

Strategies of enhancing the effectiveness of Ideological and political course in application oriented Undergraduate Colleges

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Abstract: with the deepening of education reform, the teaching of Ideological and political courses in Application-oriented Undergraduate Colleges and universities should be further optimized. Teachers should actively introduce new educational concepts and teaching methods, so as to better arouse college students' interest in exploring ideological and political knowledge, strengthen their understanding and application level of knowledge, and improve the effect of education. In view of this, this paper will analyze the effectiveness of Ideological and political course in Application-oriented Undergraduate Colleges and universities, and put forward some strategies for your reference.

Key words: application oriented Undergraduate Colleges and universities; Ideological and political course; Effectiveness; strategy

1 Value analysis of enhancing the effectiveness of Ideological and political course in application oriented Undergraduate Colleges

1.1 Help college students form correct values

High level ideological and political education can help college students gradually form correct and upward values, help them better understand the national spirit, patriotism and so on, and greatly promote the development of their thinking quality. In addition, for some social phenomena, the depth and breadth of thinking of college students will also be greatly improved, so that they can correctly respond to adverse trends of thought, which will greatly promote their long-term development. Generally speaking, the goal of Ideological and political education in application-oriented undergraduate universities is to help college students form correct values and promote their more comprehensive development. In order to better improve the practicality of Ideological and political course, we should try to combine the content of Ideological and political course with the study and life of college students, so as to exert a subtle influence on them, make them better understand their role in promoting social development, and help them establish a correct value.

1.2 It is beneficial to cultivate the sentiment of College Students

In fact, by enhancing the effectiveness of Ideological and political courses in application-oriented undergraduate colleges, it can help college students get a more comprehensive development and form a higher level of moral sentiment. High quality ideological and political education content can help college students further enrich their spiritual world, which will also have a profound impact on their future study and employment. By improving the effectiveness of Ideological and political course, it can help college students better deal with interpersonal relationships and help them gradually form a more correct, positive and upward outlook on life and values, which also has a great help to broaden the pattern of college students.

1.3 Beneficial to the development of College Students' cultural connotation

Generally speaking, the ideological and political course teaching in Application-oriented Undergraduate Colleges and universities

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will involve a lot of knowledge content, which contains a lot of cultural elements. College students' personal cultural connotation will also be greatly improved by accepting the ideological and political course teaching. In the teaching of Ideological and political course in Colleges and universities, if teachers want to guide college students to carry out some cultural activities, they must carry out them under the guidance of the core of Ideological and political course teaching, so that college students can better understand the current new ideological connotation, help them more effectively participate in cultural activities, and implement morality education. From here, we can see that improving the effectiveness of Ideological and political course in Colleges and universities can help college students' cultural activity level significantly improve, promote the further development of their cultural connotation, help them better understand the more diverse cultural content in the new era, and help them develop healthily.

1.4 Conducive to carrying out practical activities

Improving the practicality of Ideological and political course in Colleges and universities can not only help college students better learn theoretical knowledge, but also promote them to more actively participate in practical activities, so as to further expand the knowledge of college students and improve the quality of practical education. By carrying out diversified cultural activities, college students' spare time can be greatly enriched and their thinking ability can be further expanded. In practice, we can organize college students to participate in some patriotic activities to further develop their patriotism, help them form a correct and upward outlook on life and values, and further improve their communication and learning abilities. The introduction of practical activities in the teaching of Ideological and political course can greatly improve the leading role of the teaching knowledge of Ideological and political course for students, and point out the direction for their practical activities.

2 Analysis on the problems of enhancing the effectiveness of Ideological and political course in application oriented Undergraduate Colleges

2.1 Insufficient attention to the teaching of Ideological and Political Course

Under the background of the new era, college students will be exposed to many types of cultural elements in their daily life and study. These elements have a certain two-way effect on College Teachers' Ideological and political teaching work. On the one hand, multicultural elements can enrich the educational content of Ideological and political course teaching to a great extent, more effectively trigger the initiative of college students to participate in the learning of Ideological and political course teaching knowledge, and enhance their learning interest. On the other hand, the diversified cultural elements are mixed, and some negative information is likely to have an impact on the thinking of college students. At the same time, under the background of the new era, the thinking mode of some college students has changed, which may lead to different values in the face of some social problems. In the more complex information environment in the new era, college students' information discrimination ability is relatively limited. It is difficult for them to correctly deal with some bad remarks and phenomena in the society in a short time, which can easily lead to their questioning of the ideological and political content knowledge they have learned, thus affecting the implementation of the task of moral education in the ideological and political course teaching in Colleges and universities.

2.2 Students' thoughts are easily influenced by the outside world

At present, the exchanges between China and other countries are becoming more and more frequent, which will not only affect people's life, production and other work in the society, but also hinder college students' ideas and value judgments. Under the influence of all kinds of information, some college students' ideas have changed to a great extent, which leads to their important decisions, which are easily affected by external factors, leading to their wrong judgments on some things, which is not conducive to their making correct decisions. Generally speaking, the main goal of College Students' Ideological and political learning is to develop themselves. However, in fact, many college students usually study ideological and political knowledge in order to cope with the school's examinations and get more credits. Under the influence of such a mind set of putting the cart before the horse, the efficiency and depth of Ideological and political learning of many college students have been greatly affected, This has greatly hindered the formation of high-quality ideological and moral quality.

2.3 Solidification of the teaching mode of Ideological and political courses in Colleges and Universities

At this stage, China's Internet technology has been further developed, which makes many college students have new expectations for the current teaching mode of Ideological and political course. In the new era, college students' access to knowledge has become more diverse. They are more inclined to obtain knowledge from the network and have higher learning initiative for some information education resources. However, many college teachers still adopt the indoctrination teaching mode when carrying out the teaching of Ideological and political course. The teaching content of Ideological and political course is also mostly from textbooks, which has strong theoretical characteristics. Teachers rarely introduce some examples from life into the classroom, which will affect the depth of College Students' understanding of ideological and political knowledge, It will also virtually hinder the generation of their higher interest in Ideological and political learning.

3 Strategies for enhancing the effectiveness of Ideological and political courses in application oriented Universities

3.1 Optimize the ideological and political environment and stimulate students' interest

For college students, the diversity of Ideological and political classroom content will have a great impact on their learning efficiency. At present, many teachers fail to pay enough attention to this situation when they carry out the teaching of Ideological and political course. Some teachers still use the way of direct speech teaching. The course content is also slightly old and lack of innovation, which is difficult to arouse the learning initiative of college students, which is not friendly to improve the teaching efficiency. In addition, the environment is of great significance for improving the effectiveness of Ideological and political course, and teachers should pay special attention to it. In order to achieve a higher level of Ideological and political teaching, we can try to create an interesting and efficient learning atmosphere for college students in the ideological and political class with the help of new media technology.

When enhancing the effectiveness of Ideological and political courses in Colleges and universities, we should mobilize the initiative of college students from multiple angles. We all know that if college students can have a strong interest in Ideological and political courses, there will be an "internal driving force" in their hearts. Under the guidance of this force, college students will more actively participate in knowledge learning, and their learning quality will be greatly improved. Therefore, when teaching, we can combine the teaching content of Ideological and political course and introduce new media means for assistance, which can greatly enhance the appeal and attraction of the classroom and arouse college students' strong interest in exploring ideological and political knowledge.

3.2 Change the concept of education and attach importance to ideological guidance

Under the background of the new era, if teachers want to better play their role as educational counselors and thought leaders, they must start with the concept of education and change it to the direction of scientization, modernization and informatization, so as to provide ideological guarantee for enhancing the effectiveness of Ideological and political courses in Colleges and universities. In practice, we should keep a low profile, communicate with college students about life problems and learning problems, deeply understand their ideas and favorite things, and take this as the benchmark to carry out teaching design, innovate the teaching mode of Ideological and political course, and improve the effect of education. In addition, we should explore the new teaching path of Ideological and political course in combination with the characteristics of the concept of moral education, infiltrate more effective teaching auxiliary forms that college students like in the classroom, and influence college students from the depths of their thoughts to ensure the teaching effect.

3.3 Improve teachers' quality and lay a foundation for ideological and Political Education

If we want to enhance the effectiveness of Ideological and political course, we must encourage teachers to introduce multimedia technology and other auxiliary means in the classroom. Teachers are the most important human resources in every university, and they are also indispensable participants and guides in the process of education. If we want to develop the ideological and political level of college students, we can not do without the construction of teachers. However, at this stage, many university teachers do not pay attention to the use of information technology in teaching, and many of them still believe that the ideological and political course teaching does not need to introduce new media, information technology, big data and other means, and can also complete the work of education by using the previous oral teaching method. Such cognition is very one-sided. We should know that although the traditional mode can also achieve the purpose of education, the overall efficiency is relatively low, which will occupy a lot of learning time and energy of college students. Adopting diversified teaching methods to carry out education work can significantly improve classroom efficiency, enable college students to gradually generate higher learning initiative and improve the quality of education.

3.4 Create a good atmosphere and enhance ideological and political consciousness

In the traditional ideological and political course teaching, many college students find it difficult to find the charm of the classroom knowledge of Ideological and political education, resulting in their learning efficiency in the classroom is very low, and some college students even play mobile phones and sleep in class. These situations seriously affect the efficiency of Ideological and political course teaching, and are not conducive to the cultivation of good ideological and political quality of college students. The reason is that teachers fail to help college students create a good classroom learning atmosphere, especially for college students at the current stage, the interest of actual classroom education is very important. In the background of cultivating morality and talents, micro lecture, as a new teaching mode, has been loved by many teachers after a period of practice.

Ideological and political theory knowledge itself is boring. Teachers can play some Flash animations, pictures, etc. with multimedia during teaching, so as to make the abstract ideological and political theory knowledge vivid and make college students have higher learning enthusiasm. For the ideological and political teaching in Colleges and universities, the analysis of current events is a very important part, but some teachers do not pay attention to it. Based on this, teachers should be good at finding corresponding ideological and political resources from the network with the help of new media means, and introduce them into the classroom, leading college students to analyze and evaluate this together, so as to improve their understanding of Ideological and political theory. For the teaching of Ideological and political course, new media technology can effectively extend the classroom learning knowledge of college students, which can not only enhance the interest of college students in the implementation of Ideological and political learning, but also help them accumulate a lot of Ideological and

political knowledge, so as to improve their ideological and political consciousness to a new height.

3.5 Improve the identification ability and improve the teaching staff

In classroom teaching, we should pay attention to the cultivation of business knowledge, values and other factors in Colleges and universities, develop their ability to identify Internet resources, so that they can more actively participate in knowledge learning, and grow into good citizens and netizens who abide by the law and serve the public.

In addition, under the requirements of implementing the task of Building Morality and cultivating talents, colleges and universities should pay attention to the construction of the team of educators, and improve the teaching level by continuously enhancing their teaching ability, ideological and political literacy, knowledge reserve and other methods. In teaching practice, we should take advantage of the situation, actively introduce appropriate network equipment and information equipment, and create an “Internet + education” platform according to the actual situation of our school, so as to provide sufficient help for teaching reform. In addition, colleges and universities should start from the educator side, carry out active education and training, and create an “Internet +” educator team, so that it can more effectively use the educational resources on the network.

summary

To sum up, if we want to improve the effectiveness of Ideological and political courses in application-oriented undergraduate universities, we can optimize the ideological and political environment and stimulate students’ interest; Change the concept of education and attach importance to ideological guidance; Improve teachers’ quality and lay a foundation for ideological and political education; Create a good atmosphere and enhance the ideological and political consciousness; Improve the identification ability, improve the teaching staff and other aspects of analysis, so as to promote the effectiveness of Ideological and political courses in Application-oriented Undergraduate Colleges and universities to a new height.

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