

Exploring the Relationship Between Supply Side and Demand Side of Ideological and Political Education in Private Colleges

Xinxin Cao
*Foreign Language School
 Sanda University
 Shanghai, China*

Abstract—As we know that ideological and political education for college students is essential. Currently, ideology and political education in private universities can be found many problems. For example, supply doesn't meet students' needs. Even contradictory, supply platform lags behind. This paper puts forward three methods to optimize the relationship between supply side and demand side of ideology and political education in private universities, including strengthening overall coordination, ensuring precise supply, and conjoining teachers and students.

Keywords—private colleges, ideological and political work, supply side, demand side, optimization

As we know that ideological and political education for college students is essential. With the new China's higher education development, the ideological and political education is growing rapidly. Through the combination of theory and practice, teachers have accumulated relatively mature experience in the construction of curriculum system and the design of working mechanism. However, to the public colleges, these new private colleges have short time and fewer experience for running a school. And the character is not obvious; the aim position is not complete. Those of them stay at the exploratory stage. Therefore, the ideological and political education mode of public colleges can not fully adapt to private colleges. We should explore how to combine the characteristics of private college students to carry out ideological education work mode innovation and improve the effectiveness of ideological and political education in private colleges.

In the process of studying ideological and political education in private colleges, it is found that under the new situation, ideological and political education in private colleges usually input many educational resources, but the actual output is not obvious. Such problems are similar to the laws in the economics of the supply side and the demand side. In the economics, supply-side reform theory refers to optimizing supply structure, improving supply quality, improving supply efficiency, and striving to achieve a high level of supply and demand. The same is true in the ideological and political education work of private colleges: we need to dig deeper into the needs of "demand side", and to focus on strengthen the supply side structure and strive to

achieve a high level of supply and demand balance to improve the effect of ideological and political education in colleges, and the educational methods of ideological and political workers.

I. CURRENT SITUATION AND PROBLEMS OF IDEOLOGICAL AND POLITICAL WORK IN PRIVATE COLLEGES

A. Supply Level is not Satisfactory

The teaching power of private colleges is weaker than that of public universities. The academic qualifications and training of the teaching team have become relatively obvious. The older re-employed teachers have rich teaching experience but are not accurate enough to grasp the characteristics of post-95 post-college students. The newly recruited young teachers are active but lack teaching experience. Coupled with the problems of development space and salary and other aspects, the mobility of private college teachers and the relatively low loyalty have become the reasons for the uneven supply of education in private colleges and universities. In addition, professional teachers don't have enough understanding of ideological and political education in colleges and universities. Many teachers think that the work of ideological and political work in colleges and universities is the first-line teachers and counselors in ideological and political courses, and the professional teachers do not need to participate in them. This cognitive difference also leads to the ideological education resources of colleges and universities. More dispersed, lacking overall synergy. Each module and each link are in a separate position, and there is a lack of mutual coordination.

In terms of teaching content, the current ideological and political education is more instilled in theory. Some new ideas, new theories and new practices that conform to the characteristics of the times and conform to the sinicization of Marx's theory cannot be updated in time. The teaching content ignores the students' actual needs. It can't focus on solving the students' confusion and pay attention to the social focus of students' concerns. It makes the education content difficult to be close to the students and the real life. In addition, in the construction of ideological education content, cramming education still exists, and there will be repeated, empty and flat features between courses.

In terms of teaching methods, ideological and political teachers are used to instilling high positions, and educators try to use their own knowledge theory to carry out unidirectional value presupposition and transformation for students. There is a lack of interaction between teachers and students. After 95, college students are innovative, courageous, and willing to express their opinions. The traditional method of providing ideological education content is difficult to meet the needs of the audience. Therefore, in the design of the teaching process, we must be good at using the characteristics of the demand side, and interactive teaching in the way they like it.

B. Contradiction Between Single Supply and Diversified Demand

The connotation of ideological and political education is very rich, including ideological politics, norms of moral behavior, and traditional culture. College students' demand for ideological and political education is also diverse. It not only contains political needs, but also through classroom education, in-depth study of China's socialist construction, reform and opening up, the party's principles and policies, and the socialist road, cultivating lofty ideals, including spiritual needs, and fostering a good world outlook and life. Views and values, adapt to the needs of society, good understanding of problems, ability to analyze problems, interpersonal and communication skills, career planning needs, etc. Moreover, the needs of college students are also very different among different groups. The needs of students of different genders, different family situations, different grades and different life backgrounds are also different.

From the current point of view, although the supply of ideological and political education provided by private colleges and universities contains various needs of college students, the mode of supply is single and does not reflect the differential supply. In terms of political demand, the school's supply is only to teach political courses. The current major political events cannot be timely explained and explained to students, so that students can make correct understanding and judgment. In the political progress of students, they are basically the grassroots of the party. Organized, the school did not guide at a higher level. The average ideological and political education courses for college students are arranged at all grades, which does not reflect the differences between students at different stages. For the spiritual needs of students, the school counselors of life planning for college students only give universal and macro guidance, which does not allow students to form a clear direction of life development. In terms of adapting to social needs, the school's supply is mainly to organize students to participate in political and social practice during the senior year, organize centralized report learning, organize internal recruitment fairs, and during the first year of junior year to junior year, there is no awareness of gradual training of students' employment awareness and related skill. Therefore, a single supply cannot meet the diverse needs of students.

C. The Supply Platform is not Built in Time

Ideological and political education is a very ideological practice, which is quite different from the educational methods of humanities and natural sciences. The main information channel of students is the classroom, but with the rise of the Internet from the media, the classroom is no longer the main front for disseminating information, and the influence and guiding force of the network on students' world outlook, values and outlook on life is gradually strengthened. Therefore, the construction of the network ideological and political platform is particularly important.

In private colleges and universities, although the website and the WeChat public account have been established, this has not become the main way for students to obtain information. The content construction of the network ideological and political affairs only moves the traditional materials from the offline to the online, lacking the reprocessing of the content, and the presentation method is difficult to attract students to participate. In addition, the content of network ideology, sector design, data monitoring and analysis have not received enough attention. This is likely to cause the ideological and political education on the mainstream communication channels to be too weak, and even contain some alternative value-oriented voices.

II. THE OPTIMIZATION OF THE RELATIONSHIP BETWEEN THE SUPPLY SIDE AND THE DEMAND SIDE OF IDEOLOGICAL AND POLITICAL WORK IN PRIVATE COLLEGES

A. Strengthening the Overall Coordination of Ideological and Political Work in Private Colleges

In the National Conference on Ideological and Political Work in Colleges and Universities, Secretary Xi Jinping emphasized the need to promote the construction of party and government cadres, Communist Youth League cadres, ideological and political theory teachers, philosophical and social science teachers, counselors, class teachers and psychological counselors in colleges and universities. This is the main team of ideological and political education. In addition, there are various professional curriculum teachers and student backbones, as well as related external celebrities, outstanding alumni, and employers, all of which are included in the main system of ideological and political education, and strengthen mutual cooperation and benign interaction among various subjects. Constructing the supply pattern of ideological and political education with multi-subjects synergy, the ideological and political work of private colleges should change "teaching and educating people" as "all-people education", coordinating and combining school education with social education, combining classroom education with extracurricular education to achieve complementary advantages and give full play to the overall strength of ideological and educational resources.

First of all, in the first class, the subject teachers should fully refine the ideological and political education function of the subject content of the subject. In the curriculum

design, the moral education goal should be one of the important teaching objectives. The teaching purpose of the course is no longer simply the transmission of knowledge, but also pay attention to and focus on cultivating the comprehensive quality of students, shaping the value pursuit and ideals of students. This is also the connotation of the curriculum. Second, we must pay attention to the theory and practice to foster people. Such as Management departments and counselors should give full play to the role of interactive education in the first classroom and the second classroom to enhance the depth and participation of student activities, and promote the good interaction between the supply subject and the subject of demand. Thirdly, we attach great importance to the coordination of online and offline education in ideological and political education. The main body of supply should be brave in voice, lead the right to speak on the Internet, actively exert positive energy of the network, enhance students' social judgment and political acumen, and strengthen students' ideals and beliefs.

B. Ensuring Accurate Supply of Ideological and Political Work in Private Colleges

The content of ideological and political education has distinct political and theoretical characteristics, reflecting the value orientation of a particular political community. The socialist colleges with Chinese characteristics shoulder the responsibility of the qualified builders and reliable successors of the socialist cause. The ideological and political control of college students must adhere to the guidance of Marxism. China's unique history, culture and national conditions require that the content of ideological and political education can take care of China's national conditions, combine excellent traditional culture, reflect the characteristics of contemporary China, respond to students' practical concerns, guide students to carry out study and practice, and solve practical problems faced by students. These all can meet the needs and expectations of students' growth and development and the content of ideological and political education can be grounded and popular.

To achieve accurate supply, we must firmly grasp the problems and demand orientation on the demand side. All members must be educated throughout, especially to strengthen the ideological and educational education function of professional teachers. Therefore, private colleges should actively advocate the "mentor system", relying on this platform to fully tap the ideological and political functions of professional teachers. The teacher is not only imparting professional knowledge, but also comprehensively tutoring the study and life of the student's life. The establishment of the "tutor system" will make the connection between the teacher and the student more precise, and the problem of the student's problem will be more timely. This requires teachers to explore moral education materials in professional

theoretical teaching and practical teaching, to inject moral education elements, and to infiltrate the value of moral education.

Precise supply requires active practicality and affinity. Ideological and political education runs through the study and life of students. Practical and affinity will be more deeply rooted in the hearts of the people. The supply side should explore the life experience of college students and care about the life experience of college students. It must reflect and safeguard the fundamental interests of college students in the way of ideological and political education, solve the problem of solving ideological problems and solve the practical interests of college students, and realize in the process of caring and helping students. Education and guidance can enhance the appeal of ideological and political education and enhance the affinity of ideological and political education. For example, students' academic problems, employment problems, dormitory problems, psychological problems, and rewards and loans are all related to students' most practical interests. Teachers can guide students' learning and development concepts in teaching, help students to establish long-term goals of professional learning, not only stimulate long-term learning motivation, but also connect individual learning with social development, national prosperity and strength; guide in employment work Students have a good concept of employment and career choices, and establish correct career ideals; in the handling of dormitory issues, guide students to be inclusive and self-disciplined, enhance students' communication skills and ability to be human beings; pay attention to the work of the awards and loans Fair and equitable, cultivate students' fairness and justice and gratitude to society. By solving the practical problems of students, infiltrating ideological and political education, coordinating the material and spiritual needs of students, and the relationship between immediate needs and long-term needs, it is most likely to cause students' emotional resonance to achieve good educational results.

C. Advancement of the Dual Subject of Ideological and Political Work in Private Colleges

Adhere to the teacher's subjectivity, we must pay attention to cultivating and improving the theoretical level and business ability of the teacher's main body, and regularly organize theoretical study training classes so that the ideological and political education workers must have rich reserves and social development, current affairs and politics. Accurate cognition, considerable speculation on hot issues, can guide students to maintain clear ideas in the paradox and trend of thoughts, and guide students to condense correct ideals and beliefs.

Respecting the subjectivity of students requires us to better understand and understand students, respect and

understand students, and serve students as the foundation. Contemporary college students are characterized by the coexistence of independence and dependence. They have broad vision, self-confidence and openness, self-awareness and a strong sense of subject. Therefore, in the ideological and political education work, we should pay attention to and cultivate the subjectivity of college students, encourage them to actively participate in daily teaching management and various activities, and give full play to the leading role of the sense of ownership and peer education. Only when students feel that they are respected and their needs are well satisfied, students will trust the teachers and be willing to establish relationships with the teachers. Only when the bridge of feelings is built, education can be heard.

III. SUMMARYE

The ideological and political education of college students in China has its "speciality". At the National Conference on Ideological and Political Work in Colleges and Universities, General Secretary Xi emphasized that China has a unique history, unique culture and unique National Day, which determines that China must pursue its own higher education development. Roads, and solidly run socialist universities with Chinese characteristics. Therefore, we must adhere to the socialist school-running direction, pay attention to the current students' actual needs, and carry out the structural reform of the ideological and political education supply side of college students, in order to adapt to the new work objects and work environment, and strive to adjust the ideological and political work of college students. Advance with the times, dynamic balance, and effectively improve the pertinence and effectiveness of the ideological and political education of college students.

The ideological status of private college students is distinct. Teaching students in accordance with their aptitude is particularly important. The ideological and political education work of private colleges and universities cannot be followed by the old, must conform to the development of our society, conform to the characteristics of students and repair, constantly adjust the teaching content, change the educational methods, improve the concept of educating all members of ideological and political education, and actually improve the rational thinking. In total, we must grasp the relationship between the supply side and the demand side. Only in this way can we better promote the innovation and development of ideological and political education in private colleges and universities, and improve the effectiveness of ideological and political education for private college students.

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