tell Chinese stories among teachers and students, tell the course of Chinese revolution and construction, carry forward the excellent traditional Chinese culture, and strengthen people's recognition of "four self-confidence". Secondly, by introducing the great achievements made since the 40th anniversary of reform and opening up and the road of socialism with Chinese characteristics, we can enhance the political identity of teachers and students and enhance national self-confidence and pride. Thirdly, we can organize teachers and students to actively

participate in the practice of social civilization service activities, in-depth understanding of the Party's conditions, social conditions and public opinion, directly experience and experience the construction and development of socialism with Chinese characteristics, and further strengthen the "four self-confidence".

Innovating the teaching methods of Ideological and Political Education. The ideological and political education in Colleges and universities cannot be separated from the accurate grasp of the global pattern and regional hot spots, the accurate grasp of our national conditions, party conditions, social conditions and public opinion, and the study of the law of education and teaching and the law of students 'growth. In order to meet the needs of the development of the new era, on the basis of classroom teaching, the ideological and political theory course in Colleges and universities needs to add practical teaching and network teaching links, and strive to build and improve the "trinity" of curriculum, practice and network education mode.

Practical teaching of ideological and political theory course must be based on theoretical knowledge and emphasize the creativity and practicality of educational teaching form. Through organizing students to participate in teaching practice, guiding students to think actively, correctly colonizing Xi Jinping's socialist thought with Chinese characteristics in the new era, establishing correct world outlook, outlook on life and values, consciously Practicing Socialist Core values. On the one hand, practical teaching must be based on the practice of the Theoretical Curriculum Textbook system. It should be based on the theoretical knowledge of the textbook, design and carry out systematic practical teaching, combine theory with practice organically, and enhance the systematicness and relevance of practical teaching. On the other hand, practical teaching aims at transforming students 'subjective world and embodying students' subjectivity. It has the characteristics of wide coverage, strong universality and good effect. Therefore, colleges and universities should constantly innovate practical teaching methods, strengthen process guidance management and results monitoring, and gradually build a "trinity" of practical teaching mode of classroom practice, campus practice and social practice.

In the new era, network has become a social and life element accompanying the growth of young students, which require our colleges and universities and their educators to keep up with the pace of the times. In order to improve the pertinence and effectiveness of education, we should timely master and be good at using new media suitable for young students 'thinking, lifestyle and learning style to carry out online teaching. Through new media such as QQ, Wechat and Web, we should publicize and explain complex and abstract theoretical issues and values through images, videos and audio. With the help of new media's morphological voice, we should change the traditional way of preaching and replace it with the equal, interactive and guiding way of communication to enhance the affinity and attraction of ideological and political teaching.

Improving the Management Model of Students 'Ideological and Political Education. Colleges and universities should attach great importance to students 'ideological and political education, strengthen overall coordination and top-level design, and constantly improve the management mode of students' ideological and political education. First, we should establish and improve the leading bodies and regular meeting system of Ideological and political education, regularly study and deploy students 'ideological and political education, take various measures at the same time, and give full play to the important role of Ideological and political theory teachers, League cadres, counselors, class teachers and student cadres in students' ideological and political education. The second is to establish and improve the selection, training, management and assessment mechanism of counselors and head teachers, and to promote the professionalization and professionalization of counselors and head teachers. Third, the establishment of student education management workshops, for students to carry out professional learning, career choice, financial difficulties, psychological health and other personalized counseling services, guide students to grow up healthy and happy. Fourthly, relying on the League organization to carry out patriotism education and campus culture construction activities on the May 4th, National Day, New Year's Day, the founding of the Party, the founding of the army and other major festivals, to promote traditional Chinese culture, tap the educational function of campus culture and enrich the cultural life of teachers and students. Fifthly, through holding parent-student conferences around colleges and universities, strengthening the communication and contact between schools and parents, cohesion, and constant exploration of the cooperative education mechanism of "building people by virtue", we can help students grow healthily and promote ideological and political education in Universities. Sixth, colleges and universities should strengthen the construction of student party members and student cadres, and give full play to their role of "self-management, self-education and self-service" in ideological and political education management[2-4].

Strengthening the Construction of Teachers in Universities. First, we should build a clear and efficient working system. Firstly, we should strengthen the overall leadership of the party and clarify the responsible departments of ideological and political work of university teachers. Teachers 'working departments of party committees can be set up to make up for the "blank" of Party committees in teachers' ideological and political work departments in Universities. Secondly, a unified management, assessment and evaluation standard for teachers and staff has been formulated, and the management and assessment mechanism for teachers has been improved. Thirdly, we should establish a unified management, assessment and evaluation organization for teachers and staff to conduct a comprehensive assessment and a comprehensive evaluation of teachers 'daily thinking and work performance.

The second is to construct a classified management and differentiated education model. We should carry out differentiated ideological and political education according to the personality characteristics and behavior habits of different groups of teachers. For example, young teachers should be concerned about their growth and development and help them solve practical difficulties; for excellent teachers, they should play a leading role by selecting models. In addition, colleges and universities can carry out ideological and political education in the form of new media such as

short videos, tremors, micro-letters and micro-blogs, which are popular with teachers, so as to make complex and abstract principles easy to understand, lovely and heartfelt[5-7].

The third is to build a practical path of self-experience and self-improvement. Firstly, colleges and universities can establish a number of teaching practices and employment practice bases in enterprises, communities and rural areas. Teachers are selected to enter the base to carry out practical activities such as post-holding and investigation, to help and guide students to carry out practice, to enhance the comprehensive quality and professional ability of teachers, and to enhance the sense of social responsibility and mission. Secondly, colleges and universities can organize teachers to go to red education bases such as Jinggangshan, Ruijin and Yan'an to carry out experiential teaching such as "looking forward to the old revolutionary sites, visiting revolutionary museums, revisiting the vows of joining the Party, conducting discussions and exchanges", so as to strengthen ideals and beliefs, enlighten wisdom and purify the soul. Thirdly, colleges and universities can set up a set of guarantee mechanism to encourage teachers to participate in practical activities, which links teachers 'participation in social practice, teaching practice with job title evaluation, year-end assessment and evaluation first, and actively guide teachers to actively participate in practical activities.

Summary

In addition, in the new era, university teachers should strengthen their political theory learning and constantly improve their own literacy and practical ability in accordance with the "four possessions" good teacher standard and the "four guides" requirements put forward by General Secretary Xi Jinping. Efforts should be made to have ideals and beliefs, moral sentiments, solid knowledge and benevolence, and strive to be the guide of students 'tempering character, learning knowledge, innovative thinking and devotion to the motherland.

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