

# Research on the Innovative Path of Ideological and Political Education for College Students in the New Era

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**Abstract:** In the context of China's rapid development in the new era, ideological and political education for college students is facing many opportunities and challenges. With the advent of the new media era, the ideological and political education of college students is faced with new problems, such as the impact of multiple values on college students' thoughts on the Internet, and the adverse impact of Internet content on college students' thoughts. In order to effectively carry out ideological and political education of college students in the new era, it is necessary for colleges and universities to be student-oriented, guided by socialist core values, strengthen cooperation with various sectors of society, and carry out education work with various media means.

**Keywords:** New era; College students; Ideological and political education; Innovation path

## 1. The New Era Puts Forward Higher Requirements for Ideological and Political Education in Colleges and Universities

Since entering the new era, China's social development has taken on new characteristics, which also provides more opportunities for ideological and political education in colleges and universities. Firstly, the ideological and political education work in colleges and universities must be centered on college students, put their all-round development in the first place in order to make college students be comprehensively improved in ideology, life and study. Secondly, the ideological and political education of college students in the new era must adapt to the new situation, keep pace with The Times, keep pace with the development of The Times, and integrate information technology and modern media means into the ideological and political education work to promote the innovation of ideological and political education. Thirdly, the ideological and political education of college students in the new era must adhere to the student-oriented principle, put students in the first place, and carry out various work from the perspective of students. Finally, in the new era, colleges and universities should strengthen cooperation and exchanges with various social departments, and carry out work in combination with the needs of social development and the actual situation of schools.

As one of the most active and energetic groups in the development of society, college students are ideal, capable and responsible, and are the main force of national construction and social development in the future. Therefore, the ideological and political education work in colleges and universities must be reformed and innovated with college students as the center. Firstly, the ideological and political education of college students in the new era should adhere to the principle of people-oriented. Only in this way can we better play the role of ideological and political education in colleges and universities.

## 2. Colleges and Universities Should Establish the Idea of People-oriented

Firstly, colleges and universities should establish the idea of people-oriented, respect the subject status of students, and regard students as the center of education. Students are an important force for social development. Colleges and universities should respect the principal position of students, actively interact with students and understand their needs when carrying out educational activities. Colleges and universities should establish a student-centered ideology, and regard respect, care, understanding, and trust as the starting point and foothold for carrying out ideological and political education for college students. Colleges and universities should integrate socialist core values into the teaching content, so that students can feel socialist core values while learning professional knowledge.

Secondly, colleges and universities should pay attention to the development of practical activities. Practical activities are an indis-

pensable part of ideological and political education in colleges and universities. Colleges and universities should carry out more social practice activities, so that college students can go deep into the society to feel the actual situation of society. At the same time, we should pay attention to the theoretical education of ideological and political education for college students, so that they can better understand the socialist core values. Colleges and universities should also strengthen cooperation with all sectors of society and infiltrate socialist core values into their teaching activities. Colleges and universities should make full use of social resources to carry out educational activities, so that college students can personally participate in social activities.

Finally, colleges and universities should pay attention to the construction of campus culture. Colleges and universities should pay attention to the construction of campus culture when carrying out ideological and political education for college students, so that college students can feel the charm of campus culture. At the same time, we should attach importance to the ideological and political education of college students. A variety of campus cultural activities should be carried out on improving college students' awareness and understanding of socialist core values.

### **3. Guided by the Socialist Core Values**

With the advent of the new media era, the ideological and political education of college students is faced with many challenges, such as the impact of multiple values on the Internet on college students' thoughts, and the negative impact of Internet content on college students' thoughts. In order to better carry out ideological and political education of college students in the new era, it is necessary to take the socialist core values as the guide, adhere to the fundamental task of "Nurture Morality and Foster Talent", strengthen the construction of teachers, optimize classroom teaching methods, build campus culture, improve campus system and other measures to enhance college students' self-management ability and self-development ability, so as to better help college students establish a correct outlook on world, life and values. For example, colleges and universities can carry out teaching through the "ideological and political course+" model to add the content of socialist core values to the ideological and political theory course. At the same time, the content of socialist core values should be integrated into the teaching of ideological and political theory courses. For example, teachers can use the three minutes before class to give a speech and lead students to learn the contents of "prosperity", "democracy", "civilization" and "harmony" in the socialist core values, so that students can feel the value and significance of socialist core values in the learning process. In addition, activities such as class meetings on socialist core values and speech competitions on socialist core values can be held to strengthen students' understanding and knowledge of socialist core values. Through a series of targeted activities, students can have a deeper understanding of the core values of socialism, so as to continuously improve the ideological and political quality of college students.

### **4. Cooperation with All Sectors of Society Should be Strengthened**

In order to better carry out ideological and political education, colleges and universities need to actively cooperate with various social departments, which is an inevitable trend of the development of The Times. Firstly, colleges and universities can establish a "three in one" (school-society-family) education model. Colleges and universities can cooperate with the society to regularly hold lectures on ideological and political education of college students, so that students can learn more about social development. At the same time, representatives from different industries can be invited to campus to communicate with students face to face in order to let students know the deeds and spirit of outstanding talents in all walks of life. It can not only improve students' awareness and understanding of society, but also help students establish a correct outlook on life and values. Secondly, colleges and universities should actively communicate with families to let parents understand the difficulties and problems encountered by their children in school study and life. At the same time, it also allows parents to understand the ideological dynamics and ideological status of their children in school.

### **5. A Variety of Media Means Should be Adopt to Carry Out Ideological and Political Education**

With the development of science and technology and the popularization of new media, the form of ideological and political education of college students has also changed. The application of various media means can better meet the learning needs of college students and improve the effectiveness of ideological and political education. Firstly, network media can be used for ideological and political education. Network media has the characteristics of large amount of information, fast transmission speed and wide coverage, which can provide abundant ideological and political education resources for college students. Through the network platform, various forms of ideological and political education activities can be carried out, such as online lectures, forum discussions, micro-courses, etc., so that college students can receive ideological and political education in interaction. Secondly, multimedia teaching means can be used to

carry out ideological and political education. Multimedia teaching means can vividly display the content of ideological and political education and improve the interest of college students. For example, through multimedia forms such as video and animation, historical events and theoretical viewpoints can be vividly displayed, so that college students can understand and accept them more easily. Thirdly, mobile media can be used for ideological and political education. Mobile media, such as mobile phones and tablet computers, can provide ideological and political education resources for college students anytime and anywhere. Through mobile media, fragmented learning can be carried out, so that college students can receive ideological and political education anytime and anywhere in their spare time. Finally, social media can be used for ideological and political education. Social media has the characteristics of fast communication speed and wide coverage, which can provide abundant ideological and political education resources for college students. Through social media, various forms of ideological and political education activities can be carried out, such as topic discussion, online voting, etc., so that college students can receive ideological and political education in interaction.

## 6. Conclusion

With the coming of the new era, the ideological and political education of college students is facing new challenges and opportunities. As an important position of ideological and political education, colleges and universities need to constantly innovate educational ideas and methods to meet the requirements of the new era. Firstly, it is necessary to establish the people-oriented thought to pay attention to the individual differences of college students, teach students in accordance with their aptitude and improve the pertinence and effectiveness of ideological and political education. Secondly, it is necessary to take the socialist core values as the guide-to-guide college students to establish a correct outlook on world, life and values. Thirdly, it is necessary to strengthen cooperation with all sectors of society, use social resources, and enrich the content and form of ideological and political education. Finally, we should adopt a variety of media means to carry out ideological and political education, and use the network, multimedia and other modern technical means to improve the coverage and influence of ideological and political education. In short, the research on the innovative path of ideological and political education of college students in the new era needs in-depth discussion and practice from many aspects, so as to better serve the growth of college students and train more socialist builders and successors with all-round development of all-round development of morality, intelligence physique and aesthetic for the new era.

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