

# Value of Ideological and Political Education for College Students in the New Era

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**Abstract:** In contemporary college education work, ideological and political education for college students is a very important content, which is related to the construction of socialist core values. With the development of science, technology, and morality, the ideological and political education of college students has become increasingly important. Faced with the new social situation, it is necessary to calmly and objectively analyze the serious problems and existing difficulties faced by the ideological and political education work of contemporary college students. Under the impact of social reality, the distorted values of college students have led to a decline in their general ideological and political level. Therefore, it is necessary to fully enhance the importance of college students' understanding of ideological and political education, and encourage them to reflect their own educational value in the process of ideological and political education. We need to correctly position the value of ideological and political education for college students, improve their ideological and political awareness from reality, provide them with a correct direction for the cultivation of ideological and political literacy, guide their ideological formation, and correctly analyze the value of ideological and political education for college students, so as to explore the home and connotation of ideological and political education for college students, aiming to find the right direction and provide correct guidance and planning for their ideological and political education

**Keywords:** College Students; Ideological and Political Education; Connotation; Value

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## 1. Necessity of Ideological Education for College Students

### 1.1 Need for Ideological and Political Teaching Content

The ideological education content of college students not only includes relevant theoretical knowledge, but more importantly, it includes emotional education related to senior students, which can help college students establish correct emotional values in the process of life and learning. In the ideological education curriculum of college students, the main task is to enable them to combine relevant social and political principles and conduct a series of analysis and research on relevant phenomena in economic, political, and cultural life. In this process, ideological and political education teachers actively guide and help students to establish correct values and worldviews in the process of analyzing and solving problems, and improve their ideological and political level.

### 1.2 Need for Ideological and Political Education Methods

In the traditional ideological education curriculum system, the teaching methods adopted by relevant teachers are often full of lectures, thus neglecting the dominant position of college students in the process of ideological and political education. This to some extent leads to the traditional ideological and political education system, which plays a relatively small role in students' career and life development. At the same time, some ideological and political education teachers excessively focus on college students' grasp of relevant theoretical knowledge and viewpoints, neglecting the guidance and establishment of students' emotions in the teaching process. Therefore, ideological and political teachers should combine the actual needs of students to carry out scientific and effective ideological and political education for college students. In this process, a certain proportion of emotional education should also be interspersed to promote students to have a better foundation in life and development.

### 1.3 Needs for Schools' Teaching Work

In some universities, ideological and political education is not only reflected in whether students can master relevant theoretical

knowledge and viewpoints, but also in their overall cultural literacy level. Therefore, in carrying out certain ideological and political education work in universities, it is necessary to require educators to implement genuine human care for the educational objects, ensuring that students can be emotionally improved. Traditional ideological and political education in universities often overlooks the application of emotional power, and in the process of ideological and political education, more emphasis is placed on the application of theoretical knowledge. Reasonably injecting emotions into the educational process can help students better understand relevant knowledge and apply it in practical life.

## **2. Countermeasures for Strengthening Ideological and Political Education of College Students**

### **2.1 Improving the Teaching Effectiveness of Moral Education Courses**

Through investigation and research, it has been shown that the main way for most universities in China to carry out ideological and political education for students is through the teaching process of moral education courses, which reflects the necessity and importance of improving the teaching effectiveness of moral education courses. Firstly, relevant leaders and teachers in universities should attach importance to ideological and political education for college students. Secondly, in the process of ideological education for college students, teachers in universities should conduct research based on the actual situation of students, including their ideological level and living environment. Furthermore, in the process of ideological and political education for college students, a mixed content and teaching model should be adopted to encourage students to better learn relevant theoretical knowledge and improve their ideological and political level in the process of ideological and political education. Thirdly, teachers should also change traditional concepts and biases. Some ideological and political teachers in universities have a bias towards college students, believing that their ideological awareness is poor, leading to a lack of confidence in the effectiveness of their ideological and political learning. As a result, they have not carefully prepared relevant teaching content in the overall process of ideological and political education in universities. This requires teachers to change traditional ideological concepts and improve students' ideological and moral cultivation. Meanwhile, teachers should also pay attention to influencing and influencing students in their daily speech and behavior, and achieve teaching by example. Students in universities are to some extent more active in their thinking and have strong receptive abilities. Teachers can use various channels to understand students' situations, carry out diversified teaching, and guide students to actively strive with positive concepts, thereby achieving the teaching tasks and goals of ideological and political education in universities.

### **2.2 Innovating the Methods of Ideological Education**

With the rapid development of information technology in China, relevant information technology and methods should be integrated into the ideological education process in universities to improve the level and efficiency of ideological and political education. College students have early exposure to the Internet and are interested in new things such as related information technology. Integrating relevant technologies in the process of ideological and political education can promote students' interest in learning ideological and political education, thereby further making it easier for students to accept relevant ideological and political theoretical knowledge.

### **2.3 Focusing on the Charm of Ideological and Political Teachers Themselves**

As a role model, teachers' words and actions have a great impact on students. Therefore, teachers only need to improve their comprehensive quality and charm to convince students and improve the effectiveness of education. To this end, firstly, teachers should infiltrate and influence students with their own interests, and the authenticity of emotions, the solemnity of expressions, the firmness of attitude, the forcefulness of tone and the unwavering belief in truth during a teacher's lecture can all have a strong impact on students. As an attractive moral education teacher, one should not only be proficient in their profession, but also have a broad knowledge background. On the one hand, moral education textbooks cover a wide range of knowledge, including natural knowledge, social knowledge, and thinking knowledge, which naturally requires high knowledge requirements for moral education teachers. On the other hand, today's students live in a colorful society, with diverse changes in their ideological consciousness. A charming teacher must possess profound basic skills, such as language that is meaningful, engaging, and entertaining, in order to educate students in every aspect of their profession.

### **2.4 Reforming the Course Assessment Mode to Ensure the Effectiveness of Ideological and Political Education**

The effectiveness of the construction of ideological and political courses in universities is reflected in students. To test the

effectiveness of students' learning of ideological and political courses, it is necessary to reform the curriculum assessment mode and integrate the two important elements of "morality" and "literacy" into the curriculum assessment. That is to say, university accounting courses should assess students' mastery of professional knowledge and skills, as well as their moral character and literacy. The evaluation method should integrate multiple aspects such as students' professional ethics, professional literacy, and professional abilities, and be conducted from multiple dimensions. Generally, the assessment of accounting courses in universities often adopts a combination of process evaluation and final evaluation. To reform this assessment model, it is necessary to include both ideological and political element assessment modules in the process evaluation and ideological and political assessment modules in the final evaluation, with a proportion of no less than 20%. Among them, the integration of students' professional literacy, professional values, professional mentality, and teamwork ability with professional knowledge evaluation organically constitutes a process evaluation. Assessment standards can be jointly formulated by professional course teachers, ideological and political course teachers, and enterprise practice guidance teachers based on indicators such as students' professional literacy, value orientation, and professional skills, and a comprehensive evaluation can be conducted to form a final evaluation at the end of the term.

### **3. Conclusions**

Higher education is an organic component of talent cultivation in China. The characteristics of confusion, poor psychological ability, and weak social adaptability exhibited by students are the entry points and work goals of ideological and political work during the period of social transformation. To truly understand the ideological characteristics of college students, it is necessary to adhere to keeping up with the times, improve the effectiveness of ideological and political education work, and cultivate college students into the talents needed by society.

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