

Analysis on the Difficulties in the Advancement of Ideological and Political Education for College Students in the New Era and Countermeasures

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Abstract—At the Conference on Ideological and Political Work of National Colleges and Universities, Xi Jinping, General Secretary of the CPC Central Committee, the State President, and Chairman of the Central Military Commission attended and made an important speech emphasizing that ideological and political work in colleges and universities is related to the fundamental problem of what kind of people colleges and universities cultivate, how to cultivate people and for whom. It is necessary to persist in "strengthening moral education and cultivating people" as the central link, and to implement ideological and political work throughout the entire process of education and teaching, so as to achieve full-process and comprehensive education, and create a new situation in the development of China's higher education. In the development of Chinese higher education, ideological and political education activities mainly involve the courses of ideological and political education, social practice, special lectures, and counselors' guidance for college students after they have entered the universities. However, during the period that college student does not enter the university after being admitted, due to the constraints of time and space, ideological and political education is in a blank state, which may cause a break in the development of ideological and political education. It is required to adhere to the spirit of General Secretary Xi Jinping's speech "Implementing Ideological and Political Work throughout the Whole Process of Education and Teaching", and explore the way of educating people. This article will explore the difficulties existing in the advancement of ideological and political education for college students in the new period from the perspective of theoretical research and practical operation, and put some countermeasures to solve them.

Keywords: *conference spirit, new period, ideological and political education*

I. INTRODUCTION

The ideological and political education for college students is a kind of social practice activity in which colleges

and universities exert purposeful, planned and organized influence on college students according to the requirements of ideological concepts, political views and moral codes, so as to make them form ideological and moral qualities required by the society. Chinese researchers will take the students who participate in the college entrance examination, receive the university admission notice, but have not yet enrolled at the university, as college-bound students. Throughout the whole process of students receiving ideological and political education, it is found that ideological and political education for college-bound students should become an important part of ideological and political education in colleges and universities. With the development of Internet technology and the highly integrated environment of network society and real society, colleges and universities unite the forces of society and family to carry out ideological and political education activities in the aspects of outlook on university, life, values, morality, career planning, etc. through online and offline interaction, internal and external education and other forms, which is called the ideological and political education for college-bound students. According to the survey of several transition summer courses offered by Carnegie Mellon University, 94% of the students think that the summer education for the college-bound students is very necessary, and 96% of the students think that the project is conducive to the further study [1]. In the speech "Implementing ideological and political education throughout the whole process of education and teaching", General secretary Xi Jinping emphasized that it must persist in "strengthening moral education and cultivating people" as the central link, and implement ideological and political work throughout the whole process of education and teaching, so as to achieve full-process and comprehensive education, and create a new situation in the development of China's higher education [2]. In the face of college-bound students, it is necessary to carry out the advancement of ideological and political education work. It is required to develop the research on ideological

and political education from the entry stage, and consolidate the foundation, which is the first step to implement "ideological and political education throughout the whole process of teaching, and realize the whole process of education".

II. CURRENT PROBLEMS AND RESEARCH STATUS CAUSED BY LACK OF ADVANCING IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

Through the analysis and discussion of the definition of ideological and political education for college students, it can clearly see that the ideological and political education activities for college-bound students are an important part of the ideological and political education activities for college students. Through the analysis of the current measures to carry out ideological and political education for college-bound students, the process of consulting relevant literature and conducting questionnaire survey and analysis on the results, it is found that compared with the mature ideological and political education for college-bound students in foreign countries, there are many problems in the ideological and political education for college-bound students of China.

A. Problems caused by lack of advancing ideological and political education for college students

As everyone knows, almost all the key work of students, families and schools revolves around the baton of "college entrance examination" in senior school education. Students have great academic pressure and these three parties spend a lot of time. However, the time spent on the ideological education for students is little. It lacks professional and effective guidance in psychology, learning and daily life after entering the university. During the period from ending the education for senior high school to entering the colleges, the definition of education and management of students in high school and university is not clear, and the phenomenon of non-connection is becoming increasingly prominent. With the serious lack of ideological and political education for college-bound students, many college-bound students choose to spend their leisure time in summer vacation, such as surfing the Internet, watching movies, eating and drinking, traveling, etc. The students are in a aimless "vacuum" state, and the life is waste. After entering the university, they immediately put themselves into university life and study. College students who have not gone through the previous psychological adjustment, goal reconstruction, professional planning and adaptive education face a series of difficulties and problems, such as suddenly relying on self-planning and having no arrangement of teachers, relying on their own to face the life without parents' guidance, and relying on self-adjustment to face a slightly complex and non-simple interpersonal relationship. In the first year, college students have a series of questions. For example, they lack the motivation for goals, and have difficulties in coping with college learning, resulting in academic difficulties. Also, they have poor interpersonal skills, are difficult to adapt to social life, and have too weak psychological tolerance, resulting in a strong sense of loss and frustration.

Unfortunately, college students have poor self-control, are easily trapped in Internet addiction, and have problems in life, resulting in bad behavior habits, which seriously affect students' learning and life, etc.

B. Problems existing in the research on the advancement of ideological and political education for college students

Through the horizontal comparison of the current situation of the entrance education for college-bound students in other departments and colleges, as well as the vertical comparison of the literature, it can be seen that the attention of the academic community to the college-bound students has actually gone through a long period, but there are few in-depth research on how to solve the blank area of the ideological guidance of college-bound students before college students entering the colleges. In 2003, the Market News published the article "college-bound students frantically surfing the internet and watching discs in the summer" [3], which was the first time to report the life of college-bound students to be in an aimless "vacuum" state. In 2004, the paper "analyzing the situation of college-bound students in China" defined the college-bound students as "the students who have been admitted by universities after the college entrance examination" [4]. In 2006, China Education Daily published the article "how to warm up the college-bound students" [5]. Through questionnaire survey, interview and other methods, it aimed at college-bound students, youth education experts and high school teachers to study the life status of the college-bound students. From 2008 to 2019, the research on college-bound students gradually increased, and the content was relatively rich. The research began to focus on the necessity of ideological and political education for college-bound students, how to carry out informal communication and guidance with the help of the network, etc. However, in summary, there are still some problems as follows:

1) Monotonous content and lack of systematicness

In the past, most of the research on the ideological and political education for college-bound students focused on the study of their summer life, such as their entertainment and daily life style, but less on their career planning, learning state, outlook on life, values, morality and other ideological and political education should focus on. There is a deficiency in the aspect of "persisting in strengthening moral education and cultivating people" as the central link.

In addition, the previous research is also relatively scattered, and the sustainability and pertinence is not strong, leading to the lack of systematic research. It is unlike the ideological and political education for college students, which has formed a discipline and system. And there are many experts in this area. In the aspect of "implementing ideological and political education throughout the whole process of education and teaching, realizing the whole process education and all-round education", there is also a little deficiency.

2) *Lack of depth and specialization*

Throughout all the data available for the research on college-bound students, due to the late start, poor pertinence and systematicness of the research, there is a problem that the research floats on the surface and lacks depth in both horizontal and vertical directions.

In addition, because the traditional ideological and political education for college students is mainly concentrated in the period when they enter school, and they do not pay much attention to the ideological and political education for college-bound students, so the degree of research specialization of ideological and political education for quasi college students is relatively low. However, with the implementation of the spirit of General Secretary Xi's speech "Implementing ideological and political work throughout the whole process of education and teaching", the ideological and political education runs through the whole process of training students. More and more scholars will strengthen the research on ideological and political education for college-bound students, and its degree of specialization will be higher and higher.

3) *The research is out of line with the times*

Under the realistic condition, it is necessary to use the Internet, big data, new media and so on to carry out the ideological and political education and research work of college-bound students. However, in the real research, researchers have ignored this point and stuck to the traditional research content and research methods, resulting in the disconnection between the research and the times, not keeping up with the pace of the development of the times and breaking the innovative characteristics of the ideological and political education process.

III. PROBLEMS EXISTING IN THE PRACTICE OF ADVANCING IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

A. *Due to the lack of education guidance, there is education disconnection*

After more than ten years of primary education, the college-bound students who are about to enter the stage of higher education lose the shackles of family and school, unload the heavy burden of learning in the past, and get unprecedented physical and mental relaxation. However, the three-month leisure will make the college-bound students who have never enjoyed such freedom feel helpless and confused. Due to the lack of education guidance, there will lead to the educational gap between primary education and higher education.

According to a questionnaire survey of 600 college-bound students from different universities in Sichuan Province, 72.8% of them did not plan and arrange their study life after the college entrance examination. 33.5% of parents and teachers will pay attention to their study and life after the college entrance examination, and more than 66.4% of college-bound students think that the help of parents and teachers will play a greater role. When asked whether

university teachers or counselors have contacted college-bound students after the college entrance examination, more than 70.2% of them said they had never been contacted. Among 29.8% of college-bound students who have been contacted, 38.4% of whom have been contacted through the network and new media platform, 43.6% of whom have been contacted through traditional telephone. What's more, some have been contacted through mails. In the survey of online usage of college-bound students, 100% of them use the Internet or mobile Internet every day.

It can be seen that the lack of education guidance is mainly due to the loss of constraints from parents, high schools and universities. During the three-month vacation, the education guidance needs of college-bound students are in the opposite state with the actual education guidance work. Therefore, the lack of education guidance is the main reason for the emergence of education disconnection. The ideological education guidance of college-bound students will become a link that can't be ignored to improve the ideological and political education for college students.

B. *Due to the lack of educational cognition, educational responsibility is unclear*

This paper also interviewed some teachers of senior high school, college counselors and teachers of ideological and political course in Sichuan Province. In the interview, all senior high school teachers thought that after the college entrance examination, senior high school would be separated from the responsibility of education and management. More than 82% of the counselors think that the ideological and political education for college-bound students refers to the ideological and political education activities carried out in the universities after the college entrance, and 18% of the counselors think that the ideological and political education for college-bound students should be carried out after the college entrance examination and the determination of the university admission list, but they think that it is difficult to carry out due to the limitations of time and organizational conditions. In the interview of teachers of ideological and political theory course, only some teachers engaged in online ideological and political education think that they can carry out the guidance and education for college-bound students through MOOC, online open class and other forms. Most teachers think that the ideological and political education for college-bound students should be the responsibility of counselors.

It can be seen from the interview results that in the ideological and political education for college-bound students, there is a narrow understanding, even a behavior of shirking the responsibility of education to some extent. On the one hand, some college counselors and teachers of ideological and political professional theory equate the ideological and political education for college-bound students with the ideological and political education for freshmen after registration. On the other hand, they regard the ideological and political education for college-bound students as an isolated educational event, without realizing the coherence, continuity and integrity of the process of

ideological and political education, and subjectively divide the subject, object and process of education. The lack of educational cognition leads to the unclear responsibilities between high schools and universities, counselor and teacher of ideological and political theory, which makes it difficult to realize "three-all" education".

C. The content and form of education are single, and the effect of education is not obvious

In terms of the investigation on the content of ideological and political education for college-bound students, the most important thing that students want to know is the detailed introduction of schools and majors, accounting for 84%; the second is the situation of college life and learning, accounting for 72%; the third is the guidance of personal role transformation and psychological adaptation, accounting for 53.6%. In the survey of students who have been contacted by university teachers or counselors, the main content of university associating students is the introduction of school and major, accounting for 33.64%; the second is the introduction of university life, accounting for 27.1%; the third is the other options other than university study life, career planning, world outlook, outlook on life, value guidance, accounting for 16.82%.

In the survey on the forms of ideological and political education for college-bound students, classroom and lecture ranked first, accounting for 59.9%; online learning ranked second, accounting for 47%; new media ranked third, accounting for 39.5%; and online communication through social media ranked fourth, accounting for 37.3%. Only 38.4% of the students have been contacted through the Internet and new media platforms, and the majority of them have been contacted through telephone and mail.

When asked about the evaluation of ideological and political education for college-bound students, 55.6% of the students said that the content was old and boring, 48.4% of the students said that the form of education was single, and 34.7% of the students said that there was no interaction between teachers and students. In terms of educational effect, 60% of the students think that the current ideological and political education for college-bound students has general or no impact.

Therefore, the content of education does not meet the needs of students, lack of creativity; and the form of education is traditional, lack of timeliness. Therefore, the advancement effect of ideological and political education for college students is not obvious.

IV. COUNTERMEASURES TO SOLVE THE PROBLEMS IN THE ADVANCEMENT OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS

In order to implement the principle of "adhering to strengthen moral education and cultivate people, realizing whole-process education and all-round education", and carry out the ideological and political education for college students better, it is necessary to advance the function of education, carry out the ideological education for college

students, and study the ideological situation of college-bound students. With a definite goal in mind, the author studies feasible countermeasures to guide the thoughts of college-bound students. According to the current situation of the research and the results of the specific questionnaire, the author puts forward the following countermeasures.

A. Advancing the entrance education, and doing a good job in the connection of primary education and higher education aiming at the ideological guidance of college-bound students

After the college entrance examination, during the nearly three-month vacation, colleges and universities can advance the education for college life precautions, professional cognition, adaptive education, inspirational education, etc., which are only popularized after entering the university. At this time, the "college-bound students" who just got rid of the huge pressure of the college entrance examination, broke away from the shackles of high school, will be more happy and easier to accept new knowledge and new things, and have plenty of time for digestion, absorption. In this way, college-bound students can face the coming new life of the university more efficiently and fully, and continuously transfer the ideological and political education from the primary education stage to the higher education stage. University of Electronic Science and Technology of China innovates the way of ideological and political education. During the summer vacation, it selects the freshmen backbone among the college-bound students enrolled at 2018 and 2019 to enter the freshmen backbone training camp, carefully designs the training program, and advances the inspirational education carried out after enrollment, so as to teach the first lesson of ideological and political education for college-bound students. This action has achieved good results and repercussions.

B. Using big data to make the statistics and analysis of the index data of college-bound students, scientifically analyzing and grasping the new characteristics, new laws and new trends of the network behavior of college-bound students

By using the current mature network technology, the personal information, learning motivation, professional cognition and other data of college-bound students are fully and carefully counted, and the big data technology is used to complete the data analysis, so as to understand the ideological trends of students in advance, and formulate the ideological and political education program that meets the needs of students. In this way, it can achieve accurate and scientific guidance. For example, University of Electronic Science and Technology of China uses the intelligent campus system in advance before the college-bound students arrive at the university, counts the family status of each student and makes a good analysis, so as to help the college-bound students with their economic needs before, during and after arriving at the university, and do a good job in service and education. Counselors use their personal authority to understand the personal family situation of college-bound

students who are going to enter the school, do a good job in the attention and guidance of college-bound students, and make the ideological and political education meticulous.

C. Making full use of new media to carry out ideological and political education online and doing a good job of online and offline guidance for college-bound students

At present, the popularity rate of mobile devices among college-bound students is up to 99%. Almost every student entering the university has a personal smart phone, QQ, Wechat and other communication software. Based on this, after the college-bound students determine the school and major, they can complete the contact work through different ways, such as QQ group, Wechat group, school website, college website and other network platforms. With the help of web pages, the official account of counselors and full-time teachers, the micro platform and the QQ space, the whole process of ideological and political education should be conducted online, and the distance between the space and time of college-bound students should be shortened. And then, it can give full play to the ideological and political effectiveness online.

D. Doing a good job of family-school interaction in advance, giving full play to the effectiveness of peer education, and establishing a guidance and assistance mechanism for college-bound students after entering the university

During the summer vacation, the university can contact with the families of the college-bound students to understand the learning and life course of the students from childhood to senior high school in advance, and find out, intervene and help the students who need special attention in advance. It is possible to recommend the outstanding student backbone to college-bound students. For the problem, it can give the explanation from the perspective of the senior to answer. More direct and appropriate explanation may answer ideological confusion of college-bound students.

V. CONCLUSION

In a word, the advancement of ideological and political education for college students in the new era is a link that can't be ignored in the implementation of ideological and political education throughout the whole process of education and teaching, and in the whole process of education and all-round education. Through the analysis of theory and data, the difficulties of ideological and political education for college-bound students can be found. At the same time, it is required to design practical measures to solve the problems and difficulties in the ideological and political education for college-bound students. It is necessary to truly carry out the ideological and political education with the times, implement the spirit of the national conference on ideological and political work in colleges and universities, and make full preparations for the cultivation of socialist builders and successors with all-round development of moral, intellectual, physical, aesthetics and labor education.

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