

# On the Teaching Strategies of Ideological and Political Education in Colleges and Universities Under the Background of Quality Education

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**Abstract:** Ideological and political education in colleges and universities can help students establish correct ideology and promote all-round development of students. In view of this, through the necessity of carrying out ideological and political education under the quality education environment, this paper discusses the efficient countermeasures to improve the learning effect of ideological and political education in colleges and universities under this environment, and is committed to improving the teaching level of ideological and political education in colleges and universities, promoting the development of college students' comprehensive quality, and making contributions to the development of socialist modernization.

**Keywords:** Quality education; Ideological and political education in colleges and universities; Teaching strategies

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## 1. Introduction

College students are an important force in social and economic development. We must improve college students' ideological and political concepts to improve their ideological and political education and literacy. Only in this way can we effectively use the ideological and moral education work to guide students in a planned way, so as to shape their comprehensive abilities and enable college students to achieve all-round development, in the context of rapid development, with the implementation of socialist core values as the starting point. Therefore, in the general environment of quality education, as a teacher of ideological and political education, if you want to make full use of your own efficacy, you must combine ideological and political education with education and teaching work to improve the quality of ideological and political classroom teaching.

## 2. The Importance of Ideological and Political Education in Colleges and Universities under the Environment of Quality Education

### 2.1 The diversification of the external environment has added a new test to the ideological and political classroom teaching in colleges and universities.

Under the general environment of extensive use of information technology, college students can get rid of the limitation of time and space and carry out information transmission at any time, which also makes college students very vulnerable to negative impacts. Especially in the general environment where the market economy system continues to deepen, although the reform of the market economy is conducive to the establishment of a good competitive psychology and the concept of active learning for college students, if students are not correctly guided, it is very easy for students to have a very serious sense of self-consciousness, and then lack the sense of cooperation, and even lack good qualities such as honesty and trustworthiness. Therefore, the ideological and political classroom teaching for students in colleges and universities is not only a cultural and educational requirement, but also a need for the progress

of the times. Carrying out ideological and political education for students can effectively correct students' misconceptions and enable students to strengthen their moral quality.

## **2.2 Carrying out ideological and political education classes can provide high-quality talents for social development**

The vast majority of college students lack humanistic feelings and cultural accumulation, know little about China's traditional culture and socialist ideology, and lack the professional quality and comprehensive ability required for social development. The vast majority of college students lack humanistic feelings and cultural accumulation, know little about China's traditional culture and socialist ideology, and lack the professional quality and comprehensive ability required for social development. However, as an indispensable part of the humanities, ideological and political education can effectively shape students' humanistic feelings according to high-quality ideological and political classroom teaching, so that they can master traditional Chinese culture, produce a comprehensive political theory knowledge management system, strengthen socialist ideals and beliefs, improve students' cultural self-confidence, and thus enable students to produce correct life values, Lay the foundation for the all-round development of students<sup>[1]</sup>.

## **3. Strategies for improving the effect of ideological and political learning in colleges and universities under the environment of quality education**

To evaluate the overall teaching level of colleges and universities is not only to attach importance to the establishment of the teaching staff and the diversity of the curriculum content, but also to the rationalization of the internal education methods, the campus style and a series of management systems. The correspondence between the campus infrastructure, natural landscape design and the campus atmosphere can also be used as the main reference factors to consider the teaching level. Colleges and universities in various regions should not only pay attention to the improvement of material civilization, but also pay close attention to the establishment of institutionalized management and cultural carriers on campus, integrate the essence of traditional Chinese culture into the ideological and political education concept, and use new media tools to increase the publicity of China's traditional culture, so as to gradually form a good educational environment. In addition, colleges and universities must make full use of students' school time, reasonably carry out college students' community activities, promote many students to understand Chinese traditional culture through a series of training lectures, reading sharing meetings or speech contests, continue to stimulate students' enthusiasm for learning excellent traditional culture, and correctly guide students to achieve self-restraint in diversified classroom teaching activities. In addition, cultural education teachers in colleges and universities can carry out activities related to ideological and political education according to the actual situation, providing a good and harmonious environment for students to learn traditional culture and build their character<sup>[2]</sup>.

## **4. Summary**

In a word, the ideological and political classroom teaching in colleges and universities is very important. Under the general environment of the development of quality education, college educators should firmly grasp the trend of college development and the requirements of students' sustainable development, comply with the needs of social development for talents, and continue to optimize and innovate their teaching methods. Improve the interaction and communication with students in classroom teaching, help students establish a correct concept of life, and complete the grand blueprint of quality education.

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