

The Establishment of an Effective Method System of Ideological and Political Education For College Students

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Keywords: College students; Ideological and political education; Efficiency; Method

Abstract. Ideological and political education for college students is now faced with an new era of knowledge-based economy, which is characterized by information network technology as well as complicated baffling political and economic trend home and abroad. Under this new historical period, we should inspect objective status of ideological and political education for contemporary college students, analyze the possible reasons for inefficient ideological and political education, and clarify the necessity and importance to study the efficiency of ideological and political education for college students from the perspective of methods. Guided by principles of the age, that is, innovation should be combined with individuality, democracy should be combined with subjectivity, and humanity should be combined with scientificity, we can conclude and study methods of ideological and political education for college students from multiple aspects and perspectives such as time-space dimension, hierarchic dimension, dynamic dimension and systematic dimension so as to establish an effective multiple-dimension method, which can lay solid basis for strengthening the efficiency of ideological and political education for college students.

Introduction

It is an important subject to study the method of ideological and political education, and research method is surely related to methodology such as theories and doctrines about methods. This paper tries to conclude, summarize and refine methods of ideological and political education from new perspective based on previous studies combined with contemporary development and social progress by taking college students as investigation objectives. The development vein of college students should be mastered according to the practice of their ideological changes; and meanwhile strengthening the efficiency of ideological and political education should be seen as the core with improvement and innovation of methods so as to provide some references for promoting college students' comprehensive qualities.

In general, methodological system established for ideological and political education during the operation includes three parts, that is, method of understanding ideological and political education, method of guiding ideological and political education, and evaluation method of adjusting ideological and political education. Based on the classification standards above, I once concluded and summarized complete methods for college students' ideological and political education. However, due to limited research capability and level, I only studied and explored the working methods without much attention to other aspects. I will further study them in future work and study.

The methodological mode for ideological and political education established in this paper attaches the most importance to efficiency. According to Chinese dictionary, efficiency means practical effect

and benefit. According to the definition as well as theories in this discipline, efficiency is also a concept of economics as well as pedagogy. Ideological and political education, as a discipline established on the basis of multiple theories such as economics and pedagogy, its efficiency has always been important and hot. According to descriptions from previous scholars, on one hand, ideological and political education means the positive effect and practicability of educational practice on social development under certain social and historical conditions; on the other hand, it means that ideological and political education has indirect, potential and comprehensive effect on the society.

First, the efficiency of ideological and political education is to affect human's behaviors by affecting educatees' ideological consciousness, and then it will be reflected indirectly through material results. Besides, during the process of ideological and political education, there won't be synchronous effect produced, but it has some potential in the future. In addition, the realization of ideological and political education needs coordination and cooperation of various social factors, which is a comprehensive effect. Although we have concluded the efficiency of ideological and political education from certain aspects, we can see its objectivity undoubtedly, which exists in the whole process of ideological and political education system. It is the beginning of ideological and political education as well as the final pursuit of ideological and political education.

As for the system of ideological and political education, many factors can affect the efficiency of ideological and political education. Method, as an important factor, is a necessary tool and means for the generation of efficiency and practicability. Moreover, we also want to create practical effect and benefits through study, employment, improvement and innovation. Based on consideration above, effective methods of ideological and political education have been selected as the subject of this paper. Meanwhile, based on my knowledge about college life and experience, Discussion on Establishing an Effective Methodological System for College Ideological and Political Education has been determined. The core goal of this paper is to strengthen the efficiency of college ideological and political education. Besides, college students' ideological and political condition as well as features under knowledge-network age will be investigated from multiple perspectives and dimensions by reviewing current objective educational trend so as to offer some reflections and explorations on the methods of college ideological and political education from a comprehensive and innovative perspective.

The value and significance of establishing an effective methodology system for college ideological and political education

The 21st century is an era of knowledge-based economy, in which people's understanding about the world is becoming wide and deeper with more ways and channels. Nowadays, the trend of economic globalization is irreversible. After China joined the WTO, we have an even more complicated communication with world economy, which is reflected on people's thought inevitably. With the advent of network age as well as fast development of information technology, especially the fourth media marked by Internet, various thoughts and cultures have collided with each other. The traditional thought and concept for education has become popular college education with a comprehensive development, and meanwhile more attention has been extended to educational quality and profit. Besides, due to the development of socialist market economy and deepening of reform, differences and contradictions on deeper interests will also be reflected on ideas. Under this new trend with new situation and new problems, college students who are under their transition period will be deeply affected ideologically, and it can even lead to an inefficient ideological and political

education to some extent. Therefore, it is especially necessary to strengthen the study of methods for ideological and political education so as to establish an effective methodology system for college ideological and political education.

Economic trend with a deeper exploration. The economic trend that contemporary college students are faced with for ideological and political education lies in that China has become an official member of WTO under economic globalization, and meanwhile socialist market economy home has become increasingly perfect.

With the acceleration of economic globalization, WTO plays an even more important role in world economy. In order to deal with challenges and opportunities brought by economic globalization and to develop with world economy synchronously, China should accelerate its economic development by joining WTO, which is an objective demand for the world economic and political development. Finally, China joined the WTO successfully on Dec 15th, 2001 after years of efforts. Although WTO is about economic trade, its effect on our country is not only restricted to economic trade, but it has effects on various aspects from economy, politics, culture to education, and even people's thoughts and behaviors. Particularly, after joining the WTO, with the import of foreign material products and cultural products, the Western ideology has also been permeated into various fields in our country from thought values to ways of life, which has affected people's ideological thoughts and behaviors. In some sense, it will undoubtedly impact the stereotyped educational mode and weaken the function of ideological and political education, bringing many problems and great challenges for ideological and political education.

The colorful and complicated political situation. With the rapid development of economic globalization, international political structure has been developed in a polarization trend. However, the western hostile forces have enhanced westernization and differentiation on socialist China from the perspectives of human rights, democracy, religion and nationality, which has further changed world political structure, which will be surely reflected in domestic political and ideological fields as well as some social conflicts. Therefore, the enhancement of efficiency for ideological and political education will be even tougher. Science and technology is changing day by day, but the relationship among different countries has become closer and closer. During the variation of international trend, China will further expand its opening up and walk to the world. However, after the cold war, some socialist countries such as Soviet Union and East Europe had disintegrated; and at the same time, western hostile forces have always spared no effort to enhance westernization and differentiation on our country by various means and methods, attempting to overthrow the Communist Party's leadership and socialist system. In terms of ideology, particularly, they have advocated vigorously capital political system and values with the so-called Peaceful Revolution. Thus, fight for infiltration and anti-infiltration within politics and ideology is a long-term and complicated process. Under this trend, it is a serious subject that ideological and political education is faced with to know the historical process of socialist development, historical process of capitalist development, the effect of China's socialist revolution on people's thought and the effect of contemporary international environment and international political struggles so as to stick to the guidance of Marxism and to consolidate the spiritual pillar for a united nation.

The fusion and collision of culture. With the deepening of reform and opening up as well as wide application of network information network technology, communication and cooperation for international culture has become even deeper and wider, presenting an integration of diverse culture. During such kind of cultural communication, countries with high-tech cultural carriers as well as

communication tools are in a dominant and leading position. While exporting cultural products to other countries, they also give cultural permeation based on ideology. Usually they spread decayed ideology such as money worship, egoism and extreme individualism in the name of freedom and human rights, aiming to destroy our socialist ideological and cultural system. Especially in today's information age, information has become a carrier of culture. Who possesses worldwide information network who has the largest right to speak for culture communication. With scientific advantage, western countries led by America have dominated information communication, during which cultural factors have possessed the nature of ideological permeation. It is ideological invasion and cultural permeation accompanying by political, economical as well as information communication activities. That is to say, during cultural accumulation, there are serious political challenges. If we can't deal with challenges brought by cultural communication correctly, we may lose our dominant position caused by dumped so-called western civilization as well as deep influence on politics. Meanwhile, cultural development will also affect people's thought, impacting people's stereotyped ideology, political belief and moral quality, which will have deep effect on ideological and political education finally.

The trend of popular education. At present, higher education in our country is transiting from elite education to popular education with an increase of enrollment every year, and meanwhile the scale of higher education has also experienced historical change. Such kind of transition and development trend has brought challenges to higher education itself as well as effect on college ideological and political education. Under this circumstance, it is irrational to educate all university and college students with the same cultivation standards. On the contrary, diversified forms should be obtained based on unified basic demands. That is to say, a popular higher education is inevitably accompanied by diversification and multiple levels. On one hand, the development of science and technology goes along with production and social life modernization, which requires various kinds of talents; on the other hand, the students themselves should be satisfied with diversified demands since their capabilities are colorful after years of study. Besides being popular, higher education should be also comprehensive and life-long with informatization. Therefore, as an important part of higher education, college ideological and political education should give consideration to developing itself by learning from higher education with more attention to college students' comprehensive qualities, cultivation of innovative ability as well as development of individuality. In addition, we can see an increasingly popular trend of quality-oriented education with constant deepening of its educational concept and mode. Since human's qualities cover many aspects, such as ideological and moral quality, scientific and cultural quality, psychological and physical quality and so on, ideological and political education, an important of quality-oriented education, must accord with and promote the development of quality-oriented education. Contemporary college students' comprehensive qualities should be cultivated and promoted on the whole with current development of higher education as background. Meanwhile, we should inspect the development trend of domestic quality-oriented education with more emphasis on the effect of ideological and political education because it can not only cultivate and improve people's ideological and political quality, but it also help to shape people's healthy individuality and independent personality so as to lay solid basis for college students' comprehensive development.

Ideological and political education is a comprehensive knowledge system which integrates philosophy, pedagogy, psychology, ethics and aesthetics and so on all together. Therefore, establishment of a methodology system for this discipline is inevitably related to many theoretical

basis; while elaboration of such theoretical basis is prior precondition to realize the complete logicity and reality of this system. In this paper, some theories and knowledge which are directly related to the methodology of college ideological and political education will be elaborated generally instead of comprehensively.

Philosophical basis of Marxism

Economic basis

Reception basis

Pedagogic basis

Aesthetic basis

Psychological basis

As for ideological and political education, it is a knowledge system combined with many disciplines, which will be constantly perfected with the development of natural science and social science. Under the era of knowledge-based economy, natural science and social science have been integrated gradually with emergence of large new interdisciplines, boundary disciplines and trans-disciplinary subjects, which has provided chances for ideological and political education to absorb more and better theoretical methods from other disciplines such as systematic science, cybernetics as well as maths. Besides, it has been increasingly integrated with stereotyped methods of social science so as to offer sound opportunities for educational innovation. From the development trend of ideological and political education, experience-based ideological and political education dominated by perceptual experience is not suitable for objective circumstance, instead, we should implement ideological and political education according to scientific theoretical guidance to accord with people's thoughts and behaviors. Since the reform and opening up, theories related to ideological and political education by Marxism, Engels, Lenin, Mao Zedong, Deng Xiaoping and Jiang Zemin have been concluded and refined systematically with introduction of knowledge related to psychology, ethics, social aesthetics and even system theory, cybernetics, information theory and maths and so on. In this way, methodology of ideological and political education has been integrated with social science and natural science successfully with sound revolution.

The methodology system for college ideological and political education is a macro system combined with various elements. It has different construction modes from different perspectives. In this paper, guided by principles of unified individuality and innovation, democracy and subjectivity as well as science and humanity, it has reclassified methods of ideological and political education surrounding the core of efficiency from multiple dimensions, such as hierarchical dimension of both macro aspect and micro aspect, time-space dimension of both history and situations home and abroad, dynamical dimension of element interaction and dialectical unity, and systematic dimension of combined dominant recessiveness and qualitative quantity according to development features of college students' individuality, which proposes several innovative methods and ways to establish a multiple-dimension mode for the methodology system of college ideological and political education.

Principles of age for the establishment of methodological system. According to Marxism, principle is not the beginning of study; it is the final result instead. These principles are not applied to nature and human history, but they should be abstracted to guide nature and human's society. Besides, principles can only be proved to be correct if they can accord with nature and history. The principle of ideological and political education is the reflection and motivation during the educational process, which is formed and developed in the long-term practice with objectivity and necessity. However, the principles of ideological and political education has been concluded and

summarized differently from different perspectives. In the long term, the summarized principles such as combination of theory and practice, advancement and universality, educational stage and continuity, ideological leading and theoretical inculcation have all played a guiding role in establishing an efficient methodological system for college ideological and political education.

The methods as well as system of ideological and political education will be surely further developed and improved with the development of information technology as well as advent of network age so as to better adapt to demands of this age and ideology of educatees. The limited methodology of ideological and political education is caused by the stereotyped educational concepts. Therefore, in order to strengthen the efficiency of college ideological and political education, improve and innovate the traditional educational methods, we should define basic standards and demands for improving and innovating correct educational concepts. These basic standards and demands are called basic principles to strengthen the efficiency of ideological and political education. Addressing limitations of conventional and traditional methods combined with new age features as well as spiritual essence of new educational concepts, we should follow the basic principles to enhance the efficiency of ideological and political education.

1 The principle of individuality should be combined with the principle of innovation

2 The principle of democracy should be combined with the principle of subjectivity

3 The principle of science should be combined with the principle of humanity

A multi-dimension construction mode of methodology. As for the mode of ideological and political education, it combines abstract theories with concrete practice. It puts educational theories into practice with summary of concrete experience. It is different from common ideological and political education for its operability and unique concreteness; meanwhile, it is different from concrete ideological and political education experience for its logicity and completeness, which are the bond and bridge connecting ideological and political educational theories and practice. According to transition of the era as well as target principles of strengthening efficiency, we should construct an effective multi-dimension mode for college ideological and political education from different perspectives like time-space, hierarchy, dynamic and system. Each mode also contains several educational methods which are related to each other with mutual effect on each other as well. Thus, the whole system can preset features like extensiveness, hierarchy, dynamic nature and systematicness.

A time-space mode combined history with present situation, and domestic situation with overseas situation.

A hierarchical mode deepening micro aspects based on macro aspects

A binary dynamic mode with interaction and dialectic unity

A systematic mode combined with dominant recessiveness and qualitative quantity

Effective methods of strengthening college ideological and political education above have been elaborated from different dimensions. However, such methods are connected together with mutual effect and infiltration to jointly form an effective methodological system, which can help to offer basis to realize the goal of college ideological and political education.

Conclusions

In order to strengthen the efficiency of college ideological and political education, we should give deep exploration and research on the methods with constant innovation and improvement, which are fundamental requirements of the educational rules. In terms of the research on constructing an

effective methodological system for college ideological and political education, we should not only study the methods, but also understand the issue from deeper and wider perspectives since it is a comprehensive subject related to various aspects of ideological and political education system. This paper tries to study the issue from the interactive relations of methods, goals, contents, principles, theories and laws. A relatively comprehensive classification mode should be established with innovative methods and constructing mode. However, due to limited possessions and individual research level, we have no abundant elaboration and discussion on specific problems. We hope to receive guidance and aid from extensive ideological and political educators, and meanwhile we can provide some beneficial reflections and references for them through study. Moreover, we hope contemporary college and university students can adhere to ideological and political education. Four unities should be stuck to. First, study of scientific culture and enhancement of ideological morality should be unified; second, establishment of ambitious ideal should be unified with arduous practice; third, study of theoretical knowledge should be unified with devotion to social practice; fourth, realization of self value should be unified with serving the country and people. We should try our best to become the five kinds of people that Jiang Zemin wanted on the 90th anniversary of Tsinghua University. That is, a man with ambitious ideal and patriotism; a man with pursuit of truth and innovation; a man with morality and comprehensive qualities; a man with wide vision and broad mind; a man with unified knowledge and behaviors as well as down-to-earth will.

Acknowledgment

This work was supported by Project on professional and characteristic construction of Jiangxi province 2010 (Civil Engineering) and Project on the planning and construction of disciplines in Jiangxi University of Technology (Structure Engineering)

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