



Research on the Precise Path of Ideological and Political Education in New Era

Xue Han^{1,a}, Lu Bai^{2,b}, Bing Han^{3,c*}

¹Management School, Harbin University of Commerce, Harbin, 150028, Heilongjiang, China

²School of Accounting, Harbin University of Commerce, Harbin, 150028, Heilongjiang, China

³School of Food Engineering, Harbin University of Commerce, Harbin, 150028, Heilongjiang, China

^aEmail: hanxue@hrbcu.edu.cn, ^bEmail: 102637@hrbcu.edu.cn,

^{c*}Corresponding Author Email: 790118@163.com

Abstract. Under the background of the new era, it is an urgent need of building a powerful socialist country and realizing the Chinese dream of the great rejuvenation of the Chinese nation. This paper deeply expounds the connotation of the precision of ideological and political education in colleges and universities, and analyzes the present situation and causes of the precision. This paper puts forward the precise path model of college ideological and political education from three aspects: precise orientation, precise selection and precise evaluation.

Keywords: new era, ideological and political education, precision.

1 Introduction

The idea of precision is of great significance to the ideological and political education in colleges and universities, and it is a necessary premise to realize the precision of ideological and political education. Precision is not only a new requirement for ideological and political work in the new era, but also an inevitable requirement for promoting the innovative development of ideological and political work in colleges and universities. Under the background of the new era, it is an urgent need of building a powerful socialist country and realizing the Chinese dream of the great rejuvenation of the Chinese nation. As an important position for the development of the Party and the country, colleges and universities undertake the historical mission of training qualified builders and reliable successors of socialism with Chinese characteristics. Colleges and universities should focus on enhancing the pertinence and effectiveness of ideological and political education, which points out the direction of its precise realization. The precision of ideological and political education in colleges and universities is a positive exploration of the innovation of the mode of ideological and political education. In view of the problems existing in the process of ideological and political education in colleges and universities, how to make it more precise, scientific, standardized and institutionalized is an important problem[1].

© The Author(s) 2023

S. Yacob et al. (eds.), *Proceedings of the 2023 7th International Seminar on Education, Management and Social Sciences (ISEMSS 2023)*, Advances in Social Science, Education and Humanities Research 779, https://doi.org/10.2991/978-2-38476-126-5_89

2 Connotation of Precision of Ideological and Political Education in Colleges

2.1 Significance of Precision of Ideological and Political Education in Colleges

The precision of ideological and political education in colleges and universities refers to the scientific management and effective guidance of the objects of ideological and political education in colleges and universities. According to the problems existing in the ideological and political education in colleges and universities and the problems that need to be solved, we should accurately grasp the needs and characteristics of college students in the aspects of education object, content, method and environment, and according to the law of ideological and political education in colleges and universities, carry out effective and accurate education, guidance and management and service, so as to have a clear aim and improve the actual effect of ideological and political education in colleges and universities and realize the overall improvement of the quality and level of ideological and political education. Concretely speaking, it should embody "precision" in content, method, environment, target group and effect evaluation of ideological and political education. Through precise ideological and political education, college students are guided to establish correct outlook on life, world outlook, values and socialist core values. At the same time, by expanding and extending the connotation of ideological and political work in colleges and universities, we can constantly enhance the effectiveness and pertinence of ideological and political work in colleges and universities. Different contents and teaching methods of ideological and political education should be formulated according to different subject areas so as to improve the pertinence and effectiveness of college students' ideological and political education. Precision ideological and political education is the product of "precision of ideological and political work in colleges and universities" at a certain stage[2].

2.2 Connotation of "precision"

The connotation of "precision" can be summed up in four aspects: one is pertinence, that is, the content of education should be in line with the ideological reality and needs of the educated; the other is precision, that is, the education mode should be carried out pertinently according to different education objects; the third is comprehensiveness, that is, the education content should cover all aspects of the growth and development of college students; the fourth is dynamic, that is, dynamic adjustment should be made with the changes of environment, objects and conditions. The precise connotation of ideological and political education in colleges and universities is an important task of colleges and universities, whose education targets are young college students.

2.3 Connotation of Precision of Ideological and Political Education in Colleges and Universities

The connotation of precision of ideological and political education in colleges and universities mainly includes the following four aspects: First, the core of precision is to

put people first. The core of ideological and political education in colleges and universities is people-oriented. The basic idea of precision of ideological and political education is to respect, care for and care for people. After realizing the idea of precision of ideological and political education, colleges and universities should formulate individualized teaching programs according to the individual differences of students. Second, precision requires a clear goal. In order to guide students effectively in the process of education, the precision of ideological and political education in colleges and universities must have a clear goal. Ideological and political education in colleges and universities should take students as the center and college students as the core objects. After this point is made clear, personalized design and teaching should be carried out according to different levels and characteristics. The precision of ideological and political education in colleges and universities should be aimed at the problems and deficiencies existing in college students' ideological and political education. Finally, precision requires results orientation. The idea of precision in college ideological and political education is mainly to solve the problems and difficulties existing in the study and life of contemporary college students. This requires colleges and universities to pay attention to the results-oriented, ideological and political education into the daily study and life of students. The precision of ideological and political work in colleges and universities is a systematic project, involving many contents, wide range and strong policy nature. Under the background of the new era, the research on precision political education of college students can promote the ideological and political work to achieve high-quality development. Therefore, we believe that: "University Ideological and Political Work precise path of research" has great practical significance[3,4].

3 Current Situation of Precision of Ideological and Political Education in Colleges

3.1 Precision of ideological and political education in colleges and universities

At present, the development of precision of ideological and political education in colleges and universities is generally good, but there are some problems. College students in the new era do not pay enough attention to the ideological and political education, which is mainly reflected in the following two aspects: one is that some students do not pay enough attention to the ideological and political education; These two kinds of situations are the concrete manifestation of the insufficient understanding of college students' precision political education. Part of the ideological and political curriculum system lacks systematicness and hierarchy.

3.2 Degree of Application of Information Technology to Ideological and Political Work in Colleges

The speed and level of information technology development in the new era has greatly exceeded the speed of traditional information technology development. Traditional information technology has formed a relatively fixed and mature model and model in the

development process, but this fixed and mature model can not meet the needs of the new era. Therefore, how to use information technology scientifically and reasonably to promote the development of ideological and political work in colleges and universities has become a subject worthy of in-depth study and discussion[5].

4 Research on Precise Path of Ideological and Political Education in Colleges

4.1 Accurate positioning.

Specifically speaking, the object, goal and method of ideological and political practice should be scientifically positioned to improve the pertinence and effectiveness of ideological and political practice. We must adhere to the combination of theory and practice and give full play to the role of ideological and political theory in ideological and political practice. In the concrete practice process, the ideological and political theory teacher may organize the student to go deep into the social practice, thus promotes the ideological and political practice educates the actual effect. At the same time, we should insist on the combination of theory and practice, attach importance to the construction of "ideological and political courses", and integrate ideological and political elements into the teaching system. In addition, we should attach importance to the combination of theory and practice and continuously improve the guiding role of theory in practice. The integration of social practice into the ideological and political theory class and the ideological and political practice class can not only provide fresh teaching materials and vivid teaching situation, but also enrich the teaching content of ideological and political theory class. In the ideological and political work of colleges and universities in the new era, the most important thing is to clarify the core task of ideological and political work. In the process of clarifying the core task of ideological and political education, we must take social practice as an important carrier and combine ideological and political teaching with social practice. Precise positioning of the ideological and political theory classroom and ideological and political practice classroom in achieving the goal of consistency, can better promote the combination of the two[6].

4.2 Precise selection.

Specifically speaking, according to different educational objects and different educational goals, we should formulate a targeted program of ideological and political practice to improve the effectiveness of ideological and political practice. Concretely speaking, we should work out the operable implementing scheme according to the scheme of ideological and political practice education and the evaluation index system. On the theoretical level, it is important to make clear the significance of the concept of "student-centered" in the study of the precise mode of ideological and political practice. On the basis of sufficient investigation and research, the ideological characteristics of students should be deeply analyzed, and practical activities should be carried out perti-

nently. Through the excavation characteristic curriculum, the outstanding campus culture, the social practice base, the social enterprise and so on resources, broadens the ideological and political practice education channel. Precise design of practical activities. We should make clear the aim of education and the aim of training, design a reasonable activity plan, and improve the effect of practical education. Select the right education target. Students' ideological and political education is a systematic project. We should give classified guidance according to the characteristics of different students, especially for the groups of students[7].

4.3 Accurate assessment.

From the perspective of student work, the effectiveness evaluation of ideological and political education includes the following two aspects: First, the realization of students' ideological and political education goals. When carrying out ideological and political education, colleges and universities should take the growth of students as the fundamental goal, and formulate the corresponding evaluation index system. Second, the effect of students' ideological and political education. When carrying out ideological and political education, colleges and universities should carry out corresponding teaching activities according to the actual situation to ensure the effectiveness and pertinence. When carrying out ideological and political education, colleges should collect students' feedback on ideological and political courses and related activities so as to understand the shortcomings of current ideological and political work and improve their working methods. When carrying out ideological and political education, colleges and universities should establish scientific ideological and political education objectives from national, social and school levels. When carrying out ideological and political education, colleges should comprehensively evaluate the effect of students' ideological and political education and the feedback of ideological and political education information[8].

5 Conclusions

It is the most important, the most fundamental and the most critical content in the work of cultivating college students. College students are builders and successors of the cause of socialism with Chinese characteristics, and colleges and universities are important positions for College students' healthy growth. Ideological and political education in colleges and universities in the new era must proceed from reality, follow the law of Ideological and political education and the law of students' growth and development.

Acknowledgements

This work was supported by the teacher innovative supportment projects of Harbin University of Commerce in 2021, and Humanities and Social Science Research Project of the Ministry of Education, "Research on the Northeast Anti-Alliance Spirit and

College Students' Ideological and Political Collaborative education under the background of Great Ideological and Political Education” (Grant No. 22JDSZ3040). Key entrusted project of higher education teaching reform in Heilongjiang Province: Research and implementation of online and offline mixed practical teaching for Food science and engineering major in school-enterprise cooperation mode (SJGZ20200081)

References

1. Zhao Jing. Reform and Innovation of Ideological and Political Theory Course with Precise Thinking [J]. Research on Ideological and Political Education, 2022, 38 (02): 19-23.
2. Meng Fanting. The Effective Way to Improve the Quality and Efficiency of Ideological and Political Education in Universities from the Perspective of Precise Thinking [J]. School Party Building and Ideological Education, 2023 (04): 80-82.
3. Zhang Weiping, Sun Shaoyong. Using intellectual media to improve the accuracy of ideological and political education in universities [J]. Media, 2022 (21): 82-84.
4. Cai Lu. Research on Precision Ideological and Political Work in Universities [J]. Party Building and Ideological Education in Schools, 2022 (21): 67-70.
5. Yu Xiangcheng, Chen Mengni. Characteristics, Status Quo and Path of Precision Thinking in Big Data Times [J]. Journal of Dalian University of Technology (Social Science Edition), 2022, 43 (05): 8-16.
6. Zhang Qiong, Gao Shengnan, Li Yuchun. Important Value and Practice Approach of Big Data Technology Enabling Precise Thinking in Universities [J]. Ideological Education Research, 2022 (06): 139-144.
7. Li Hui. Core Essentials and Practical Requirements for Precise Teaching of Ideological and Political Theory [J]. Ideological and Theoretical Education, 2022 (05): 78-81.
8. Zhao Jing. Reform and Innovation of Ideological and Political Theory Course with Precise Thinking [J]. Research on Ideological and Political Education, 2022, 38 (02): 19-23.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

