

# Innovation Mode of Ideological Education in Colleges and Universities from the Perspective of Craftsman Spirit

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**Abstract:** The country is progressing and the times are developing. Today's society has already entered the information age. As the cornerstone of the country's development, the ideological education work in colleges and universities should also keep pace with the times and build an innovative model in an all-round way. At the same time, in order to make the ideological education work in colleges and universities more efficient, we should carry out the ideological education work with the craftsman spirit as the core competitive element. This article will analyze how to carry out innovation in ideological education in colleges and universities from the perspective of the significance of craftsman spirit, and elaborate the significance of ideological education in colleges and universities and its specific development mode in the perspective of craftsman spirit.

**Key words:** Ideological Education in Colleges and Universities; Craftsman Spirit; Innovate

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A big tree wants to grow taller and stronger because of its root development. The construction of ideological education in colleges and universities is the foundation for comprehensively improving the quality of students and plays an important role in promoting the development of the country. The ideological education in colleges and universities is not only a strategic choice for the country to develop education, but also the fundamental way to promote educational reform and optimize the educational model. In the information age, the innovation of ideological education in colleges and universities from the perspective of craftsman spirit can cultivate more talents to meet the needs of national development, truly extend the ideological education in colleges and universities from theory to practice, and play its own role.

## 1. The significance of craftsmanship spirit

With the continuous development of society, the demand for spiritual culture and cultural heritage is becoming more and more obvious. Craftsman spirit is a kind of professional spirit, which is not limited to a certain sector, but also a driving force of the industry and a way of spiritual inheritance. In colleges and universities, the educators who can be crowned with craftsman spirit must be teachers with both ability and integrity. At the same time, in the face of the work of ideological education in colleges and universities, this work of changing students' ideological architecture, making students more mature in thinking, and more able to achieve the needs of national rejuvenation, but also requires the infiltration and integration of craftsman spirit, promoting the pursuit of perfection by both colleges and students, which has practical significance for the development of teaching innovation, It is of far-reaching significance to promote the brand construction of ideological and political education in colleges and universities.

## 2. Research on ideological education in colleges and universities

### 2.1 Significance of ideological education in colleges and universities

Under the traditional education mode in China, college education is an important stage that carries students from campus to society. At the same time, it is also the cradle of cultivating socialist successors in China. In China's higher education, it will show the collision between western ideas and China's social concepts. At this stage, the necessity of ideological education in colleges and universities is self-evident. It not only plays a positive role in promoting the all-round

transition of teenagers' physical and mental health to society, but also has far-reaching significance for the development of China's characteristic society. In today's society, ideas are in full bloom, and students are in a highly active state of thinking. Their thirst for knowledge and vision are far more than those of their peers in China's development process. Colleges and universities adopt correct ideological education and excellent traditional Chinese culture to cultivate every student who is full of vitality and eager to master more and more comprehensive knowledge, so that they have firm political beliefs and perfect personality. The best sustenance for cultivating students' sense of faith is to carry out ideological education, implement things and cultivate talents. After carrying out ideological education, we must understand that the essence of ideological education is education, and we need to explore the needs of students, so that ideological education in colleges and universities has the characteristics of the times and meets the needs of the current rapid development of society. Adhere to scientific development while keeping pace with the times, make students more acceptable, adopt new education models to improve students' enthusiasm, and let students get better development through ideological education in colleges and universities.

## **2.2 Difficulties in promoting ideological education in colleges and universities**

In the process of promoting ideological education in colleges and universities, there will be many problems. For example, some teachers' traditional thinking concepts have a serious impact. They once thought that students should accept education passively, lack of in-depth communication with students, and are always satisfied with the simple relationship between the educator and the educated. In this process, they blindly instill knowledge, concepts, and theories into students. Unilateral preaching is no longer applicable in today's society. Teenagers in the current era are significantly independent. What these young people in the new era desire is respect and equal conversation, rather than unilateral passive acceptance. Therefore, in this situation, in order to achieve the essential purpose of ideological education, colleges and universities must be student-centered, establish a good communication channel with students, treat each student equally, and let them get the due respect, so that college education can be truly and effectively carried out, and students can have maximum benefits.

## **3. Innovation mode of ideological education in colleges and universities from the perspective of craftsman spirit**

### **3.1 Establishment of target audience and combination of theory and practice**

The premise of innovation must be the determination of the target audience. On the premise of ideological education innovation in colleges and universities, it is also necessary to establish the direction of innovation and the target group of innovation services, so as to more accurately maximize the use of limited resources. Therefore, in the face of the innovation of ideological education in colleges and universities, the subdivision of the students' diverse audience group is a major difficulty. It requires a large amount of data statistics and sorting in the early stage to carry out the subdivision of the group. Based on this design of object courses, each type of students can receive special services as an important goal, differential training, diversified development, and maximum help students become the talents needed by the country.

Theoretical education can be achieved through the integration of resources of the school and the differentiation of students. However, if the theory is not practical, it will be slightly frivolous. In order to avoid this situation, colleges and universities should adopt the connection with resources in the society, strengthen the connection with enterprises and the government, establish a practice base with the help of social resources, strengthen the theoretical and practical ability of students, and truly achieve all-round innovative training. At the same time, it is also necessary to establish a long-term cooperative relationship, which is also conducive to the continuous practice effect of students, so as to achieve the ultimate goal of students' employment and complete the transfer of talents to the society.

### 3.2 Improvement of ideological education content and activities

In recent years, the development of higher education in China has gone through the stages of hardware construction, digital campus and smart campus. In the near future, information construction will fully enter the stage of intelligent development. Facing the mode innovation of ideological education work, we should also keep pace with the times, optimize the course content and show its essential charm. Set up an ideological education project team with the educational resources and teachers in the school, and discuss it according to the current situation of colleges and universities, create innovative courses that better meet the needs of students, improve the traditional teaching mode, adopt interactive and efficient classes, and get rid of the traditional long talk, and more use multimedia, video, pictures, activities and other means to enable students to learn knowledge more directly and effectively, In terms of vivid and intuitive feelings, improve students' learning enthusiasm to achieve the goal of efficient teaching.

In the face of innovative problems in ideological education in colleges and universities, necessary activities can help improve the timeliness. Large-scale ideological education performances or speeches can be carried out in colleges and universities. With the help of activities to promote students' deep understanding of ideological education, some elements that students like can also be interspersed, such as music and dance, so that the whole ideological education activity has a lively atmosphere in a serious manner, which has significantly improved the interactivity, dissemination, and the popularity of school activities. With the convenience of science and technology, the use of online and offline dual mode, let students feel fresh in the activities, Let the Internet become a bridge between students and the school to achieve the wide dissemination of the curriculum. In the choice of communication channels, we can use official website publicity, WeChat official account, and internal publicity. In the innovation of ideological education model in colleges and universities based on craftsman spirit, diversified publicity means can enable more students to understand the concept of craftsman spirit, and also meet the different needs of students according to their different development. Through lectures, radio and other forms of communication, Different levels of ideological education courses to meet the needs of students. At the same time, it has a good popularization effect on the ideological education activities and curriculum reform carried out by the school, which is more conducive to students' acceptance.

### 4. Conclusion

To sum up, the craftsman spirit is the treasure of the Chinese nation and the synonym of inheritance and perseverance. From the perspective of the craftsman spirit, the model innovation of ideological education in colleges and universities is more focused, innovative and refined, which can effectively improve the effectiveness of ideological education in colleges and universities. At the same time, in the innovation of ideological education mode, fine chemists are more conducive to providing students with differentiated education mode; In terms of education mode, it is also more humanized, modern and scientific. It uses the integration of the Internet to popularize ideological education in an all-round way, so that students can get more comprehensive and in-depth education imperceptibly.

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