

Innovating the Ways of Cultivating College Students' Ideological and Political Quality based on Voluntary Service under the Background of Rural Revitalization

Yan Zhou, Ying Zong, Wanzhen Pan, Xuan Yin

Jiangsu Agri-animal Husbandry Vocational College, Taizhou 225300, Jiangsu, China.

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Abstract : Under the development background of the new era, rural revitalization has become one of the important components of building a well-off society in an all-round way. As the backbone of social construction, college students should actively participate in the voluntary service of rural revitalization. This can not only bring new thinking to the cultivation of college students' ideological and political quality, but also help college students establish correct values. Nowadays, people stand at a new height of China's historical development, look forward to the development trend of college students' ideological and political quality training in the new era, and innovate the channels for students' ideological and political character cultivation, so as to actively integrate into the national ideological and political construction of the warm times. This paper analyzes the characteristics and functions of voluntary service on the cultivation of college students' ideological and political character under the background of rural revitalization, and puts forward an effective way to innovate the cultivation of college students' ideological and political quality based on voluntary service under the background of rural revitalization.

Keywords : Rural Revitalization; Voluntary Service; Ideological and Political Quality

As an important way to cultivate college students' ideological and political quality under the background of rural revitalization, voluntary service has the characteristics of deepening college students' ideological and political quality, cultivating innovative ways to cultivate college students' ideological and political quality, mutual benefit and win-win. Relying on voluntary service, cultivating college students' ideological and political quality can deepen their patriotism, enhance their sense of social responsibility and cultivate their labor values to a certain extent. At present, China is in a new period of socialist construction. At present, the way of cultivating college students' ideological and political quality has been difficult to meet the needs of the times. Therefore, in the context of rural revitalization, we should innovate the channels for the cultivation of college students' ideological and political character based on voluntary service, and construct an effective way for the cultivation of college students' ideological and political character by taking reasonable educational means to promote their development autonomy on the basis of conforming to the free will of college students as far as possible. It is the main task of innovating the cultivation of college students' ideological and political character.

1. The role of voluntary service in the cultivation of college students' ideological and political literacy under the background of Rural Revitalization

1.1 Enhancing college students' sense of social responsibility

One of the essential qualities and key factors for college students to become talents is social responsibility. In view of the

decisive influence of emotional and psychological factors on the choice of college students' responsible behavior, the cultivation of sense of responsibility should not only improve college students' understanding of sense of responsibility, but also cultivate college students' emotional understanding of responsible behavior, so as to enhance college students' awareness of consciously undertaking their own responsibility in the actual society. College students can apply their knowledge to practical social problems through rural revitalization voluntary service, which can not only consolidate their professional knowledge and skills, but also enhance their social service ability. Therefore, rural voluntary service should be revitalized. It can help college students have a clearer and clear understanding of their social responsibility, guide college students to form good ideological and political quality, and promote college students to devote themselves to learning work and great social construction with a strong sense of social responsibility.

1.2 Cultivating college students' labor feelings

As an important means of cultivating college students' labor emotion, rural revitalization voluntary service pays more attention to the cultivation of personal practice. This can enhance college students' understanding of labor and its labor value, cultivate good labor habits, and improve college students' labor emotion. Nowadays, in the context of rural revitalization, we should adapt to social development and vigorously promote rural revitalization services. Through various forms of rural revitalization voluntary service, college students can effectively experience the hardships and happiness of labor practice, have a clearer understanding of the value of labor, and enhance college students' sense of labor pride. In addition, college students' participation in rural revitalization voluntary service can enable college students to have a deeper understanding of the national poverty alleviation policy, deepen their thinking on social problems, strive to obtain intellectual achievements and improve social problems. These rural revitalization volunteer services not only bring test and training to college students, but also cultivate college students to form good ideological and moral quality to a certain extent, so as to make them more like work and form self-conscious and good working habits.

1.3 Deepening the patriotic feelings of college students

Under the background of the new era, the form and content of patriotism education should also be changed. The educational form should pay attention to the combination of current and long-term, the educational content should be richer, and the combination of history and reality should be paid attention to, so as to meet the needs of college students. Through voluntary service projects such as rural cultural revitalization, college students can go deep into China's old revolutionary base areas and the vast poor rural areas, face the key problems of China's social development, and stimulate their deep thinking on China's social development, in order to further enhance college students' national pride, sense of belonging and sense of honor, externalize them into conscious actions, and take the initiative to inherit them. In addition, when college students go deep into the old revolutionary base areas and poor villages, they can really feel the revolutionary spirit of the Communist Party of China's continuous hard struggle for lofty ideals at that time, so as to enhance the college students' faith and fighting spirit to strive for the cause of building socialism. This kind of rural voluntary service is very constructive. It can guide students to find problems independently, and analyze the problems accordingly to cultivate students' patriotism, and further form good ideological and political literacy.

2. Innovating the ways of cultivating college students' ideological and political quality based on voluntary service under the background of rural revitalization

2.1 Establishing correct values

Nowadays, the key and difficult point of the cultivation of ideological and political quality in colleges and universities is the cultivation of college students' values. At the same time, it is also the fundamental guidance for college students to participate in rural revitalization voluntary service. Therefore, colleges and universities should pay attention to the cultivation of college students' values, put value education in an important position, and give full play to its influence on the cultivation of ideological and political quality. Values occupy the core position in people's quality and play a decisive role in people's development. Value is the basic ability of ability and the main form of value. Therefore, the school can cultivate its reasonable and correct values by organizing college students to carry out relevant social practice activities. Under the guidance of reasonable and correct values, college students will more and more actively and rationally invest in rural revitalization volunteer service activities. In the process of participating in activities, correct values can help college students stay away from wrong ideas and avoid their erosion and poison, so as to better carry out socialist core values and form good ideological and political literacy.

2.2 Ensuring the substantiation of the content of voluntary activities for rural revitalization

College students can improve their self-worth by participating in voluntary activities for rural revitalization. To revitalize the rural voluntary service, we should pay attention to the integration with the times, keep up with the trend of the times and innovate

the forms of activities, in order to make college students' rural revitalization voluntary service become a noble social image and cultivate college students' correct ideological and political literacy through voluntary service. Activities should be closely combined with rural revitalization of people's livelihood, effectively connected with the weak links of rural revitalization and development, and improve the service quality and gold content of voluntary service. In addition, when participating in such voluntary service activities, college students should deeply understand the actual situation of local rural revitalization and development, explore the development fields with positive impact, plan practical voluntary service activities, make rational use of Internet technology and enhance the social influence of rural revitalization voluntary service, so as to help college students volunteer service and establish a noble image among the public. Under the synergy of college student volunteers, service objects, universities and society, we should give full play to the positive role of college student volunteers in individuals and society, to truly implement the cultivation of college students' ideological and political literacy.

2.3 Providing professional instructors for college students' voluntary service

As a permanent department of colleges and universities, college students' social volunteer service team is a good platform for college students to participate in social volunteer service activities, and has great ideological and political quality training value. At present, because most Chinese colleges and universities pay insufficient attention to the volunteer service team, there is no stable and special ideological and political mentor and stability in the volunteer team, which wastes the function of cultivating the ideological and political quality of the volunteer service team. Therefore, colleges and universities should have full-time ideological and political tutors in the volunteer service team of college students, who can regularly carry out stable ideological and political education for college students' volunteers, so as to cultivate college students to form good ideological and political literacy. Through the cultivation of college students' good ideological and political quality, we can strengthen the core of rural revitalization of voluntary service organizations, improve the development consciousness of the whole voluntary service organizations, and form a strong ideological and moral consciousness. With the guidance and help of professional ideological and political instructors, college students' voluntary service organizations can independently form a complete organizational system and strict rules and regulations, make college students' voluntary service give better play to the cultivation function of their ideological and political literacy, and strengthen the ideological and moral construction of college students' voluntary service, to achieve mutual benefit and win-win results.

3. Conclusion

Under the background of rural revitalization, college students' voluntary service is not only an effective extension of college students' ideological and political literacy training, but also a useful supplement. College students' voluntary service can form corresponding complementarity with college students' ideological and political literacy training in the process of activities. Starting from the main role of college students' rural revitalization voluntary service in the cultivation of ideological and political literacy, this paper discusses in detail the ideological and political education value of college students' voluntary service under the background of rural revitalization, and puts forward the ways to cultivate college students' ideological and political quality based on voluntary service under the background of rural revitalization. The research shows that college students' voluntary service for rural revitalization is not only meaningless physical labor, nor aimless social practice, but a unique educational resource. It is an effective platform to enrich college students' experience, improve college students' ideological and moral quality and enhance college students' subjectivity.

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