

The Discussion on the Thought of Ideological and Political Education of College Students in the Era of Knowledge Economy

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Abstract. Social progress and changes of times make the problems of ideological and political education in colleges and universities more prominent, especially in the era of knowledge economy: instability of students' ideal faith, fragile psychology, single teaching method and the lack of communication, and so on. This requires us to firm faith and innovate education mentality. Explore the diversity of contemporary college students' ideological and political education model and connect with practice and the era of knowledge economy, train qualified builders of the Socialist. The development of knowledge economy provides opportunities for college students, but at the same time, there are numerous issues along with this.

Introduction

In the 1980s, the rise of a new high-tech revolution promoted the transformation of human society from the industrial economy to a knowledge economy. If we only hear Thunder of the arrival of knowledge economy in the late 20th century and feel untouched rain of Knowledge economy, then, in the 21st century, we will face a great impact of Knowledge economy. If College students truly want to become the main force in the development of the knowledge economy, they must lay a solid foundation and the excellent comprehensive quality in line with the information age. The cultivation of comprehensive qualities for college students in colleges and universities will have a direct impact on development of and the construction the knowledge economy in the future, and also influence future development and construction of socialism in China. In China, quality education have achieved great achievements after decades of promotion and development, but still did not get rid of the shackles of examination-oriented education and solve the synchronized problems between education and development and needs of society, so does quality education of college students. Meanwhile, the era of knowledge economy put forward new requirements for college students' quality, therefore, in order to meet the needs of the times the objective situation, we must continue to strengthen and improve college students' quality-oriented education. This paper put forward a set of practical and innovative programmers of quality education of college students based on the concept of quality education of college students, methods, curriculum according to the new request of knowledge economy on education of university students and the main questions of the quality education of university student in this time.

Knowledge Economy and Its Characteristics

Knowledge economy, according to the report of 1996 international economic cooperation organization "based on the knowledge economy" in 1996, is the economy based on the production, distribution and use of knowledge and information. It is a concept corresponding to the agricultural economy, industrial economy, and a new vibrant economy. Here the so-called knowledge includes all the knowledge created by mankind so far, and among these science and technology, scientific management and behavioral science knowledge are the most important parts. Because information, technology and learning play an increasingly important role in economic activity, economic development of countries around the world are increasingly based on knowledge and information, which promotes the coming of knowledge economy. Some scholars point out that software industry represented by Microsoft's quickly became the pioneer of the knowledge economy and Bill Gates' success is the mark of the formation of the knowledge economy.

Compares with the industry economy, the knowledge economy mainly has following characteristics:

First, knowledge as a special capital became more important production factor than labor and capital and natural resources and become one of the major basis for allocating. Thus, knowledge has been increasingly important investment in economic activities;

Second, knowledge-intensive products has greatly increased. Due to the widespread use of high technology, knowledge content in the product is more and more while material contents are getting smaller and the phenomenon of "weightless" has become more and more obvious;

Third, the knowledge economy is the "low efficiency" economy. Since mental labour has increasingly replaced physical labor, and information technology replaced human brains, knowledge cost replaced the human cost, which greatly reduces the consumption of resources and energy, and greatly increases productivity.

Problems Existing in Ideological and Political Education in Colleges and Universities in the Era of Knowledge Economy

Problems Existing in the Students ' Growth. (1) Ideals and beliefs are not determined. A wide range of information exchange makes people no longer confined within their own circle of life, but accepts all cultural influences. Most of students are young people who are curious about things unknown to the outside world. Nowadays, the network information is very developed, college students have its own independent judgment and choice towards all kinds of things, but this may change because of the various factors.

(2) Lack of traditional moral education. There are eight words at the core of Chinese traditional virtue education: loyalty, filial piety, honesty, integrity, propriety, justice, honesty and sense of shame. But it is such simple eight characters that are often forgotten by the common people. First we firstly talk about filial piety issues, about betraying military secrets, and about theft of State information, which are slightly too far away from us. But from the minor speak, patriotism is right in front of us. In the report of foreign country, there are always reports that Chinese always disregard the national image.

Problems in the Teaching Process. (1) Single teaching method. Ideological and political education should keep pace with the times, and teachers as the imparting of knowledge should continue to update their teaching, but boring single teaching are till abound. As an educator, if conservative and adhere to the traditional way of education, they will be eliminated by the times.

(2) Coordination between instructors and full-time teacher. Colleges generally take two methods--moral education and teaching. But often in reality, for the identical group of students, they often actually cannot effective accommodating in the thought of political education, .There are the situation where the moral education and the teaching coordination does not arrive.

The Innovation Method of Ideological and Political Education of College Students in Knowledge Economy Age

If ideological and political education want to adapt to the new situation, it must be innovated. Innovation is the only way. The Innovation method of ideological and political education needs to have the following characteristics:

1. **Advancement.** Advance is essentially preventive education which needs work ahead. Traditional ideological and political education has also taken prevention education Act. However, due to poor implementation, the ideological and political education is in a reactive and negative guarded state and lack vision for the future, which is not consistent with time development and requirement of ideological and political education of college students.
2. **Novelty.** In the era of knowledge economy, content, object, scope, the environment of ideological and political education will change greatly because of the use of high technology. The education content will pour the knowledge economy into the bright thought, knowledge

and the fact material. The knowledge beginning of education object is higher, the thought will be more complex. Thus, the scope of education will expand because of the formation of "global village", and the education environment will also be bigger and bigger.

3. Modernity. The modern information society brings ideological and political education a number of new topics. If political education want to keep up with the step of time development, adapt to the young's appreciation and acceptance, it must speed up the use of instruction way of modern information.
4. Open. The advent of knowledge economy makes the internationalization, openness of the world further increase. In the era of knowledge explosion, rapid development of scientific and technological, the ideological and political education must change from closed to open and guide students to broaden their horizons, and face up with world and set up open, update and developing knowledge, and also actively learn from the essence of the knowledge of modern science and technology all over the world and cultivate sense of keen to new things and new information technologies.

Summary

The arrival of knowledge economy sets a higher request to human's quality. It not only requires the employee to have a healthy body, abundant energy, a sound mind, wealthy knowledge and skills, but also requires the unity of scientific quality and humanistic quality, harmonization of national and international awareness, innovation and entrepreneurship, and develop along with the time and continuously learn new knowledge and skills with the times. Only with such quality can we make a difference and do greater contribution to social progress. China's socialist modernization needs a large number of high quality talent having all-round development .Only training tens of thousands of newcomers through comprehensive development of education, will we adapt to the needs of modernization and prepare for the arrival of knowledge economy era. College, as a center of dissemination and creativity of knowledge, is also training center in China, so it must fully carry out quality education of college students and shoulder the responsibilities of cultivating "four-have" talents for the development of the Socialist.

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