

# **Study on Innovation Paths of Ideological and Political Education for Contemporary College Students**

Ru Lan

Guangzhou Vocational Institute of Sport, Guangzhou, 510650, China

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**Abstract.** College graduates are the future and hope of China. Today, with the continuous development of Chinese economy and continuous advancement of reform, the model of ideological and political education for current college students in China faces great challenge. Innovation of ideological and political education shall be strengthened in order to achieve better effects in ideological and political education for contemporary college students. This paper elaborates the necessity of the innovation of ideological and political education for contemporary college students, analyzes challenges of such innovation, and puts forward path selection of such innovation.

## **Introduction**

Ideological and political education for college students refers that colleges enable students to form concept of ideological and political education that is in line with needs of current specific society, times and human development through corresponding practical activities. Such concept is one of very important content of ideological and political education for college students, and is an important guarantee that colleges train high-quality talents, and mainly includes theoretical ideological and political education, daily education and mental health education etc. With the continuous advancement of China's reform of higher education system, ideological and political education in higher education institutions shall also advance with the times and have innovation, and thus adapt to constantly changing new situation.

## **Necessity of innovation of ideological and political education for contemporary college students**

At present, the mainstream thought of young college students is upward, and ideological and political education for college students shall be urgently educated and guided in order to promote its benign development. Local college students have good mainstream thoughts, and show a stable and healthy benign development trend. However, with the change of China's higher education from original elite education into popular education, college students have to bear some educational expenses, and select profession independently after graduation. As a result, college students in school, especially graduates who are not from key colleges, think that they have very uncertain future, and thus have not strong enthusiasm for learning and lack an accurate concept of becoming excellent. In today's very complex international and domestic contexts, due to restrictions of various factors, there are still some key problems and in-depth problems that shall be focused on among college students. Nowadays, unhealthy social ways and customs have great impacts on thoughts of college students. As China is in a specific historical period of reform and opening up, a large number of unhealthy social ways and customs cannot be eliminated for a short while. For example, corruption etc in the society makes college students have deviation in terms of recognition of social phenomena. As another example, pornographic content diffuses constantly in network, so that some college students could not treat such content correctly, and thus lead to moral depravity and other unhealthy phenomena. Lots of college students often lack enough comprehensiveness of recognition and evaluation of social phenomena, especially under increasingly intensifying market competition, and have increasingly intense emotional experience. It can be said that today's colleges attach importance to innovation of ideological and political education, and lots of college ideological and political educators are very dedicated. Since the reform and opening up, especially in recent years, ideological and political education for college students has achieved great

development. However, substances and operational indicators in competition are tangible, specific, able to be quantified, and easy to compare directly. These may be important factors that current higher education colleges pay attention to intellectual education while ignoring ideological and political education. So, ideological and political education shall keep pace with the situation of social development and changes in college students' mental status, and innovation becomes more important.

### **Challenges in innovation of ideological and political education for contemporary college students**

Ideological and political education assumes great responsibilities of leading and training college students' positive outlook on life and values, and ensuring healthy development of college students' thoughts. This leads to new challenges in front of ideological and political education in higher education colleges, mainly including: firstly, impacts of economic development on market economic system. We shall acknowledge legitimacy and difference of individuals and enterprises in terms of interest, which will call for establishment of democratic awareness, equal awareness and humanity awareness and thus accelerate individualized development of college students. In view of the occurrence of economic and cultural communication worldwide, college students' subject consciousness begins to be awakened, and shows very distinctive individualized characteristics of self-reliance and self-improvement. Meanwhile, material interests have also influence and impacts on college students' economic behaviors. Once individualism and money worship become the mainstream, current social stability will be greatly affected, and economic development will lead to increasingly intensifying competition, and thus college graduates are full of panic and anxiety about the future. Under the influence of environment, college students would have ideological deviation, which shall be solved by ideological and political education. Secondly, ideological and political education has unitary means. Ideological and political education of lots of today's colleges relies overly on ideological and political course and instructor, attaches importance to unity rather than diversity, focuses on results rather than process, loses learners' initiative, ignores college students' individual differences and needs, and leads to completely formalistic ideological and political education. As a result, other aspects of implicit education are completely deleted, ideological and political education is not paid enough attention to in professional course teaching and social practice, and cannot be combined with other work and be integrated into the whole process of education, and thus it is inevitable to have separation of teaching from ideological and political education. Only by being implemented in students' daily learning, can ideological and political education achieve good effects. Thirdly, the development of network technology brings huge opportunities for college students' ideological and political education, and also brings convenience for their learning and life, and is conducive to improvement of their ideological and political qualities. Of course, the development of network technology also brings more modern means and expands the space of ideological and political work for college ideological and political education. However, it also leads to very significant challenges for college students' ideological and political education in terms of public opinion environment, working objects and working methods etc. How to analyze and implement ideological and political work for college students carefully in a network context is of great importance for improving and strengthening college ideological and political education.

### **Path selection of innovation of ideological and political education for contemporary college students**

#### **(1) Establish a dynamic and integrated college ideological and political education innovation mechanism**

To establish a dynamic and integrated ideological and political education innovation mechanism that involves teachers of college ideological and political education, college education system, families and society, coordination of colleges, society and family education is required, so as to realize integrated educational objectives of leadership, decision-making and management. Firstly,

colleges shall establish an ideological and political education work management system under the leadership of party committee, take the method that the party committee and administrators make decisions jointly in front of major issues about ideological and political education, and college administrators shall take charge of specific plans. Meanwhile, colleges shall actively establish more comprehensive and efficient ideological and political talents, including full-time instructors, administrative cadres, cadres of party and the Communist Youth League, and educators of “two courses” etc. Only in this way, can important roles of all parties in college ideological and political education be given full play to, and establish a good education environment with concerted efforts. Secondly, colleges shall make full use of social forces to conduct ideological and political education for college students, which could not only open up educating paths combined with campus and off-campus education effectively, but also give full play to the role of social education base and constantly strengthen the effectiveness of ideological and political education. Thirdly, the important role of families in college ideological and political education shall be given full play to, and thus form a long-acting mechanism of communication between colleges and families of college students, and join forces to promote the comprehensive development of college students.

### **(2) Implement teaching reform of ideological and political theoretical courses to play the role of main channel**

Firstly, we shall always adhere to the guiding status of Marxism in the ideological field, and, in particular, strengthen the education of the theoretical system of socialism with Chinese characteristics, and use this theoretical system to arm the minds of college students. Implement deeply party building theories, guiding principles and experience education, carry out modern and contemporary history, moral and legal education, fundamental national realities, situation and policy education, so that college students could have a correct understanding of the law of social development and their social responsibilities, and thus establish a socialist road under the leadership of the party and a persistent belief of striving to realize Chinese dream, and form correct outlook on life and values. Based on the actual situation of college students, help practically solve and relieve pressure and conflicts, as well as interpersonal communication and adaptation to the society and other issues that they concern about. Secondly, change practically one-way cramming teaching method in the traditional sense, implement two-way interactive teaching that inspires discussion, and better play the subject role of college students and teachers' leading role. Discuss about difficulties jointly through discussion and exchanges to stimulate college students' learning initiative. Teachers should think and analyze deeply, guide correctly according to different situations, solve puzzles of college students and make them really trustworthy. Meanwhile, teachers shall also use and integrate fully various resources, and take teaching method combined with multiple means, such as experts' lectures, visit, discussion, speech and debate etc to stimulate college students' interest in learning. Thirdly, change current evaluation model of ideological and political theoretical courses, change the way that only focuses on college students' performance in ideological and political theoretical courses without considering their daily moral behaviors, combine evaluation of college students' theoretical knowledge with their daily behaviors, and realize comprehensive evaluation of classroom teaching and social practice etc.

### **(3) Increase efforts in innovation of ideological and political education carriers for young students**

Firstly, class carriers of ideological and political education shall be effectively consolidated. Classes centralize multiple functions such as education, management and services etc, and are the most common carrier of ideological and political education for college students. The biggest advantage of the ideological and political classroom teaching is that it has the most common impacts on college students and the most lasting teaching effects. In particular, the main way of systematic ideological and political education is implemented in “two courses” in colleges. Therefore, to achieve combination of the transfer of knowledge with ideological and political education, a combination of teaching with education could effectively reform classroom teaching methods of ideological and political education, try to overcome stiff and empty sermon, continue to play teaching characteristics of “two courses”, while giving play to the integration role of other

courses in ideological and political education. Secondly, improve and optimize management carriers. Management of college students mainly involves management of thoughts, behaviors, learning, activities and life. Improvement of management carriers is to change practically management concepts, change management into services, focus on humanistic care, and formulate scientifically various management systems that are suitable for comprehensive development of college students and could give play to their subjective initiative, and focus on the combination of legislation and humanization. Respect college students' dominant position, give play to the important role of self-education and self-management to involve them in management, change one-way communication into two-way communication, pay attention to listening to opinions and suggestions of college students, and respect their human dignity and legitimate rights and interests, and put educators and the educated on an equal position. Thirdly, integrate cultural carriers of ideological and political education. The so-called cultural carriers of ideological and political education mainly refer to specific things that could carry social cultures, and the content of ideological and political education shall be contained in cultural construction, and improve college students' ideological and political awareness and consciousness level by improvement of knowledge and qualities. Such cultural carriers mainly include two categories namely campus and off-campus cultural carriers. Under the background of building a harmonious society, innovation of cultural carriers is mainly to introduce off-campus cultures through off-campus cultural carriers, such as lectures or performances etc for college students by experts and scholars of cultural circle and workers of cultural associations, to influence and educate college students. At the same time, college students shall get out of colleges actively and visit various ancient cultural relics and museums etc, in order to receive patriotism education. While using campus cultural carriers, attention shall be paid to creating a good campus environment. Fourthly, use emerging network carriers. Today, network has become inseparable from college students' learning and life. Network can not only enrich methods of ideological and political education, but also has negative uncontrollability. In specific work, we shall give full play to advantages of network, grasp the initiative of ideological and political education, respond positively to major sensitive issues about stability, and thus effectively eliminate ideological concerns of young students.

#### **(4) Create a better social environment for ideological and political education for college students**

Firstly, create actively a harmonious social environment, promote actively socialist core values, and publicize deeds of outstanding college students to the greatest degree and college ideological and political education work, and thus create a better network environment and cultural market. Encourage and support actively public welfare activities undertaken by college students, perfect and improve communication system in which colleges, students, families and society are closely related, drive the whole society to pay more attention to physical and mental development of college students. Secondly, continue to increase integrated governance of environment close to colleges, and establish a long-term comprehensive management system, that is to say, all relevant departments shall take corresponding responsibilities with the subject of local management. Add the content of governance of surrounding environment in local social security comprehensive governance evaluation, protect effectively legitimate interests of college students, and promote harmonious colleges and social stability. Thirdly, focus on college stability and security, and create a stable and safe educational environment.

## **Conclusions**

In summary, progress and changes in modern society propose new challenges for ideological and political education for college students. Under this severe situation, the effectiveness of ideological and political education can be better improved only by actively promoting the reform and innovation and new methods of innovation of ideological and political education for college students.

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