

# Exploration of Ideological and Political Teaching Reform in Colleges and Universities under the Background of Rural Revitalization

Tangyao Zhu

Hubei Business College,430000

---

**Abstract:** Colleges and universities are important places to train socialist builders and successors,and ideological and political teaching in colleges and universities is an important way to train talents in the new era,meantime,also a key link to train students'socialist core values and establish a correct outlook on world,life and values.With the proposal and implementation of China's rural revitalization strategy,China's rural areas are increasingly in need of a large number of talents with a high sense of social responsibility and innovative spirit.Therefore,it is of great significance to promote the reform of ideological and political teaching in colleges and universities for the implementation and development of the rural revitalization strategy.

**Keywords:** Rural revitalization;Ideological and political teaching in universities;Explore

---

## 1. Interpretation of China's Rural Revitalization Strategy

### 1.1 The background and significance of China's rural revitalization strategy

The rural revitalization strategy is an important strategy for the development of agriculture and rural areas in the new journey of building a socialist modern country in an all-round way.At present,there are still many problems in China's rural areas,such as backward rural infrastructure,inadequate public services,poor living environment,etc.These problems have seriously affected the production and life of farmers.Secondly,with the advancement of urbanization,a large number of rural labor force has flooded into the city,resulting in a serious shortage of rural labor force and low agricultural production efficiency. In addition,China's agricultural modernization process is slow,the agricultural production mode is backward,the agricultural industry chain is short,the added value of agricultural products is low,which all make it difficult to meet market demand. difficult to meet the market demand.Therefore,the implementation of rural revitalization strategy in rural areas on the one hand is helpful to solve the problem of unbalanced and inadequate agricultural and rural development,and improve the level of agricultural and rural development;On the other hand,it will help narrow the gap between urban and rural areas and promote the integrated development of urban and rural areas.In addition,the rural revitalization strategy can effectively ensure national food security,improve agricultural production efficiency and achieve the goal of well-off society and common prosperity to improve farmers'living standards.

### 1.2 The Objectives and main tasks of the rural revitalization strategy

The goal of the rural revitalization strategy is to realize the modernization of agriculture and rural areas,improve farmers'living standards,build a harmonious and beautiful new countryside,promote agricultural scientific and technological innovation,improve agricultural production efficiency,optimize agricultural industrial structure and develop modern agriculture.At the same time,it is necessary to strengthen the construction of agricultural infrastructure and improve the level of agricultural production services. Secondly,the rural revitalization strategy also aims to achieve the all-round well-to-do in rural area,strengthen the construction of the rural public service system,improve the level of rural education,medical care,elderly care and other public services,improve the rural living environment and improve the quality of life of farmers.Moreover,the rural revitalization strategy is to realize the all-round development of farmers,improve their scientific and cultural quality,improve their employment and entrepreneurship ability,protect

their rights and interests and realize the needs of all-round development of farmers. In other words, to promote rural revitalization is to achieve comprehensive rural revitalization and needs to strengthen the construction of rural governance system, improve the efficiency of rural governance, protect and inherit rural culture and promote the common development of rural material culture and spiritual culture.

## **2. Analysis of the Current Situation of Ideological and Political Education in Colleges and Universities**

### **2.1 Problems and challenges in ideological and political teaching in colleges and universities**

Ideological and political teaching in colleges and universities has made great efforts in the content, form and team building, but there are still some problems and challenges. Firstly, the ideological and political teaching content is out of line with the social reality. Some ideological and political teaching content may be too theoretical and out of line with the social reality, which makes it difficult for students to understand and accept. Secondly, the ideological and political teaching form is single. Although the ideological and political teaching forms are diverse, but still some teachers and students reflect that the current ideological and political teaching form is relatively single, lack of innovation and vitality. Moreover, the quality of ideological and political teaching team is uneven, and the teaching ability and scientific research ability of some ideological and political teachers need to be improved. At the same time, the pressure of ideological and political teaching work is greater, which also affects the enthusiasm of teachers. In addition, due to the imperfect ideological and political teaching evaluation mechanism, the existing ideological and political teaching evaluation mechanism relies too much on examination results and also ignores the cultivation of students' practical ability and innovative ability.

### **2.2 Urgency of ideological and political teaching reform in colleges and universities**

With the development of society, the object of ideological and political teaching in colleges and universities—college students in the new era, their ideas, value orientation, life experience and other aspects have undergone great changes, which also put forward new requirements for the content, form and method of ideological and political teaching. Secondly, education reform is an important task for the development of China's education in the new era. As an important part of education, ideological and political teaching in colleges and universities also needs reform and innovation to meet the requirements of education reform and the new era. Moreover, with the development of information technology, college students have more ways to obtain information and knowledge, and their learning needs and learning methods are also changing, which makes the ways and methods of ideological and political teaching face new challenges too. At the same time, in the trend of globalization, cultural soft power is regarded as the focus of national competition, and the quality and level of ideological and political teaching in colleges and universities directly affect our position in international competition. Therefore, the urgency of ideological and political teaching reform in colleges and universities is more prominent.

## **3. Integration of Rural Revitalization Strategy and Ideological and Political Teaching Reform in Colleges and Universities**

### **3.1 Improve the pertinence and effectiveness of ideological and political teaching under the background of rural revitalization strategy**

The rural revitalization strategy is an important part of the great cause of socialism with Chinese characteristics in the new era. Its goal is to modernize agriculture and rural areas, improve farmers' living standards, and build a harmonious and beautiful new countryside. Therefore, it is particularly important to reserve professional talents for the strategy of rural revitalization and improve the pertinence and effectiveness of ideological and political teaching. The specific ways are as follows: Firstly, in the curriculum setting, it is necessary to integrate the rural revitalization strategy into the ideological and political teaching content. Relevant courses can be set up to systematically teach the theory, policy and practice of the rural revitalization strategy, so that students can deeply learn and understand the goals, tasks and implementation paths of the rural revitalization strategy, so as to enhance students' understanding and knowledge of the rural revitalization strategy. Secondly, in terms of teaching content, it is necessary to integrate rural revitalization strategy into ideological and political teaching practice. Rural revitalization strategy can be combined with Marxist theory, socialism theory with Chinese characteristics and other ideological and political teaching contents. Through theoretical learning, students can enhance their understanding and knowledge of rural revitalization strategy. At the same time, the content of practical teaching can be increased by organizing students to participate in practical activities related to the rural revitalization strategy, such as rural research

and social services,so that students can experience the goals and tasks of the rural revitalization strategy in practice,and improve the effectiveness of ideological and political teaching.In terms of teaching methods,cases teaching and discussion teaching can be used to guide students to think deeply about the relationship between rural revitalization strategy and their own development and improve students'practical and innovative ability of rural revitalization strategy.In addition,it is also necessary to integrate the rural revitalization strategy into the ideological and political teaching evaluation system to promote the implementation of the rural revitalization strategy by setting relevant evaluation indicators to evaluate the students'understanding and knowledge of the rural revitalization strategy and how they apply the knowledge in practice.To improve the pertinence and effectiveness of ideological and political teaching,it is necessary to integrate rural revitalization strategy into every link of ideological and political teaching,so that students can experience practice while learning theory and enhance their sense of social responsibility and historical mission.

### **3.2 The realization of ideological and political teaching reform in colleges and universities helps rural revitalization and development get rid of the development dilemma**

The goal of China's rural revitalization is mainly to achieve the development of agriculture,rural areas and farmers,but the current development of China's rural revitalization process is still relatively slow,mainly because there is a single rural industrial development structure,shortage of industrial talents,low science and technology utilization rate and innovation rate.And to get rid of these realistic difficulties largely rely on education,especially higher education.Therefore,the realization of ideological and political teaching in colleges and universities can provide the following ways for rural revitalization:Firstly,ideological and political teaching in colleges and universities can be effectively integrated with the professional knowledge and skills courses of college students to improve the professional quality of college students while understanding the relevant knowledge of China's rural revitalization strategy,college students should make contributions to the country,society and hometown in the spirit of realizing self-value and social value of college students.Secondly,ideological and political teaching in colleges and universities can correctly and effectively guide students to improve their scientific and cultural quality,cultivate high-quality professional talents for rural revitalization and encourage more college talents to actively participate in the process of rural revitalization strategy,such as actively going to rural revitalization enterprises to practice and work and going back to their hometown to start businesses,which can promote the development of township revitalization industry and make up for the shortage of talents.In addition,ideological and political teaching in colleges and universities can timely update college students'information reserves on national policies and current political hotspots to provide more updated realization paths for the development of rural revitalization.

## **4. Conclusion**

The reform of ideological and political teaching in colleges and universities can help improve students'understanding and knowing of the rural revitalization strategy.The reform can integrate the rural revitalization strategy into the content and curriculum of ideological and political teaching,which can make students better understand and recognize the rural revitalization strategy in the learning process and enhance their sense of social responsibility and historical mission.In addition,the reform can improve the pertinence and effectiveness of ideological and political teaching,so that students can promote the implementation of the rural revitalization strategy through practical activities on the basis of theoretical learning to provide talent support for the implementation of the rural revitalization strategy.

## **References:**

- [1]Lianzhi Hu.The Practice of Ideological and Political Teaching Reform in Colleges and Universities under the Background of Rural Revitalization[J].China Fruits,2023(08):148.
- [2]Xue Ding.Innovative Practice of Ideological and Political Teaching in Colleges and Universities Serving for"Agriculture,Country-side,and Farmers"in the Context of Rural Revitalization[J].Journal of Nuclear Agricultural Sciences,2022(02):488-489.
- [3]Zhen Mei.Teaching Reform of Ideological and Political Theory Courses in Colleges and Universities under the Background of Rural Culture Revitalization[J].Journal of Hubei Open University,2022(13):103-104.