

Research on Connotation Structure and Promotion Path of College Students' Ideological and Political Education Appeal in the New Period

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Abstract—The appeal of ideological and political education can have a positive guiding and stimulating effect on college students. Strengthening the appeal of ideological and political education can comprehensively improve the educational effect of strengthening moral education and cultivating people in colleges and universities. Based on an accurate and objective analysis of the essence, structure, significance and the main problems of college students' ideological and political education appeal, this paper proposes effective ways to improve the appeal of ideological and political education of college students in the new period.

Keywords: *new period, college students, ideological and political education, appeal, connotative structure, promotion path*

I. INTRODUCTION

Appeal is defined as the power that can cause others to have the same thoughts and feelings, enlighten wisdom or stimulate emotions. In the new era, the appeal of college students' ideological and political education is the scientific use of educational resources by educators to create teaching situations that enable teachers and students to collide with each other in ideology, psychologically reach consensus, and achieve consistency in behavior. The purpose is to make college students have an emotional resonance and a strong sense of identification with the moral education work of colleges and universities, and fully demonstrate the effect of the ideological and political education appeal on college students' moral work.

II. THE ESSENTIAL CONNOTATION OF THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

The appeal of ideological and political education in colleges and universities mainly refers to that ideological and political educators combine teaching context, scientifically use diversified educational means, teaching carriers and teaching methods, and actively infiltrate ideological and political education contents required by the teaching syllabus into the teaching scene and atmosphere to be created. It cleverly uses the empathy effect to trigger the empathy effect between teachers and students, and enables college students to reach ideological resonance, psychological consensus and

practical cooperation on the content of ideological and political education, so that ideological and political education can really touch the inner soul of university students. It guides college students to develop a strong sense of belonging and identity to the teaching content in the subtle way, and comprehensively improves the effectiveness of ideological and political education for college students. The ideological and political education appeal of college students breaks through the limitations of traditional education models, and guides college students to have a strong sense of moral education. Colleges and universities carry out various types of social practices to continuously enhance the emotional exchanges between teachers and students, build communication a bridge between teachers and students, enhance the cognitive ability of college students, improve their political awareness, and help college students make the right behavior choices. [1] Colleges and universities must closely integrate the objective requirements of the development of the times, integrate Xi Jinping's new era of socialist thought with Chinese characteristics into the moral education of college students, root the correct ideological concepts and values in the cockles of college students' heart and create a collision of thoughts. Colleges and universities should also immerse the connotation construction of college students' ideological and political education into two classroom teaching activities, guide students' professional theoretical knowledge learning and social practice activities, form a complete college ideological and political education teaching system, and fully highlight the affinity and penetration of ideological and political education.

III. STRUCTURAL FORM OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

The ideological and political education appeal contains rich ideological connotations, and a complete structural form of ideological and political education contagion is needed to be constructed from different angles and levels. It is necessary to create a coupled value structure that combines endogenous and exogenous values and a mixed content structure that combines true perception, emotional appeal of goodness, and aesthetic appeal, unified with the ideological and political education appeal [2]. Among them, endogenous

value is the basic premise of exogenous value. It provides important internal conditions for exogenous value. Endogenous value can effectively promote the benign interaction and effective development of various elements of ideological and political education, effectively stimulate the enthusiasm of university students for learning, cause emotional resonance between teachers and students, and cause college students to have a strong identification and emotional experience of what the teacher teaches; exogenous value is mainly manifested in integrating ideological and political education into the social practice activities of college students, internalizing in the heart, externalizing in shape, cultivating the noble value pursuit of college students, enabling college students to firmly establish lofty values, and improving their ideological and political awareness so as to realize the normalization, life and popularization of moral education. The appeal of ideological and political education includes both the positive guidance to college students and the attractiveness of educational activities to college students, which is finally reflected in the appeal of ideological and political education. Ideological and political education can guide and inspire people to work hard, and especially, the appeal of ideological and political education can stimulate college students to seek the truth and pragmatic spirit of exploration, positive and innovative spirit, shape the healthy personality of university students, cultivate the sentiment of university students, regulate the students's words and deeds and really explain the ultimate goal of strengthening moral education and cultivating people in universities.

IV. THE SIGNIFICANCE OF STRENGTHENING THE APPEAL OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

Strengthening the appeal of ideological and political education in colleges and universities helps to innovate educational ideas, improve teaching methods, and enhance the enthusiasm of college students. It will also deepen the content of education in the inner world of college students, trigger strong emotional resonance between teachers and students, and give full play to the leading role of ideological and political education to achieve the fundamental goal of strengthening moral education and cultivating people in colleges and universities, guide college students to firm their ideals and beliefs, establish four senses of self-confidence, cultivate the correct values of college students, improve their ideological and political awareness, and continuously strengthen the educational effect of ideological and political education [3]. Colleges and universities must strengthen organizational leadership, clarify responsibilities and division of labor, deepen the reform of the teaching system, strengthen the personnel training mechanism, innovate education training programs, strengthen the construction of ideological and political teaching systems, optimize the ideological and political curriculum, integrate ideological and political teaching content, strengthen the construction of ideological and political education network platforms, scientifically apply networked and diversified educational methods, continue to play a leading and guiding role in ideological and political education, effectively enhance the

quality and effect of moral education in colleges and universities, and comprehensively enhance colleges' professional competitiveness and comprehensive strength so as to effectively improve the social status and influence of universities. Colleges and universities must strengthen the sense of responsibility, attach importance to the cultivation of college students' ideological and moral qualities, enrich teaching content, improve education methods, broaden education paths, strengthen the practical operation ability of college students, strengthen the training mechanism of college moral education talents, and strengthen the guiding role of ideological and political education.

V. THE MAIN PROBLEMS IN THE APPEAL OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

At present, colleges and universities attach great importance to the education and teaching of ideological and political education, and have achieved a lot of practical results. However, there are still some problems, mainly in the following four aspects: first, the ideological and political education of making people moved with emotions of college students needs to be strengthened. In basic theory teaching and social practice education, teachers' ability to apply the teaching method of making people moved with emotions is not enough, and the innovative education ability of colleges and universities needs to be improved. The second is that the shortage of appeal of ideological and political education of colleges and universities on college students. Due to the rapid advancement of teaching technology and methods, traditional ideological and political education no longer meets the actual needs of college students. The ideological and political teaching content is single, the educational form is lacking, and the infectious and diversified educational model is lacking. The degree of integration is not high. The educational content is not highly suitable for the real life of college students, and it is no longer possible to achieve the practical effect of teaching through books and influencing character by environment in education. Third, the ability of educators to use ideological and political appeal needs to be enhanced. In recent years, ideological and political education in universities has been highly theoretical, the content of education is dull, the teaching methods are rigid, the teaching methods are not novel, the teaching path is relatively single and the practical teaching lacks reality and vividness. There is less communication between teachers and students in ideological and political teaching, and it is limited to the small environment of classroom teaching. At the same time, teachers' ability to use appeal power is relatively lacking, which ultimately leads to insufficient appeal of ideological and political education. Fourth, the creation of the external environment of the ideological and political education appeal of college students needs to be improved. At present, ideological and political education in colleges and universities only blindly pursues theoretical teaching and seriously ignore the role and effect of external factors, resulting in ideological and political education only a purely professional discipline, and the effect of ideological and political moral education is not obvious.

VI. EFFECTIVE WAYS TO ENHANCE THE APPEAL OF
IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE
STUDENTS IN THE NEW PERIOD

A. *It is necessary to accurately grasp the content of ideological and political education and stimulate the consciousness of college students to accept ideological and political education*

Colleges and universities should adhere to the principle of putting people first, firmly establish the concept of strengthening moral education and cultivating people, give full play to the function of fostering spirit and educating people of ideological and political education, accurately grasp the content of ideological and political education, actively innovate the means of ideological and political education, and enhance the affinity of ideological and political education so as to inspire college students to actively take up ideological and political education. In the process of education and teaching, efforts should be paid to continue to deepen the reform of ideological and political courses, innovate the model of ideological and political teaching, actively integrate educational resources, optimize teaching methods, and broaden the path of education, so that the content of ideological and political education is closer to the requirements of the development of the new era. It needs to be close to the daily life of college students, and effectively strengthen the epochal, theoretical and humanistic nature of ideological and political teaching; colleges and universities should closely focus on the people-oriented concept, set scientifically the goals and tasks of moral education, enrich the content of ideological and political education, and innovate moral education methods to stimulate college students' speculative ability and integrate domestic and foreign development situations, social hotspot issues, current affairs and politics into classroom teaching. It is also necessary to train college students' keen political vision and ability to observe and analyze, and guide college students to use Marxist theory to understand, analyze, and solve various social problems, strengthen the ideology, theory, and pertinence of ideological and political education theoretical courses, and give full play to the value orientation and leading role of ideological and political teaching. Colleges and universities need to cleverly integrate classroom teaching and modern information technology to realize online classroom teaching, online knowledge quiz, online question answering, etc.; they must deepen the construction of ideological and political education systems, strengthen the integration of knowledge in different disciplines, and continuously enrich educational resources and optimize the form of teaching, enhance the enthusiasm of college students so as to improve the quality of ideological and political classroom teaching.

B. *It is necessary to strengthen the penetration of ideological and political education carriers and enhance the appeal of ideological and political education in colleges and universities*

Colleges and universities should innovate the concept of ideological and political education, optimize the content of ideological and political education, enrich the means of ideological and political education, strengthen the construction of ideological and political education carriers, focus on improving the appeal of ideological and political education, and enhance the overall effect of ideological and political education. Social practice is an effective extension of ideological and political education theory [4]. Colleges and universities always adhere to two classroom teachings, take classroom teaching as the foundation and social practice as the guide, strengthen the basic status of the first classroom, take the second classroom as an extension of the first classroom, strengthen the construction of the ideological and political education discipline system, and emphasize the relevance and compatibility of the two classroom teachings. At the same time, colleges and universities must strengthen the carrier construction of ideological and political education, build a professional and comprehensive practical education platform, promote communication and exchange between teachers and students, arouse the emotional and emotional resonance of teachers and students, and realize the hidden function of fostering people of moral education. Teachers should pay attention to the selection of classic examples of moral education and typical examples of advanced models in teaching to make the boring and boring ideological and political theories imagery and vivid. Colleges and universities should use new media technology, organically integrate classroom teaching and new media, provide rich, novel, diverse and flexible micro-classroom teaching, strive to create a systematic and professional online teaching atmosphere, implement interactive exchanges between educators and educated people through online lectures, online discussions and exchanges, and continuously meet the diverse value pursuit of college students. Colleges and universities should strengthen the publicity work of moral education, actively integrate educational resources, and strengthen the construction of ideological and political education carriers. Through the publicity column, campus radio, microblog official website, student forum and WeChat public account, colleges and universities irregularly push the central government's policies, current events and ideological and political education and other related information to enhance the appeal of ideological and political education. Colleges and universities deeply explore the depth of ideological and political education, enrich the content of ideological and political education, optimize the form of ideological and political education, and improve the appeal and penetration of ideological and political education through practical educational activities such as "do not forget the beginning and keep the mission in mind", seminars on advanced moral deeds, a party celebrating the 70th anniversary of the founding of the People's Republic of China, and patriotic educational practice of remembering history and remembering the martyrs and so on.

C. It is necessary to attach importance to the sense of pleasure in ideological and political education situations and optimize the ideological and political education environment

Colleges and universities should adhere to teaching goals as the foundation and syllabus as the basis, actively create ideological and political teaching situations, enhance the sense of happiness of the educated, and provide a stable and harmonious external environment for ideological and political education activities. Colleges and universities should pay attention to the unity of the context of teaching activities and organically combine the context teaching of the external material world and the subjective emotions of the educated. Especially with the pleasant physical and emotional experience of the educated and the soft and beautiful scene teaching, scene teaching should pay more attention to pertinence and purpose, combine the characteristics of the development of the new era and the realities of socioeconomic culture, and highlight the epochal, image and humanistic characteristics. At the same time, it integrates the personal experience of college students, social events, domestic and foreign situations into the ideological and political teaching in the form of a combination of text and picture, sound and image, so that the spiritual world of college students' internalization is more objective and realistic, and more intuitive, which in turn can create a good teaching environment for ideological and political education. Thought is the internal expression of language and language is the external carrier of thought. The voice and style with rich connotation and vivid language can be integrated and organically integrated with the human spiritual world. It can not only provide the most basic means for educated people to express their thoughts and emotions, spread innovative ideas, exchange ideas and cognition, and convey true feelings, but also the reasonable language use can effectively enhance language affinity, appeal and effect of expression. The vivid language expression forms can create aesthetic mood; in addition, the accurate words, sentences and lively expression forms can effectively enhance the enthusiasm of college students for education and improve their learning consciousness.

D. It is necessary to enhance the ability of educational subjects to implement appeal, and effectively strengthen the effectiveness of ideological and political education

Colleges and universities should integrate the ideological and political education into the whole process of college students' moral education, give full play to the effect of fostering people of ideological and political education, and truly ensure the effective play of the ideological and political education effect. Colleges and universities should strengthen organizational leadership, refine responsibilities and tasks, strengthen division of responsibilities, carefully organize layouts, scientifically plan education development, seriously implement opinions on reform and innovation of ideological and political courses, formulate reasonable moral education personnel training programs, improve the working mechanism of ideological and political education and truly achieve the fundamental goal of strengthening moral

education and cultivating people in universities. At present, college teachers and education managers are the leading forces of ideological and political education for college students. The establishment of an ideological and political teacher team with high political quality and strong professional ability has played an important role in strengthening the appeal of ideological and political education. [5] Colleges and universities should strengthen the construction of ideological and political teaching stuff, effectively integrate and scientifically optimize the comprehensive ideological and political education teaching force, make every effort to improve the teaching skills of ideological and political teachers, especially the ability of educational subjects to implement appeal, and comprehensively improve the overall quality of instructors. In combination with the actual situation of college students, it is possible to actively carry out special training on ideological and political theories and seminars on ideological and political education of college students, etc., to strengthen teachers' teaching skills, strengthen their awareness of service, and continuously improve their political and theoretical accomplishments, so as to comprehensively improve teachers' business skills and comprehensive level.

VII. CONCLUSION

In summary, colleges and universities must accurately grasp the content of ideological and political education, attach importance to the sense of pleasure in the context of ideological and political education, strengthen the penetration of the carrier of ideological and political education, enhance the ability of educational subjects to implement appeal, inspire college students to consciously accept ideological and political education, promote the appeal of ideological and political education in universities, comprehensively optimize the ideological and political education environment, and effectively strengthen the effectiveness of ideological and political education.

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