

# The Research on the Innovative Ways of Ideological and Political Work in Colleges and Universities under the Background of New Era

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## Abstract

Colleges and universities are the important bases for cultivating excellent talents in China, especially in the current situation of quality education, colleges and universities should bear the important responsibility of teaching and educating people and establishing morality. We should pay attention to ideological and political work, innovate the mode of Ideological and political work, enrich the content of Ideological and political work, keep pace with the times, give full play to the maximum value, and promote the healthy and sustainable development of colleges and universities. This paper starts with the background of the new era, analyzes the positive significance of Ideological and political work in Colleges and universities, describes its current situation and puts forward relevant innovation strategies.

## Keywords

New Era; Ideological and Political Work; Innovation Approach.

## 1. Introduction

Under the background of the new era, general secretary Xi Jinping stressed that universities should regard Lide Shuren as the core link of personnel training, and throughout the process of education, we should run through ideological and political education so as to achieve all-round education and create a new prospect for higher education. For colleges and universities, ideological and political work is an indispensable and important content, is the best way to cultivate students' comprehensive literacy and promote the overall development of students. As an educator in Colleges and universities, we must strictly implement the requirements of general secretary Xi Jinping, thoroughly understand the characteristics of the development of the times, clarify our responsibilities, enhance our professionalism, innovate our ideological and political work mode, better promote ideological and political work, and ensure the effective development of Ideological and political work.

## 2. The Positive Significance of Ideological and Political Work in Colleges and Universities in the New Era

### (1) Improve students' Ideological and moral quality

Carry out ideological and political work in Colleges and universities, under the guidance of Marxism, lead students to gradually identify with the mainstream ideology, improve students' Ideological and political awareness. [1] In the process of Ideological and political education, it is necessary to integrate knowledge with action, teach by words and deeds, require students with socialist core values, standardize students' words and deeds, and solve students' practical problems in moral and ideological aspects. [2] Through ideological and political education, we can help students establish good moral concepts and cultivate their collective consciousness, communist morality and other good qualities. Under the background of the new era, colleges

and universities must take moral education as the core goal, and comprehensively improve students' professional ethics, personal morality, belief morality, family virtue and social morality. Let the students take the theory as the guidance, implement it in their daily life and study, and promote their all-round development.

#### (2) Effectively resolve contradictions

Colleges and universities are a collective environment, in the collective survival, it is inevitable to produce friction and contradictions. Generally speaking, colleges and universities will set up various rules and regulations to effectively restrict the behavior of teachers and students. However, rules and regulations are generally of a cold nature, unable to take into account people's subjective emotions and feelings, so they can not resolve the root of the contradiction.

[3] Therefore, some students or teachers often think that colleges and universities should not deal with it properly, resulting in extreme behavior, which has a bad impact on Colleges and universities. In carrying out ideological and political education, we need to go deep into the student groups, understand the actual situation of students, and establish a good relationship with students. Only in this way can students reveal their feelings and vent their emotions. After effective counseling, students' mood is calmed and their psychology is developed healthily. To carry out ideological and political education is to cultivate higher quality college students, help them form correct three outlooks, cultivate good moral quality, enable them to face the setbacks in life with an optimistic attitude, laugh at life, learn to correctly deal with negative emotions, and become an optimistic, upward, positive and knowledgeable college student.[4]

#### (3) Infiltration of mainstream values

Under the background of globalization, all kinds of thoughts and information spread rapidly on the Internet, and diversified thoughts affect the thinking mode and life style of college students. The infiltration of various money worship ideas and refined egoism seriously infringes on the soul of college students, resulting in endless bad phenomena. To carry out ideological and political education, we should infiltrate the mainstream values into college students, help them consciously resist bad ideas, and promote their all-round development.

### **3. The Current Situation of Ideological and Political Work in Colleges and Universities in the New Era**

#### (1) Single channel of Ideological and political work

The mode of Ideological and political education in Colleges and universities is relatively single. Educators are used to output theory in the classroom, ignoring the dominant position of students. For college students who have mature thinking, they have obvious personality and don't like passive preaching . [5] When others force to interfere in college students' thoughts and behaviors, their first reaction is rejection and disgust. This mode of Ideological and political education seriously affects the efficiency of Ideological and political education, makes educators and the educated stand on the opposite side, and leads to the failure of Ideological and political education to play its real value. There are still some educators, who still use the traditional ideological and political education concept, the old way of work, can not effectively improve the students' learning enthusiasm. For a long time, the ideological and political education in Colleges and universities is in vain, the relationship between students and educators is getting worse, and the ideological and political work can not be carried out smoothly.

#### (2) The content of Ideological and political education is out of date

Many educators' Ideological and political content is backward. When students have ideological or behavioral problems, educators only manage, not teach. With the help of rules and regulations to restrict students, it is easy to cause students' rebellious psychology. On the

surface, students are criticized by educators, but they can't agree with them psychologically. This method can treat the symptoms but not the root cause, which is easy to lay hidden dangers for the future ideological and political education work. Ideological and political education emphasizes the ideological guidance and guidance of students, which requires educators to cultivate students' good ideological and political concepts and shape sound personality. Blindly adopting backward education methods and contents will inevitably reduce the value of Ideological and political education and go against the original intention of Ideological and Political Education .[6]

#### **4. Research on Innovative Ways of Ideological and Political Work in Colleges and Universities in the New Era**

##### **(1) People oriented and ideological and political work**

In the process of carrying out ideological and political education, we must be people-oriented and student-centered. Respect students' ideas, understand students' inner trends, observe students' development and change, think from the perspective of students, and provide students with good psychological counseling and humanistic care [7]. In the past ideological and political teaching, educators used to preach mode, blindly output knowledge and theory, ignoring students' subjective initiative, resulting in students' interest in learning can not be improved, and they are bored with ideological and political education. In the context of the new era, the ideological and political education work must be based on the perspective of students, give play to students' subjective initiative, and let students actively accept the ideological and political education. At the same time, people-oriented is also reflected in respect for students' individual differences. Different students have different physical and mental characteristics, learning situation and psychological activities. We should combine the actual situation of students, teach students according to their aptitude, make reasonable ideological and political education plan, and try personalized teaching. Respect each student's personality and build a diversified ideological and political education system. In a good atmosphere of Ideological and political education, we should help students shape a sound personality, cultivate correct three outlooks, and promote their all-round development.

##### **(2) Innovative ways of Ideological and political work**

With the continuous development and change of the times, the ideological and political education in Colleges and universities also needs to keep pace with the times, stand in the forefront of the times, carry out timely innovation, so as to stimulate students' learning enthusiasm. First, carry out a variety of campus activities within the scope of the campus, and carry out ideological and political education publicity in the form that students like to hear and see. In addition to the ideological and political courses originally set up in Colleges and universities, colleges and universities can also make use of campus activities to make the ideological and political ideas deeply rooted in the hearts of the people. However, it should be noted that ideological and political education is a serious matter. The content of activities should be profound, the form of activities should be lively and solemn, and it should not be too entertaining. We should learn to make full use of every campus activity, excavate its depth and breadth, and let students learn and benefit. For example, in the campus to carry out scientific and technological innovation competition, academic exchange activities, on the one hand can effectively promote the improvement of students' professional level, on the other hand can also penetrate the ideological and political education. Organizing social practice activities and leading students to participate in volunteer service activities can effectively exercise students' practical ability and let students learn to repay the society. Campus activities are diverse and rich in content, which can effectively broaden students' horizons, cultivate students' skills in all aspects, and help students shape good values and world outlook in the process of activities. At

the same time, colleges and universities should be good at using Internet technology and new media to constantly innovate new ideological and political education mode. Contemporary college students are the most frequently used and proficient group of Internet. The effective integration of Internet and ideological and political education can effectively improve the efficiency of Ideological and political education. Tiktok official account, WeChat account and voice account are opened, and different ideological and political education is carried out according to the characteristics of different platforms. The network platform is used to actively communicate with students, guide mainstream values and help students establish good ideological and political views.

### (3) Enrich the content of Ideological and Political Education

Under the background of the new era, colleges and universities must constantly expand new content on the basis of the original ideological and political education to ensure the timeliness of Ideological and political education. First, we should deeply study the spirit of the 19th National Congress of the Communist Party of China and the socialist core values, integrate them into the ideological and political education in Colleges and universities, establish a correct concept of talent training, and build a perfect talent training system. In the process of Ideological and political education, we should cultivate students' spirit of innovation, introspection, enterprising and coordination. Let students carry out daily life and study under the guidance of Marxism; Second, set up the educational goal of moral education. In order to carry out ideological and political education in Colleges and universities, we need to introduce moral quality and ideological quality. Moral quality is to cultivate students' moral quality and enhance their moral emotion, moral will and moral awareness through ideological and political education. Ideological quality is to cultivate students' good values, outlook on life and world outlook, and to shape students' sound personality; Third, under the leadership of socialism with Chinese characteristics, actively carry out practical activities, so that students can practice the core values of society and become a person of all-round development.

### (4) Building a group of high quality ideological and political education team

The quality of Ideological and political educators directly affects the quality of Ideological and political education. Therefore, it is necessary to build a number of excellent education teams within the scope of colleges and universities to enhance the professional ability, political literacy and ideological awareness of educators. First, as ideological and political educators, we must have a good political theoretical basis to ensure the smooth development of Ideological and political work. We should be familiar with China's policies and regulations, deeply understand political theory, master the party's principles and lines, and establish socialist core values. Within the scope of colleges and universities, regular learning conferences are held, so that educators can learn the development trend at home and abroad in time, and understand the advanced ideological and political knowledge. Cultivate ideological and political educators' good political thinking, form a perfect overall view, and prompt political awareness; Second, learn management, education, psychology related knowledge, improve personal ability, so as to carry out ideological and political education more efficiently. College students have higher education level and deeper thought, which puts forward higher requirements for ideological and political educators; Third, improve coordination ability and communication level. When carrying out ideological and political education, we need to have direct communication with students. At this time, the test is the communication ability of educators. Only by mastering good communication skills and improving communication skills, can we win students' trust and understanding, facilitate students to analyze their personal thoughts, put down their tension and vent their emotions. In the process of conversation, the relationship between teachers and students is equal and harmonious, which is helpful for the spread of Ideological and political spirit and the improvement of students' Ideological and political quality.

## 5. Conclusion

In the context of the new era, colleges and universities must adhere to the core idea of moral education, under the guidance of the party, keep pace with the times, follow the law of development of the times, and build a perfect ideological and political education system. We should improve the professional quality, moral quality and political quality of educators, build a high-quality education team, innovate the concept of Ideological and political education, improve the mode of Ideological and political education, enrich the content of Ideological and political education, and carry out ideological and political education from multiple ways and channels, so as to cultivate the good moral quality of college students and help them establish the correct three outlooks, Promote the all-round development of college students.

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