

# Supply Side Reform of "Ideological and Political Course" in Colleges and Universities in the New Era

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## ABSTRACT

In order to better improve the development and reform of Ideological and political course in Colleges and universities, and promote the reform of Ideological and political course in the context of supply side, this paper expounds the problems in the supply side reform of "Ideological and political course" in Colleges and universities in the new era, such as unclear target position, indistinguishable educational characteristics, lack of methods, single mode, educational homogeneity and demand. Through scientific solution to the relationship between knowledge orientation and value orientation, improvement of teachers' professional quality and ability, and rational application of promotion platform, the contradiction between the change of university education structure and economic structure, and the contradiction between teachers' supply and demand can be solved.

**Keywords:** *New era, Ideological and political education of curriculum, Supply-side reform*

## 1. INTRODUCTION

In November 10, 2015, Xi Jinping chaired a working conference of the central financial and economic leadership group, and first put forward the term "supply side structural reform". It has rapidly become a hot word on the Internet, and then attracted the attention of the society. Wang roujian<sup>[1]</sup> pointed out that in the new era, there are three problems in the supply side reform of Ideological and political courses in Colleges and universities, namely, the level of professional quality of the education subject is not high, needs to be improved, the effectiveness of teaching is also low, and the teaching content also needs to be continuously improved. Therefore, he proposed to cultivate the professional ethics of the professional subject and enhance the professionalism of the professional subject demand, improve the teaching content of ideological and political courses, reform the supply form in an innovative way to meet the needs of the development of the new era; Liu Jiajia<sup>[2]</sup> and others proposed that the supply mode of Ideological and political courses in Colleges and universities can be improved from five aspects, and the primary task of building a professional communication team is to grasp the communication content in the communication process, expand innovative communication channels, conduct market research, and study the communication objects, so as to

improve the communication effect; Yang Hu<sup>[3]</sup> also pointed out that when deepening the supply side reform, we need to adhere to the correct political direction and reform policy, give full play to the role of Ideological and political education in Colleges and universities, improve the ideological and political education of college students, reasonably integrate the teaching content and students' needs, realize the political transformation of Ideological and political education, strengthen teachers' self construction, combine theory with practice, and strengthen ideological and political education. The role of politics in Colleges and universities should be taught to students in an innovative way to improve their interest in learning; Hou Xiaoshan<sup>[4]</sup> and others pointed out that the ideological and political education in Colleges and universities has the characteristics of guidance, accuracy and efficiency. In order to break through the current bottleneck, we need to carry out continuous reform and innovation.

## **2. THE PROBLEMS OF "IDEOLOGICAL AND POLITICAL COURSE" IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EDUCATION SUPPLY SIDE REFORM IN THE NEW ERA**

### ***2.1. The contradiction between the change of university education structure and economic structure***

After the rapid development of China's economy, it has entered a low ebb. In 2007-2012, the structural transformation reached a turning point. One of the obvious characteristics is the space of educational development. With the development of other industries related to service consumption, these industries will undergo structural adjustment. Economic globalization and the fifth information technology revolution have great influence on China's industrial structure. China's Internet plus, one belt, one road initiative, China made 2025 and supplier structural reforms have greatly promoted the development of big data and cloud computing in emerging industries such as computing and artificial intelligence. New economic and industrial sectors, namely new economy and traditional industries, have been created by the development of new materials, technologies and new energy. As the main frontier of human resource development, colleges and universities have similar contradictions in the economic field and education structure<sup>[5]</sup>. The main performance is that the traditional education structure does not adapt to the new era of new economy and personnel training. There are still problems that cannot meet the market demand, the theme setting is relatively backward, the update speed of curriculum content is slow, and the innovation of teaching methods is insufficient. New engineering strategies for emerging industries focus on new requirements for restructuring. The ideological and political components of the curriculum put forward higher requirements for the goal of university education. Although most universities are actively adjusting the ideological and political education structure of the curriculum, the urgent tasks to be solved in the process of practical exploration are as follows.

#### ***2.1.1. Unclear target location***

With the continuous increase of application-oriented universities, a complete education structure has been formed with scientific research universities. However, in the process of transformation and development of application-oriented universities, the types of personnel training are the same, lacking innovation, and all kinds of social requirements are followed. The unclear position leads to the lack of professional teachers' curriculum ideas, political teaching content and teaching

methods. The increase of enrollment rate in some universities leads to the imbalance of teacher-student ratio. Due to the serious shortage of teachers, the quality of education deteriorates. Many teachers have excellent professional curriculum skills, but their curriculum ideas have been improved. The curriculum thought and evaluation mechanism of political science are not perfect. Teacher evaluation is still based on the publication of papers, the theme of reports and practical training. The content of teachers' moral evaluation is insufficient. Many ideological and political teachers sometimes make inappropriate remarks in class. Misleading students' world outlook, life outlook and values.

#### ***2.1.2. There is no difference in educational characteristics***

The ideological and political composition of professional courses varies with disciplines and majors, and each has its own characteristics. Some universities will formulate a comprehensive model according to the unified standards when constructing curriculum ideas, but students lose interest in learning because they teach ideology and politics in professional courses without organic integration with professional knowledge and skills. It is difficult to recite the content of the examination, and it is difficult to internalize it through action, which has little influence on the formation of ideology and morality.

### ***2.2. Contradiction between supply and demand of teachers***

In the past, when recruiting teachers of professional disciplines, they paid more attention to the acquisition of professional knowledge and skills. They can better cope with the educational challenges of professional disciplines. But now, universities pay more attention to the cultivation of complex talents. It combines ability and political integrity to achieve the goal of "cultivating morality and talent". The purpose of education is to enable teachers to master the basic theories and methods of Ideological and political process according to their professional knowledge and skills, and combine with ideological and political process to improve professional courses. Students' humanistic quality and ideological and moral qualities can be achieved in many universities. There is a shortage of teachers in China, whose supply cannot meet the ideological and political needs of the curriculum. In the reform of education supply, there is a serious shortage of teachers.

#### ***2.2.1. Inclusion criteria***

There are rules in university education, as well as in Curriculum Ideology and political composition. Of course, in the ideological and political curriculum,

professional teachers in Colleges and universities habitually apply vocational education rules to the ideological and political curriculum, and there is no education law that really conforms to the ideological and political resources of the curriculum<sup>[6]</sup>. Many teachers are not fully aware of the ideological and political importance of the curriculum. Teaching expertise and skills are still regarded as top priority by them. Ideological and political education is only used as an auxiliary means of the curriculum, this traditional teaching method cannot effectively carry out curriculum thinking, political construction is negligible, the effect is not good.

### *2.2.2. The first mock exam*

In the first mock exam, teachers of professional courses usually adopt a single mode. Blindly copying, there are similarities in personnel training plan, course outline and hands-on training. Lack of innovative spirit, unable to cope with diversification. In the process of learning, students feel that the content is very boring and has no close relationship with real life, unable to keep up with the development of the times.

### **2.3. The contradiction between education homogeneity and demand diversification**

At present, there is a common phenomenon in the setting of higher education in China. The disciplines of different universities are basically the same, and the education systems of different majors are basically similar. The ideological and political construction of the course has just begun, and the teaching contents and methods are consistent with the ideological and political process. Similarly, it cannot keep up with the industrial changes of the new technological revolution in the 21st century, especially the emerging industries represented by artificial intelligence, intelligent manufacturing and robots. The strict curriculum ideological and political education system, such as cloud computing, has a growing demand for advanced and complex talents, which conflicts with the ever-changing market demand.

## **3. THE EFFECTIVE PATH OF "CURRICULUM IDEOLOGICAL AND POLITICAL" CONSTRUCTION UNDER THE BACKGROUND OF SUPPLY SIDE REFORM EDUCATION**

### ***3.1. Scientifically understand and solve the relationship between knowledge orientation and value orientation***

The proposition and development of "Curriculum Ideology and politics" has once again strengthened the relationship between talent education and moral

education. In the traditional concept, ideological and political education plays a role in moral education, while other professional courses and general courses play a role in moral education. Knowledge dissemination. However, in the actual process, there will be the following situations: The theme is the dissemination of value orientation and guidance, while other themes only recognize scientific knowledge. These educational ideas easily lead to the separation of moral education and intelligence education, and have a serious impact on the ideological form.

The concept of "Curriculum Ideology and politics" reflects that all educators, especially teachers of various professional and general education courses, not only impart scientific and cultural knowledge, but also cultivate people who lead the mainstream social ideology. Values, to maintain the ideological position of the classroom. For example, in natural science courses, students are very active in learning and have a great impact on their future social practice. Therefore, such teachers appropriately integrate moral values in the way of "training and silence" so that students can deepen their interest in learning. They understand what they have learned and the ideological guidance behind it. For example, electronic information and Internet research courses are suitable for spreading entrepreneurial stories and conveying theoretical knowledge, so as to stimulate students' spiritual strength, keep pace with the times and be brave in innovation.

### ***3.2. Improve the ability and quality of all teachers***

The secret of curriculum ideological and political practice lies in Teachers' moral guidance and training ability. First of all, it permeates into ideological, moral and spiritual education as well as the teaching of scientific and cultural knowledge. Second, moral education is not only the professional teachers of horse discipline, but also the infiltration of thought, morality and emotion. Every teacher has established a belief in human education. In the supply organizations related to "curriculum thought", teachers occupy a dominant position and are also the main leaders. However, there are many groups with educational roles in universities, including consultants, Student Department groups and well-known groups. We are trying to create an education model for all staff inside and outside the school, expand the scope of education disciplines, and fully demonstrate the advantages of various disciplines.

In addition to ensuring quantitative and conceptual training for all teachers, the most important thing is to improve the quality and ability of training. In particular, it enables the supply agencies to continuously improve the theoretical level and practical effect, not only to spread the correct ideological and political education theory and scientific and cultural knowledge, but also to

make students really feel the baptism of thought and moral value. The words and deeds of each educational theme reflect their own moral feelings and educational ideas. The influence of educators on students is not only limited to classroom teaching, but also includes the guidance and demonstration of educational themes. It looks like a mirror effect. In carrying out the education work, we should start from the angle of cultural quality, the angle of Chinese superior traditional culture, the guiding role of modern moral quality and attention to education, and the combination of curriculum education and educational concept. In addition, the theme of education focuses on the methods in the process of educating people, which can be called artistic means.

### ***3.3. Elements of Ideological and moral value of scientific discovery***

The composition of "Ideological and political course" should have the characteristics of sufficient supply, reasonable optimization, prominent emphasis, flexibility and novelty. It starts from the textbook itself and is the basic support of our education. The key point is to design and develop a kind of textbook, and because the content of the textbook reflects its existence, we can feel the guidance of moral values in the knowledge itself. This is the will of the country and an auxiliary tool for our education. However, we should not separate the content of textbooks from reality, whether it is design concept or superficial "empty talk", educated to understand the value of moral people's real life emotion textbooks, so that they can properly feel the soul resonance in the text.

The most important thing is how to find the content of Ideological and moral values in classroom teaching. "Ideological and Political Curriculum" requires that all courses must be permeated with ideological and moral education. Therefore, every teacher should reasonably tap the resources of Ideological and political education in his own curriculum and in professional and ordinary courses. These courses reflect the humanistic care and scientific spirit, so that students can correctly understand the relationship between nature and technology and reasonably pursue science. In the course, it combines the background of the times, the current social morality and students' emotional values, and actively introduces positive social energy, the protagonists of model characters and mainstream cultural values to play a role in moral education.

### ***3.4. Application and promotion of various mobile operator platforms***

The media of Ideological and political education is a form for educators to carry out ideological and political education activities, which includes four kinds of media: management media, activity media, cultural media and

service media. It not only has a certain impact on the practice of Ideological and political education, but also constantly innovates the form and deepens the connotation in the process of development. As a great project, the construction of "curriculum ideological and political" cannot be separated from the innovative use of carrier platform.

## **4. CONCLUSIONS**

In conclusion, under the background of education supply side reform, in order to realize the supply side reform of curriculum ideological and political education, we need to correctly understand the value orientation and knowledge orientation, improve teachers' professional quality and ability, scientific values and ethics, reasonably apply mobile promotion platform, and improve the supply side reform of curriculum ideological and political education.

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