

# Undergraduates' Ideological and Political Education Against the Background of Communication Theory\*

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**Abstract**—The purpose of undergraduates' ideological and political education is the development and perfection of human beings. Communication, as the way of human being, runs through the process of human development. But for a long time, many people have not realized the importance of communication. Indoctrination education in teaching results in weak effectiveness of undergraduates' ideological and political education. Therefore, from the perspective of communication, in-depth analysis of undergraduates' ideological and political education and exploration of innovative paths are not only the requirements of education development, but also the needs of the times.

**Keywords**—communication theory; undergraduates; ideological and political education

## I. INTRODUCTION

Communication is the link between people form rich and colorful social relations in communication activities. In fact, people do not want to interact with each other, but must interact with each other. In essence, communication is human's social existence and life style. The introduction of communication theory into undergraduates ideological and political education not only helps to change the perspective of theoretical research on undergraduates' ideological and political education, but also helps to reflect on the single mode of traditional ideological and political education. This will provide theoretical basis and practical guidance for the study of undergraduates' ideological and political education.

## II. COMMUNICATION THEORY PLAYS GREAT VALUE IN UNDERGRADUATES' IDEOLOGICAL AND POLITICAL EDUCATION

### A. Communication Theory Is Conducive to the Transformation of Undergraduates' Ideological and Political Education

The 21st century calls for intelligent education. Communication theory can enlighten the thinking of both teachers and students and give enough respect and understanding to each other. As an important carrier, ideological and political education can realize equal dialogue

between teachers and students, and realize mutual understanding and symbiosis. Contemporary college students have a strong sense of independence and desire to realize their self-worth, hoping to communicate with teachers as equals. Against the background of the increasingly prominent malpractice of traditional ideological and political education, communication theory will significantly improve the effect of ideological and political education.

### B. Communication Theory Lays the Theoretical Foundation of Undergraduates' Ideological and Political Education

Under the guidance of communication theory, undergraduates' ideological and political education has achieved fruitful results. Communication theory has high application value and injects new vitality into the undergraduates' ideological and political education. It is consistent with the ultimate direction of ideological and political education that people acquire the material conditions for their own development and enhance their subjectivity in the practice of communication so as to realize their own development. Communicative practice is the foundation of communicative ideological and political education. Communicative ideological and political education is to promote the subject status of the educated and highlight the equal, interactive and co-existing relationship between different subjects of ideological and political education.

### C. Communication Theory Is Helpful for Undergraduates' Ideological and Political Education to Return to Its True Significance

The purpose of ideological and political education is to meet the spiritual needs of human beings in the process of survival and development. Undergraduates' ideological and political education is shouldering the important mission of cultivating morality and promoting the overall development of students. From the perspective of communication theory, the process of ideological and political education is essentially a special "communication". The relationship between subject and object in traditional ideological and political education model will be challenged. It will be transformed into a "subject-object-subject" relationship. In this way, the determination of educational content and the selection of methods should put students at the most core position, so as to restore the essence of ideological and

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political education, elevate the quality of education to a new level, and achieve the goal of internalization in mind and externalization in action.

### III. THE DEVELOPMENT PATH OF UNDERGRADUATES' IDEOLOGICAL AND POLITICAL EDUCATION AGAINST THE COMMUNICATION THEORY BACKGROUND

#### A. *The Construction of a Good Relationship Between Teachers and Students*

In the communicative ideological and political education, the relationship between the educator and the educated is a kind of inter-subject relationship, and the two sides of the communication move from mutual understanding to mutual recognition, and then achieve mutual understanding, acceptance and mutual care of friends. The first thing to do is to be equal. In the process of education, teachers should put down their own body, do not think that their knowledge store in experience is very rich, do not feel that students do not know anything and do not force students to listen to their own everything. Second, people need to understand each other. Teachers don't need to be too demanding about what students should know and what basic qualities they should possess. Students can't expect teachers to know everything. Teachers should understand students' original knowledge level, existing understanding ability and thinking level. Students should understand teachers' knowledge level, interests and manners. The last thing to do is to appreciate each other. Teachers and students should learn to appreciate each other on the basis of mutual equality and mutual understanding. Every student should have their own shining point, and teachers should be good at finding this shining point.

#### B. *The Expansion of Communication Content*

Education should be closely linked with students' lives, so as to be more conducive to students' understanding of classroom knowledge. "Life world" is an important content of communicative ideological and political education. The living world is a place where people can obtain living materials, gain life experience and communicate with each other. It is a world in which a person lives, a world in which people communicate together, a world of relations. In Marx's view, the subject of communication is first of all through labor generated, engaged in material production activities of "real people". Compared with other courses, ideological and political education has its own particularity. The education divorced from students' real life is one of the important factors leading to the current situation of ideological and political education in colleges and universities. From the perspective of the development of society, the present social development speed is very fast, and society in the development of student's thought is also in development, the ideological and political education must keep up with the students' thought condition, so as to get rid of traditional teaching of theoretical education pattern, let the student feel more close to life. The most easily accepted thing is the closest thing to our life. If a teacher blindly educates students from the ideological perspective of the teacher himself, the

ideological perspective of the teacher is far away from the real life of students, so it is bound to cause students' aversion, which is not conducive to ideological and political education.

#### C. *The Innovation of Communication Mode*

An important direction of communicative ideological and political education is to focus on people and highlight the communication between subjects. Teachers and students are on an equal footing with each other. On the basis of mutual respect and appreciation, an interactive relationship of "communication, dialogue, democracy and discussion" is created. In the process of education and teaching, different ways of communication are used according to different characteristics of students. For example, conversational communication should be used. Teachers can understand students' real thoughts and specific situations through dialogues. According to these situations, teachers' teaching contents can fit students' real life. Students can also discover their own "knowledge limitations" and innovate and develop existing cognition from the cognitive collision between subjects. For example, the role experience method should be used. Different from transpiration thinking and role playing, role experience is a practice of highlighting subjectivity and inter-subjectivity at a higher level. Experience is based on one's own experience, one's own senses, one's own perceptions, such as volunteering for college students. Using their knowledge and skills to serve the society and at the same time, increasing the deep feelings of all aspects of socialism to better practice the socialist core values. For example, the group learning should be used. Group learning method is a commonly used method in the classroom teaching of ideological and political theory classes. Students work in groups on a certain topic assigned by teachers, give full play to their respective strengths, and learn from each other and solve problems together.

#### D. *The Construction of Communication Environment*

The social environment is complex and changeable, and the influence of various social environments on people is ubiquitous all the time. This requires people, on the one hand, to make full use of the positive impact of social environment, strengthen the positive correlation with their education, to achieve the advantages of the two complementary; on the other hand, people should be good at using positive effects to suppress and overcome the negative effects of environmental influences to weaken their negative correlation with education and enable people's moral character to eliminate interference and operate healthily, which requires undergraduates ideological and political education to create a good campus environment and promote the positive impact of the campus environment. For example, the school's website, publicity boards, newspapers, canteen, library and other places can be used to publicize outstanding alumni, university students, outstanding teachers and outstanding logistics service personnel who practice the core socialist values. The power of role models around people is infinite. Through the influence of these role models, a good educational environment can be created to let students become equal to outstanding talents subtly, and take the initiative to practice socialist core values.

#### E. The Generation of Communication Process

Undergraduates' ideological and political education is an interactive educational process between multipolar subjects. This kind of interactive teaching is mainly realized through the interaction between teachers and students, students and students, students and teaching content and other factors. It is a process in which teachers and students are fully engaged to produce all kinds of pleasant emotional experiences. In fact, the formation of communication between teachers and students can better achieve equal communication in the process of learning, constantly inspire students' ideological and moral character, and enable teachers to improve their own ideological and political education methods on the premise of better understanding of students' ideological status, so as to achieve better educational effects.

#### IV. CONCLUSION

In short, undergraduates' ideological and political education is faced with severe challenges and many difficulties. The traditional education model has gradually exposed many problems, so people should actively explore new ways to improve the effectiveness of education. They should start from the actual needs of college students, through strengthening the emotional communication with college students, so as to establish a harmonious and equal teacher-student relationship. At the same time, people need to expand the space and channels of education work, improve the effectiveness of ideological and political education work, so as to promote the comprehensive development of college students' physical and mental health.

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