

Research on Practical Measures of Youth Ideological and Political Work in the New Period

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Abstract: In recent years, with the advent of the multimedia network era, the living environment and values of young people have undergone tremendous changes. In this regard, the relevant departments of our country need to give full play to the role of positive guidance to young people, not only according to the development law of young people in-depth investigation and study of their ideas on the development of ideological and political work, but also targeted reform of the shortcomings of traditional youth ideological and political work. Only in this way, only in this way can they form good moral qualities, and then help them better establish a correct outlook on life, values and world outlook. However, in practice, the orderly development of youth ideological and political work has encountered some problems, such as uneven ideological understanding, low quality of the subject, incomplete education coverage, insufficient work innovation, etc., in view of this, relevant national managers need to take effective measures to solve it. This paper mainly studies the practical measures of youth ideological and political work in the new period.

Keywords: New era; Youth; Ideological and political work; Practical measures

The development of traditional youth ideological and political work mostly goes through the processes of indoctrination, guidance, education, and transformation. Although this fixed model has achieved good results, with the continuous development of the market economy, the ideological concepts of young people have undergone qualitative changes. In this regard, the use of traditional methods to carry out youth ideological and political work will not achieve substantial results. Then, in the new era, it is necessary to actively change the traditional education mode and educational concept, and reasonably apply advanced and efficient educational methods to promote the smooth development of youth ideological and political work.

1. Basic Principles to Be Followed in Carrying out Youth Ideological and Political Work in the New Period

In the context of the new era, the development of youth ideological and political work needs to follow the principle of people-oriented, the principle of different people, and the principle of continuous innovation. Next, these three basic principles will be analyzed in detail: (1) The principle of people-oriented. The people-oriented principle refers to the need to carry out a series of ideological and political work based on youth. First of all, when carrying out youth ideological and political work, we must care for, love, respect, and understand young people, which can encourage young people to better accept ideological and political management, and then fundamentally improve the effectiveness and timeliness of ideological and political work Sex ^[1]. Secondly, when young people encounter difficulties in the process of work, relevant managers should patiently guide and relieve them, fundamentally dispel their doubts, and on this basis, make young people feel the warmth and care given by enterprises and party organizations through emotional touch and rational persuasion, which is conducive to the full penetration of ideological and political work. Finally, relevant managers should keep up with the laws and trends of the times and take effective measures to effectively solve the ideological and emotional problems of young people, which is conducive to the establishment of a healthy outlook on life and development of young people. (2) The principle of variation from person to person. The principle of being different from person to person refers to carrying out different ideological and political work according to the development laws and characteristics of different young people. If the youth ideological and political work does not vary from person to person, then the quality and effect of youth ideological and political

work cannot be improved. (3) The principle of continuous innovation. The principle of continuous innovation refers to keeping pace with the times and constantly innovating when carrying out ideological and political work for young people. On the one hand, we must use modern information technology or Internet technology to optimize the content of ideological and political work. Only in this way can we stimulate the interest and enthusiasm of young people to participate in this work. On the other hand, it is necessary to establish a sound mechanism for innovative activities. The establishment of this mechanism can play an important dual role in the cultural ideology of civil society and the ideology of the party and the country^[2].

2. Practical Measures to Youth Ideological and Political Work in the New Period

2.1 Enrich Youth Ideological and Political Work Territory

To enrich the territory of youth ideological and political work, we must start from the following two aspects: First, establish a youth website, which can use the characteristics of fast network communication and wide coverage, and then combine the needs and hobbies of youth to establish a website suitable for youth, on this basis Through the opening of youth forums, current affairs news, leisure and entertainment, and learning world and other columns to attract the attention of young people and improve their ideological and political awareness. In addition, effective communication and communication can also be carried out on the youth website by opening the mailbox of the secretary of the Youth League Committee, so that young people can break the limitations of time and space and selectively express their opinions and put forward opinions, and the League cadres can According to these views and opinions, they have an in-depth understanding of youth thinking, which provides good help for the solution of ideological and political problems. Second, to carry out mass cultural and sports activities, through the formation of mass cultural and sports activities, not only can reduce the pressure of young people and release their nature, but also create a pleasant and harmonious atmosphere, which is conducive to promoting the smooth development of the next ideological and political work^[3].

2.2 Pay Attention to Youth Psychological Environment

From the perspective of individual development, young people are not only in a critical period of self-confirmation, but also in an important period of the formation of values and world outlook. Therefore, it is necessary to increase the importance of young people's psychological environment and effectively solve their possible psychological problems. However, cultivating young people to develop correct ideological and moral qualities and civilized qualities can help them get out of their confusion. In addition, it can also improve the psychological quality of young people by shifting their ideological focus, thereby helping them reduce the possibility of psychological problems. However, in the new era, the purpose of carrying out ideological and political work for young people is to guide them to organically combine the politics of reform and opening up with their own interests, and organically combine economic construction with their own development. Only by devoting themselves to social construction and self-construction, and adjusting the relationship between the individual and the collective, society and the country, can we maintain a healthy and positive personality state, and then better promote social development and technological progress^[4].

2.3 Attaches Importance to Youth's Adolescent Education

Young people in adolescence are full of curiosity about new things, like stimulation and adventure, and at the same time have a strong sense of innovation. They are not only listening to other people's opinions, but are good at thinking and exploring. Not only that, young people are eager to gain the recognition and respect of adults, so they are not willing to interfere with themselves. When carrying out ideological and political work for young people at this stage, targeted guidance should be carried out according to their development characteristics and interests. First of all, it is necessary to patiently listen to the voices of young people, which will help them open their hearts, eliminate their vigilance, anxiety, and fear, so that they can be frank. Secondly, it is necessary to accept and understand what young people do. Sometimes the expression of young people is different from that of adults. Therefore, it is necessary to think and solve problems from their perspective. Only by mutual understanding can we promote the ideological and political work of young people in the new era. Orderly development. Finally, it is necessary to promote models and set examples in daily life, so as to create a democratic, positive and equal atmosphere for young people and help them learn and imitate. All in all, only by attaching importance to the adolescent education of young people can they become good teachers and helpful friends, thus helping them to establish a correct outlook on life and values^[5].

2.4 Establish Exchange and Talk System

In practical work, it is necessary to treat heart-to-heart talks with young people as an important work. This can not only narrow the distance with young people, fully understand their true ideas, but also have effective emotional exchanges and ideological communication with them., And then lay a solid foundation for the next ideological and political work. It is worth

noting that when communicating and communicating with young people on an equal footing, it is necessary to distinguish between different situations and different individuals for targeted scientific guidance. In addition, it is necessary to establish a fair and just “seven talks” system. The so-called “seven talks” system refers to the system of abnormal mood fluctuation, youth post adjustment, complaints and grievances, family marriage and love changes, promotion and appointment, punishment, honor and so on. The formulation of this system can not only ease the bad emotions of young people, it can also relieve their mental stress and psychological stress [6].

Concluding remarks:

To sum up, when carrying out youth ideological and political work in the new era, it is necessary to follow the principle of people-oriented, the principle of different people, and the principle of continuous innovation. Only in this way can work quality and work efficiency be improved. In addition, when carrying out youth ideological and political work, it is also necessary to take effective time measures to implement it. First, it is necessary to enrich the territory of youth ideological and political work, which can be achieved through the establishment of youth websites and the development of mass cultural and sports activities; secondly, it is necessary to pay attention to the youth Psychological environment, which can effectively solve their possible psychological problems; again, we must pay attention to youth education in adolescence, only by thinking and solving problems from their perspective can we promote the orderly development of youth ideological and political work in the new era; finally, we must establish a heart-to-heart system to fully understand their true ideas when talking with young people, and then lay a solid foundation for the next ideological and political work.

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