

# Innovative Exploration of Ideological and Political Education in Colleges and Universities in the New Era

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**Abstract:** In the new period of socialism with Chinese characteristics, the innovative development of ideological and political education in colleges and universities is facing new challenges. The innovative concept of ideological and political education put forward by General Secretary Xi Jinping is of great significance to the ideological and political education in colleges and universities. At present, there are still some problems in ideological and political education in colleges and universities. For example, students generally pay low attention to ideological and political education, some students are not interested in ideological and political education courses, and the ideological and political education methods are insufficient. This paper deeply analyzes the existing problems of ideological and political education in colleges and universities in the new era background, and puts forward effective innovative suggestions, which provide effective reference for the innovative development of ideological and political education in colleges and universities.

**Keywords:** Innovation strategy of ideological and political education in the new era

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## Introduction

General Secretary Xi Jinping once put forward that “in order to run the ideological and political theory course well, it is necessary to fully implement the Party’s educational policy, and must make clear the training direction, training object, and for whom to train. “As socialism with Chinese characteristics into a new era, the ideological and political theory course is an important basis of cultivating talents, therefore, colleges and universities in the innovation of ideological and political education idea, must integrate into the party’s ideological and political education system, cultivate suitable for the development of socialism with Chinese characteristics in the new period of excellent successors, promoting the innovative development of ideological and political education system, lay the foundation for talent cultivation in the new period of socialism with Chinese characteristics.

—— *lays the foundation for the great rejuvenation of the Chinese nation*

At the 19th National People's Congress of the Communist Party of China, the Chinese leaders said, "China's dream is not only that of our generation, but also that of the younger generation. "As China enters a new era of socialism with Chinese characteristics, the next important goal to achieve is to achieve the great rejuvenation of the Chinese nation. This is not only a goal, but also the century-old dream of the People's Republic of China. Colleges and universities have always been an important organization for cultivating talents, so college students are also an important part of the youth in the new era. College students are broad-minded, and have a keen sense of smell and excellent thinking and analysis ability for all new things. In the talent cultivation system of colleges and universities, ideological and political education can lead students to establish correct ideological and political concepts, provide a firm foundation for students' political beliefs, and train them into excellent successors in the new era of Chinese characteristics, and then lay a solid foundation for the great rejuvenation of the Chinese nation.

## 1. Existing problems in ideological and political education in colleges and universities

### 1.1 The university education environment is relatively complex

Under the background of the new period of socialism with Chinese characteristics, the ideological and political education

environment in colleges and universities has changed greatly. With the development of the global economy and the progress of science and technology, the countries around the world have gradually strengthened the cultural exchanges, which makes the ideological and political education work in colleges and universities face a severe new test. Influenced by the culture at home and abroad, the ideological and political education work in colleges and universities lacks innovative ideas, and the traditional education methods are relatively backward, which can not quickly keep up with the pace of The Times, specific for the following problems.

First, The ideological and political education work in colleges and universities lacks the overall situation concept. Some teachers who carry out ideological and political education work are not enough of cognition of their own work, and pay not enough attention to ideological and political education, which makes the progress of ideological and political education work difficult.

Second, In the pedagogy of ideological and political education theory course, some teachers only focus on "teaching", but ignore the importance of "educating people". Some colleges and universities only take the usual ideological and political education examination results as the educational goal, do not pay attention to the learning process of students, so that students can not clearly realize the importance of ideological and political education, but also can not correctly and effectively establish students' political concepts.

## **2. Innovation Strategy of Ideological and Political Education in Universities**

### **2.1 Innovate the ideological and political teaching content and teaching methods**

In the new period, the ideological and political education in colleges and universities needs to integrate innovative ideas and innovate the teaching content of ideology and politics. In the past ideological and political education work, the important reason for students' resistance is the single teaching method and the boring teaching content. Therefore, be sure to integrate innovative ideas, innovative ideological and political teaching content, combining the ideological and political theory course and practical action, stimulate students' interest, make the teaching content is no longer abstract and difficult to understand, but with practical support and full of dynamic education system, and promote the smooth development of ideological and political education work in colleges and universities. When carrying out innovative education work, we should pay attention to the following aspects.

First, attach importance to the practice of ideological and political education in colleges and universities. Practice is the only way to test all the truth, in the past ideological and political teaching content, although also had a certain degree of practice, but cannot meet the practice of the new period, therefore, the need to combine the practice of ideological and political teaching process and the practice of education content, into innovative ideas and constantly improve, to improve the level of ideological and political education level in colleges and universities.

Second, the ideological and political education in colleges and universities should follow the pace of The Times. Educators at all levels of colleges and universities should continue to take the initiative to explore the development strategy in the new period, grasp the era situation, fully understand the social hot events, combined with the real life meaningful events as a teaching case to carry out targeted teaching, and detailed analysis with students, listen to students' real ideas, timely establish the relevant ideological and political ideas, effectively promote the ideological and political education work in colleges and universities to keep pace with The Times.

Third, the ideological and political educators in colleges and universities have a solid theoretical cultivation. Educators should explain the relevant political theories according to the practical problems that students are interested in, which requires teachers to have a profound political theory foundation. Teachers can use their own theoretical knowledge freely, directly realize the effective combination of theory course and practice, promote students to fully understand the theoretical knowledge learned, and apply it to practice, so as to achieve the teaching purpose of ideology and politics in colleges and universities.

### **2.2 Using the diversity of the Internet era for teaching**

With the rapid development and popularization of science and information technology, people's information exchange methods have become diversified and personalized, which means that ideological and political educators in colleges and universities should update their teaching methods in time and keep up with the development pace of The Times according to the Times. The application of new media benefiting from science and information technology is also developing rapidly, so that the way of information dissemination is constantly innovated, and a variety of novel and interesting multimedia APP's are constantly developed. Therefore, when carrying out ideological and political education, educators need to accept new things according

to the characteristics of The Times, actively explore the topics that students are interested in, and strengthen the interaction between teachers and students through education closer to life, so as to shorten the distance between teachers and students. At the same time, teachers should also be good at using various kinds of contemporary popular APP to carry out targeted education in the communication methods that students like and are familiar with, so as to effectively improve the quality of ideological and political education in colleges and universities. However, due to the too fast speed and wide spread of information in the new media era, the good and bad information on the Internet is uneven, which has brought a severe test for educators. In order to effectively solve this problem and help students to distinguish between high-quality information, we can start from the following points.

First, Carry out diversified ways of ideological and political education. Teachers need to keep up with the development of the media in the new era, And to apply it, Teaching work can be implemented on a multimedia platform that students are interested in, for instance, Weibo, wechat, TikTok and other diversified APP, According to the students like the multimedia platform and communication channels to carry out a comprehensive and diversified ideological and political teaching mode, Push targeted ideological and political articles and events in the way closest to students' life, And the ideological and political content corresponding to the core values of socialism and social development with Chinese characteristics, Turn students' willingness to learn into passive into active, Help students to establish correct ideological and political concepts, Effectively improve the learning results of college students in ideological and political education.

Second, teachers need to make good predictions according to their own professional theoretical knowledge, and timely give correct and effective guidance to students. In the face of the Internet spread incorrect political ideas, need teachers the first time to find and correct, combined with real events to students effectively, into the marxism and the theory of socialism with Chinese characteristics, help students build enough rational and objective mentality to distinguish black and white, distinguish between right from wrong, set up the correct ideological and political ideas, with the most firm faith to defend the core values of socialism with Chinese characteristics.

### **3. Conclusion**

to a word, in order to cultivate the development of socialism with Chinese characteristics in the new period of innovative talents, colleges and universities must carry out ideological and political education theory class fully implement the party's education policy, stimulate students' interest in ideological and political education theory course, improve the students' importance to ideological and political education, and innovative ideological and political education way, make the ideological and political education system, to cultivate excellent successors for the new period of socialism with Chinese characteristics.

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