

Opportunities and Challenges of the Ideological and Political Education for College Students in New Era

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Abstract—Globalization, marketization and networking are the three major characteristics in the new era, and are also the social environment of ideological and political education, which provides the development opportunity for ideological and political education, together with various challenges, such as lack of college students' belief, decline of the function of moral education in colleges and the work in networking becoming not controllable. At each college, students education workers should set up the brand new education concept, to establish the stereo system for the student ideological and political education work, for comprehensive innovation of ideological and political education work for college students.

Keywords—new era; ideological and political education; challenges; opportunity

I. INTRODUCTION

With the rapid development of China's economy and society, the value orientation of people has showed a trend of diversified development. At the same time, emerging media such as network is also deeply influencing people's value choice. Facing the new situation, ideological and political education work of college students is not enough, and there are many weak links. To strengthen and improve ideological and political education of college student are a very urgent important task. We should understand clearly the serious situation of ideological and political education work of college student, enhance the sense of urgency, a sense of crisis, and take active measures, to do a good job in college students' ideological and political work.

II. IDEOLOGICAL FEATURES OF COLLEGE STUDENTS IN THE NEW ERA

To do an effective work for the college students' ideological and political education, we must do it based on the characteristics of the ideological and political situation of college students on campus in the new era; if not, our education and work will lose targeted, can't receive due effect, so it is very necessary to make the analysis of contemporary college students' ideological and political situation for doing the work of the ideological education of college students well.

A. Aspect of Political Idea

Political situation of the contemporary college students' mainstream is positive, healthy and upward, they care about the affairs of state, have patriotic enthusiasm, have witnessed the reform and open policy achievement, and experienced the development and progress of the motherland personally. They care about reform, support the reform, and through the study and social practice, they realize the correctness of the party's line, principles and policies, have deepened the understanding of Deng Xiaoping theory, being full of confidence for the future of China's reform and development, so it can be said that, the student's political direction of the mainstream is good. However, we also must see that, the college students still have some contradictions, confusion and some problem that are not allowed to ignore on the political thoughts and political ideas, which include the following.

1. Understanding of socialism with Chinese characteristics still stays in the perceptual and fuzzy level, and they lack of rational and the profound understanding, so they feel puzzled by some of the problems existing in the social and political life of reality, such as the inland and coastal economic development imbalance, social inequality, wealth disparity, social corruption, social security problems, economical development issue of rural area especially the rural poor area, and so on, therefore, they often cannot make proper analysis and judgment for the above contradictory phenomenon.

2. On the political ideal and political views there is a tendency to downplay. They mainly see a political problem based on self development point of view, and quite a few students see the joining of the party and evaluation for the advanced, etc, as a means to achieve personal interests. They take part in the political study, and are positive to be close to the party, to a certain extent, is to exercise their abilities by participating in the political activity, for realizing their personal interests and satisfying their requirements.

B. Aspect of Values

Contemporary college students are enterprising, dare to compete, and their life value are positive. However, their value subject, value orientation and value target have the characteristics of ego, effectiveness and short term. The life

values of college students are not mature, and the vast majority of college students still can't use the ideal goal of values to guide practice. In case that their life value goal conflicts with the realistic interests, they tend to realistic interests, and their value choices have apparent utilitarian tendency and material benefit tendency in realizing the values.

- From the view point of value subject, college students' self subject consciousness has be enhanced, paying attention to the realization of self-worth, which are mainly manifested in pursuit of advocating themselves, self value and self-interests, being keen to self design, self struggle and self-fulfilling.
- From the point of value orientation, college students combine the pursuit of ideal with the realistic utilitarianism, turning from paying attention to contribution, the idealism, to paying attention to real benefit. The functional and real life of material comforts, tend to be both giving and taking. From paying attention to the value of knowledge and the pursuit of rationality, to paying attention to the value of money and sensual enjoyment, they think that they also need money and material enjoyment while pursuing the ideal and knowledge, and the rational egoism has become a common value orientation in college students.
- From value evaluation standards, it has obvious duality, i.e. the cognitive standards in theory differs from the standard in the actual practice, and they tend to require others with the collectivism value standards, but to take the value of self-interest standard for themselves; For studying from Lei Feng and heroic behavior, they believe in them in idea, but do not actively change them into their conscious action. Such kind of contradiction and double standards, have fully reflected the complex mentality of college students in social economic system transformation period.
- Seen from source of view of values, the source of the college students' values presents a pluralistic tendency, under the impact of socialist market economy. The social life and social popular values influence on the students largely, and they are increasingly looking for the values view that they think it is correct from real life.

III. THE CHALLENGE AND OPPORTUNITY FACED BY THE IDEOLOGICAL AND POLITICAL EDUCATION IN THE NEW ERA ARE SHOWN IN THE FOLLOWING SEVERAL ASPECTS

A. *The Challenge and Opportunity Brought by the Market Economy and Social Diversity for the Ideological and Political Education of College Students*

The new characteristics of social and personal development under the condition of market economy, has brought large challenges to the ideological and political

education. First, the value guide and action of collectivism values are diminishing. Economic independence and autonomy make people have the desires of the development of personality, and the pursuit of personal interests is becoming stronger and stronger. If lacking of necessary guidance and adjustment, it is possible to lead to diminishing of the global and overall conception, even lead to extreme individualism, personal interests first. Second, the traditional ideological and political education goal and content are hit. In a diverse society, individual selective enhancement combines with the only profiting of the market economy, easy to cause the interests choice laying particular stress on the material interests and ignoring the political, moral, and paying attention to individual goals and ignoring the social goals on the moral goal and the content choice, which is bound to impact on the traditional ideological and political education goal and content.

Challenge means opportunity, and to meet the challenge becomes a new opportunity for the ideological and political education reform. First, the social diversity requires the ideological and political education goal must have a hierarchy. In the planned economy period, the one-sided emphasis was put on the ideological and political education target of being high, big and complete, and ignored the gradation and being targeted. With the development of market economy and social diversity, this goal can not satisfy the requirements of modern ideological and political education any more. With the differentiation of the interest subjects and the diversification of people's ideological and moral, the level differences of advanced thoughts, lagging thoughts and middle thoughts have been produced. Collage students are not an exception too, as they grow in the market economy and the era of reform and open policy, their thoughts and values are also diversified. Our goal today is to cultivate a firm communist belief in advanced college students, the general college students to become patriotic persons being able to agree with Chinese characteristics socialism, and good youth having good ideological quality and moral standards. Second, the social diversity requires the content of ideological and political education must adhere to the unity of domination and diversity. On the one hand, ideological and political education must adhere to the socialist direction and stick to Marxist's guiding status in the field of ideology and the guiding ideology cannot be made in diversification, on the other hand, we should study to absorb and draw lessons from positive and universal ideology and culture achievements of other ideology, encourage and support all the ideology and moral conducive to the liberation and development of the socialist social productivity, all the ideology and moral conducive to the national unity, ethnic solidarity and social progress, all the ideology and moral conducive to the pursuit of truth, inhibition of ugliness, promoting the integrity, and all the ideology and moral conducive to implementing the citizens rights and obligations, pursuing a better life through honest labors.

B. Impact and Push of the Economic Globalization and the Opening Environment to the Ideological and Political Education of College Students

The impact mainly is shown in: first, the impact of capitalism to socialism ideology. The western developed capitalist countries have never stopped the "westernization", "differentiation" plot to our country, which makes our country adhering to the socialist direction for ideological and political education be facing strong international interference, and highlights adhering to Marxism and socialism ideological dominance has unprecedented importance. Second, the economic interests strengthen the impact on the ideology and politics. Economic globalization will inevitably make the economic interests and economic factors be highlighted in the social development, which is reflected in the field of ideological and political education to make people ignore more and more the role of ideology and moral. Therefore, it does not mean that economic factors are important, and we don't need ideology and politics, but it requires that we're going to use the requirement of economic development, to promote and develop the political content and way. At present, the western developed capitalist countries are taking advantage of the excuse and paths of economic globalization, to step up to do the western bourgeois ideology penetration and implement the strategy of "westernization" and "differentiation" toward us, for which we must be alert, insisting on and strengthening the ideological and political education.

Economic globalization has "double blades". In today's world, economic globalization has become the trend to be inevitable, actively adapting to the demands of the development of economic globalization is where to keep the vitality and effectiveness of ideological and political education lies. From this sense, economic globalization is good opportunities for promoting innovation and development of the theory and method of the ideological and political education.

This is shown in concentration that, the ideological and political education content for the new era shall pay attention to cultivate several college students' ideological and moral concepts: the first is the opening-up idea, the second it is the global idea, the third is the patriotism and national spirit. In the process of economic globalization, the western developed capitalist countries are always in a central position, so we shall avoid becoming the marginal state, so we shall not emphasize the "integration" with the world only, but also actively participate in formulating economic globalization operation rules, trying to maintain our own country's interests. So, we must strengthen patriotism and national spirit education. In addition, the economic globalization is beneficial to learning ideological and political education theory and experience from foreign countries.

C. Challenges and Opportunity for Ideological and Political Education of College Students Brought by Modern Scientific Development and Informationization

The challenges are mainly shown in: first is the openness of the network seriously impacts the dominant position of

school ideological and political education in the process of personal growth; second is the convenient network running and multidirectional equal communication way challenge the authority of ideological and political educators for college students to learn; third is the diversity and uncertainty of network information make some college students be hard for behavior choice, and increase the difficulty for college students to make independent judgment and choice; fourth is the virtual nature of network weakens college students' moral consciousness and law consciousness. In addition, the extreme fascination of college student, affects their academic development, and some students are infected with "Internet addiction" and "network autism" due to excessive involvement in the network, greatly hurting their physical and mental health.

The challenge comes with the opportunity, and the network has also brought new opportunities to the ideological and political work in colleges and universities. First, the network has enriched the content of ideological and political education, providing a lot of information for ideological and political education work. Second, network breaks through the limit of time and space of ideological and political education. Students can freely discuss problems with the teachers on the internet, expanding the access to information and means of contact with the outside world, providing new favorable conditions for carrying out extensive ideological and political work. Third, the network has broadened the ways of ideological and political education. When the ideological and political work goes into the network, it means the modernization of education means, being advantageous to the widely covering of ideological and political work.

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