

On the Organic Integration of College Education Management and Ideological and Political Education

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Abstract: Ideological and political education is a course that runs through the entire academic system in China at this stage, mainly including the study of Marxist philosophy, Mao Zedong Thought and the theory of socialism with Chinese characteristics. The purpose of setting up this course by the state is that it can enable teachers and students to understand the nature of the state, deepen their understanding of socialist theory and national conditions, and consciously safeguard the leadership of the Communist Party of China. The peculiarity of college students lies in the fact that they have a relatively profound ability to think and judge and can produce personal value cognition of general facts. With the introduction of “vocational education” content in the curriculum of colleges and universities across the country, the pace of integration of students from vocational colleges and universities into society has further accelerated. Based on this, this paper analyzes the integration path of college education management and ideological and political education for reference.

Keywords: Ideological and political education; University students; Higher education management

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Introduction: College education administrators are the most direct relationship between students and ideological and political education courses, and the effect of ideological and political education is also directly linked to the way of college education management. The organic integration between college education management and ideological and political education can reduce the current problems in ideological and political education in colleges and universities in China, which is the most important significance between the two. In the face of various problems in ideological and political education in China, it is urgent for relevant personnel to accelerate the organic integration between college education management and ideological and political education. Researchers can sort out and analyze the specific problems between the two, and then find ways and methods to solve the problems.

1. Problems in the integration of college education management and ideological and political education

1.1 Administrators of higher education do not pay enough attention to ideological and political education

At the undergraduate level of higher education, the curriculum standards require students of vocational colleges to have a firm grasp of basic professional knowledge, understand the format of academic research, and be able to cope with general social work. Therefore, for college education administrators, enabling students to get a better environment in their future work and life is their main consideration. Ideological and political education is an ideological content, which cannot directly create material wealth or quickly help students live a better life. All these situations have led to insufficient attention paid by college education administrators to ideological and political education in schools.

1.2 Limited development of ideological and political education curricula

The ideological and political education courses in colleges and universities mainly include: “ideological and moral accomplish-

ment and legal foundation”, “outline of modern Chinese history”, “basic principles of Marxism”, “Mao Zedong Thought” and “theory of socialism with Chinese characteristics”. The text design of the textbook lacks richness, such as photos, mind maps, content annotations, etc. In the actual teaching link, the content of the text is mainly refined through the teacher’s point of view, and then the specific teaching is carried out with the help of the demonstration of the multimedia projector. If teachers tell in a more traditional way, the effectiveness of ideological and political education courses will be greatly reduced.

1.3 Students’ cognitive bias against ideological and political education

Although the study of ideological and political education is the same compulsory course as the professional knowledge learning of students in vocational colleges, it is more common for students to weaken or ignore the study of ideological and political education courses under the influence of the erroneous perception that the knowledge of traditional subjects is different in importance. As a result, students are unable to deeply understand the importance of ideological and political education and appreciate the good intentions of the national education department in providing this course.

2. The significance of the organic integration of college education management and ideological and political education

2.1 Promote the in-depth development of ideological and political education in colleges and universities

The attention paid by college education administrators to ideological and political education will promote a series of educational reforms in schools, and the proportion of ideological and political education in all aspects of school education will also increase. This is not only in line with the national standards for talent training in the new era, but also an inevitable reform problem faced by school education management^[1]. Colleges and universities have built a cultural dissemination platform with rich connotations for ideological and political education, which is bound to promote the in-depth development of ideological and political education in colleges and universities.

2.2 Strengthen the effectiveness of ideological and political education

The change in teaching methods of ideological and political education courses will increase students’ enthusiasm for participating in the study of Party building culture. Moreover, through the comprehensive use of a variety of teaching resources, the simulation of real historical scenes, and the connection of life experience, students will deepen their understanding of advanced socialist culture and revolutionary culture, and lay a good foundation for cultivating them to become qualified builders and successors of the socialist cause.

2.3 Help students establish correct value standards

The good effect of the organic integration between college education management and ideological and political education will change students’ prejudiced perception of the establishment of ideological and political education courses in schools. Through the content of ideological and political education courses, students will understand the historical reasons for the CPC’s national leadership, the advanced nature represented by the socialist system, and the front-end significance of the government’s national construction and development plans. All these excellent historical and cultural heritage will provide useful “nourishment” for their current growth and future development, and help them better adapt to the development of the times and the requirements of society.

3. The path of organic integration of college education management and ideological and political education

3.1 Change the erroneous perception of college education administrators

The good development of ideological and political education in colleges and universities requires college education administrators to make adjustments in the following three aspects: 1. Reasonably allocate the teaching hours of ideological and political education courses, adopt a variety of teaching evaluation and teaching diagnosis standards, and timely and effectively accept feedback on teaching effects in all aspects; 2. Establish an excellent team of ideological and political teachers, set up a “ideological and political education” research institute, and try to develop ideological and political teaching materials that conform to national curriculum standards and school characteristics; 3. Encourage students to establish clubs and carry out related study tours, and strengthen the guidance and supervision of students’ party building cultural publicity activities. Moreover, the school no longer adopts direct punishment methods for problems that arise in the process of student activities, but tries to dig deeper causes and strive for a complete solution to the problem.

For example, the school encourages students to participate in club activities on the theme of ideological and political education through PU credit check-in. Club activities may collect photos taken by students when visiting the Red Culture Education Base, or essay contests. The purpose of these club activities is to create a good atmosphere for learning ideological and political culture in the whole school, expand the influence of ideology, and enhance students' ability to distinguish between good and bad cultural forms.

3.2 Optimize the content structure of the course

Ideological and political teachers in colleges and universities should have a comprehensive grasp of the content of the lecture before the formal lecture begins. In the overall framework of the text, teachers should focus on discovering the true details of history and enriching the meaning of the text^[2]. In the demonstration of courseware, the use of a variety of teaching media, and the innovation of teaching methods should be applied to practical teaching. The subjective position of students in the teaching process should also be highlighted in the design of teachers' teaching plans.

For example, when teachers teach the "May Fourth" section of the book "Modern Chinese History", they can organize students to perform sitcoms in light of the historical situation at that time, such as referring to a historical fact that Beijing students held demonstrations against the "Paris Peace Treaty" in front of Tiananmen Square. Through the experience of the ideas of the characters they play, the writing of dialogue in the script, and other behaviors, students will deepen their understanding of historical events, and will also be influenced by the anti-imperialist and patriotic qualities of the May Fourth youth.

3.3 Adopt a variety of ideological and political education planning and publicity methods

Rigid management systems may increase students' resistance. What kind of ideological and political education promotion method is adopted in the management of college education will directly affect the actual results. When considering the integration of ideological and political education with other aspects, organizers should not forcefully integrate the relationship between them, but should find places where they can blend, so as to achieve the goal of the event at a deeper level^[3].

For example, the integration of ideological and political education with volunteer activities. Colleges and universities can appropriately add part of the theoretical knowledge of ideological and political education in the process of carrying out volunteer activities, and feel the warmth of human feelings by attracting students to participate in volunteer activities, and then appreciate the importance of establishing a warm and harmonious social order. Being in such a beautiful atmosphere for a long time will have a subtle good influence on students and lay a solid foundation for them to establish correct ideological and political concepts.

4. Conclusion

the organic integration of college education management and ideological and political education, Embodied in xi jinpin Under the theory of socialism with Chinese characteristics in the new era, The direction and goal of the reform of ideological and political education in colleges and universities in China in the new era. College education management, student subjects and ideological and political education form a "trinity" strategic layout, thus providing a model for reference for the arrangement of tasks and the direction of talent training in the next stage of ideological and political education in China.

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