

Promotion of Publicity and Education in Ideological and Political Work in Colleges and Universities in the New Era

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Abstract : It is very necessary to carry out college students' ideological and political work under the background of the new era. While carrying out ideological and political education, colleges and universities should also vigorously improve publicity and education, so that college students can understand and understand the importance and necessity of ideological and political education, so as to clearly realize that ideological and political education can well complete the realization of the teaching objectives of ideological and political courses in colleges and universities, such as building morality and cultivating students' comprehensive quality, which has a great impact on the transformation of students' ideas and practical behavior. This paper aims to explore how to effectively improve publicity and education in the ideological and political work of colleges and universities in the new era.

Keywords : New Era; Colleges and Universities; Ideological and Political Education; Propaganda

1. Introduction

Ideological and political education is the general existence of "backbone" in the education system of colleges and universities. It always guides students in ideological and political teaching, and carrying out publicity and education in ideological and political work is conducive to establishing a correct three outlooks and national outlook, constantly cultivating students' sense of social responsibility and patriotism, and guiding students to strive to be new socialist youth. The following will analyze the current situation of ideological and political work in colleges and universities and the strategies of how to improve publicity and education in ideological and political work.

2. Current situation of ideological and political education in colleges and universities

2.1 Ideological and political education faces challenges and opportunities

At present, in the new era, the mainstream social thought is complex and changeable, and the ideological and cultural renewal speed is fast. Under the catalysis of network information, it is difficult for people to identify the correct, socialist values and advanced ideological and cultural, which brings challenges to the ideological and political education in colleges and universities. When carrying out publicity and education in ideological and political work, colleges and universities should pay special attention to the publicity content, which is in line with the requirements of current ideology. At the same time, these challenges also bring opportunities to the ideological and political publicity work in colleges and universities. Under the threat of challenges, many colleges and universities began to innovate the publicity and education in the ideological and political work, began to actively look for new ways and methods of publicity and education, constantly improve the ideological and political education system in colleges and universities, change the unreasonable places and fixed thinking mode in education and publicity, so as to constantly improve the publicity and education in the ideological and political work, and eliminate the bad style of work in the ideological and political

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work in colleges and universities. In short, the challenges faced by the ideological and political work in colleges and universities promote the development of new publicity and education, which makes the ideological and political work in colleges and universities adjust in time, more flexible and speculative.

2. 2 Ideological and political education is not deep enough

Colleges and universities are basically divided into undergraduate colleges and junior colleges. In many junior colleges and universities, due to the influence of students' ability and level, teachers' resources and other factors, the work of ideological and political education in colleges and universities is often not deep enough and has no focus and emphasis. Taking higher vocational colleges as an example, the development of ideological and political education often does not get an effective response from students. Students often have a perfunctory and fooling attitude towards the ideological and political classroom, which affects the process of publicity and education in the ideological and political work of colleges and universities, and makes colleges and universities unable to carry out the publicity work of ideological and political education in depth. Secondly, the wrong publicity method in the ideological and political work of higher vocational colleges will also affect the deepening of ideological and political education. When propagating the knowledge of ideological and political education, higher vocational colleges do not deeply understand the relevant history, nor pay attention to the integration of ideological and political education into students' campus life, and the environment unfavorable to the publicity of ideological and political education is also one of the influencing factors.

2. 3 Students are not interested in ideological and political education

Due to the good momentum of the development and development of science and technology and network information, the teaching mode of teachers has also changed from the traditional textbook based teaching mode to the multimedia teaching mode. The teaching mode of ideological and political teachers in the classroom is replaced by the teaching mode of emerging multimedia technology. Although on the one hand, this is conducive to improving the efficiency of classroom learning and greatly reducing the pressure of teachers' lesson preparation, and it also has its disadvantages. In the traditional ideological and political teaching, whether it is the teaching of theoretical knowledge or the development of practical activities, students must keep up with the pace and rhythm of the teacher in order to know where the teacher talked or where the practice went, which will make students focus on learning. However, when integrating multimedia teaching, students may not need to listen to the teacher carefully to know which chapter and section the teacher is talking about, which leads to the decline of students' enthusiasm for listening to the class, but is not conducive to learning ideological and political knowledge. Secondly, students themselves do not correctly realize the importance of learning ideological and political education and ignore the ideological and political construction of college students. Therefore, they do not cooperate with the school to carry out ideological and political education and have no interest in learning ideological and political education.

3. Promotion of publicity and education in Ideological and political work in colleges and universities

3. 1 Innovative ideological and political education publicity platform in colleges and universities

In order to carry out the publicity and education of ideological and political work in colleges and universities under the background of the new era, we should combine the current popular ideological and political education and innovate the publicity platform of Ideological and political education. Taking the "four histories" education as an example, colleges and universities should learn to create a good learning environment and innovate the publicity and learning platform of "four histories" education.

The "four histories" education column can also be run on the school's official website, QQ and other platforms for students to learn. You can also create "four histories" education online courses, create four histories course websites, and regularly push relevant online courses, materials and videos or live learning. The college requires students to watch regularly and submit their impressions or knowledge summary online, which will be collected and displayed by the college. The implementation of this method can effectively combine the "four histories" education with ideological and political learning, and connect theoretical learning with practical teaching. In addition, colleges and universities can also carry out offline practical activities, based on the "four histories" education or other ideological and political education as an important content, so as to make use of social practice, such as "three trips to the countryside" activities or youth volunteer activities, so that students can deeply learn the knowledge of "four histories". Or by means of situational theater performance, red song singing, red film and television exhibition and broadcasting, vigorously publicize ideological and political education, we can enhance the pertinence and practicality of education, and let students understand and learn in practice.

3.2 Based on the theoretical classroom, laying a good foundation for practice

In many ideological and political classes in colleges and universities, teachers will formulate the practice times and practice contents of the semester. Under the current background of the popularity of “four histories” publicity and education, teachers can first teach the theoretical knowledge of four histories education to students, so as to lay a foundation for the practical teaching of ideological and political courses in the future.

Because in terms of time line, socialist transformation is the transformation carried out after the founding of new China in 1949, and the history of new China is the whole history after 1949. When teaching the theory of socialist transformation, teachers can deliberately emphasize new China to students, and pay more attention to the connection with the history of new China in theoretical teaching. In itself, the two are interrelated. While learning theoretical knowledge, teachers should not ignore the teaching of practical courses and carry out practical teaching on the history of new China and the history of socialist transformation. Based on the theoretical knowledge in the classroom and the learning of the textbook content, teachers can assign students to watch relevant videos or consult relevant materials, and require them to write a thinking guide schema view based on the timeline and the major events since the founding of new China. Before arranging practical homework, the teacher first gives theoretical lectures to the students, which is the starting point for the practical teaching of ideological and political course. Based on this, the students can have an impression. They are consulting the materials themselves, actively learning and understanding the contents of this chapter, learning the history of new China, and finally carrying out practical feelings.

3.3 Attaching importance to the publicity of ideological and political education in practical classroom

Ideological and political education in colleges and universities in the new era should be linked with students’ classroom practice to achieve the purpose of subtle and silent publicity and education. At present, in many colleges and universities, there are no practical topics independent of disciplines. Practical teaching is often attached to other courses. For ideological and political teaching, it only takes ideological and political topics as a practical platform to carry out “in class practice”.

We carry out a red practical study in the ideological and political class, search and watch relevant videos about red sites or revolutionary martyrs or watch live broadcast with the help of new media technology, in order to learn party history, and complete the practical content in the class. Carrying out the practice of classroom party history education can enable students to learn party history, understand the knowledge of party history, and form a correct national concept, national outlook and rising patriotic enthusiasm. In this process, students can widely receive ideological and political education and effectively improve the publicity and education in ideological and political work.

4. Conclusion

In a word, publicity and education in ideological and political education should be paid attention to by every university and is a necessary link in the work of ideological and political education. Although the promotion of publicity and education in ideological and political work in colleges and universities in the new era still faces many difficulties and obstacles, it is hoped that in the near future, with the continuous exploration of colleges and universities, teachers and all sectors of society, and we can find a more effective path.

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