

Research on the Ways and Carriers of Ideological and Political Education in Colleges and Universities

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Abstract. Multicultural integration, a variety of new waves continue to impact on our educational environment. The ever-changing ideological and political education environment system has created great pressure on the workers who are struggling at the forefront of education. The changes brought by the reform of higher education have challenged the timeliness of education. We must constantly update the teaching model, innovative educational means, out of a single theoretical research, and the formation of a new theoretical system. Thus, the true embodiment of the function of ideological and political education. This article discusses the ideological and political education in the way and carrier of some innovation.

the Meaning and Classification of the Carrier of Ideological and Political Education

the Meaning of the Carrier of Ideological and Political Education. The meaning of the carrier of Ideological and political education refers to the process of education, in order to carry and disseminate the content of ideological and political education to take the form and means.

Classification of Carrier of Ideological and Political Education. According to different standards, ideological and political education carrier can be divided into different types. To the education channel as the standard, can be divided into school carrier, family carrier and social education carrier. To the form of expression as a standard, can be divided into explicit and recessive education carrier. To time as a standard, can be divided into traditional and modern educational carrier. To the existence of the carrier as a standard, can be divided into language carrier, cultural carrier, activity carrier and management carrier.

the Detailed Types of Ideological and Political Education Carrier

Ideological and political education has always been a huge engineering system. The whole system contains a number of key elements between the interrelated, interaction. In this system, the main body, object, mediator, ring and other elements are inseparable, and through a specific form of bearing to link up. Ideological and political education carrier, is the key elements of the bridge, to achieve the purpose of delivering educational content. In today's ever-changing, various elements are constantly changing. Therefore, it is necessary to adjust and innovate the elements. So that ideological and political education to play a greater role.

Language Carrier. Language has a long history. Language is the form of thought, is the way of communication between people, and with the rich and rich. Language is not only a communication tool, but also the carrier of national spirit. Language carrier, ie written language and verbal language. In colleges and universities, the language carrier is the process of ideological and political education, communication media and important carrier. Whether it is the interpretation of the school badge, the motto of the motto, or the speeches of the advanced people at the meeting, and even the inculcation of the teachers on the podium, etc., are communicated and shocked with the students' minds. Language carrier has a subtle influence on education.

Cultural Carrier. Culture is the sum of material wealth and spiritual wealth created by mankind in social and historical practice. The material culture in colleges and universities is intuitive and, to

a certain extent, represents the cultural atmosphere. Material culture is objective and exist. It includes a wide range of architectural facilities (teaching buildings, experimental centers, student apartments, libraries, gymnasiums, etc.) on campus, as well as library facilities such as library collections, campus LANs and campus databases. At present, many colleges and universities attach great importance to the material construction of the campus, in the new campus development process of the introduction of cultural elements, reflecting the humanistic care. The use of university campus material and cultural construction, to create a humanistic atmosphere of education. Thus, the concept of running school, to achieve the goal of educating people. University system culture refers to the school to ensure the normal operation of the school form and the school school rules and regulations and other rules and regulations. The institutional culture of colleges and universities reflects the historical tradition of the school, restrains the behavior of the teachers and students, traces the development of the school spirit, and gives the new vitality of the university.

Spread Carrier. Propaganda carrier refers to the way of ideological and political education, the use of books, campus broadcasting, school newspaper and other traditional ways to different forms and styles, to students spread ideological and political education content, improve the way of thinking. Communication carrier involves a wide range, giving a direct sense of the stimulation, with strong characteristics of infection. This way can improve the spread of ideological and political education, coverage and role.

Management Carrier. The strengthening of management can increase the intensity of ideological and political education. Through the system constraints, regulate the behavior of students. Through some rewards and punishments, incentives to achieve better management results.

Characteristics of the Carrier of Ideological and Political Education

The Objective Existence of the Carrier of Ideological and Political Education. No matter what kind of ideological and political education, in the development, the need for material as its carrier. If there is no material, the concept of education can not be displayed, it can not effectively convey the correct ideas. The content and purpose of ideological and political education are determined by the demands of different times in the process of social development. These are not subjective will change, is an objective reality. It is also an objective reality, which makes the education process is not limited to the form, it makes the ideological and political education work to implement down to earth.

The Carrying Capacity of the Carrier of Ideological and Political Education. The carrying capacity of the carrier of ideological and political education is its inherent essential characteristic. The correct idea that the educator wants to express is achieved through the process of carrying the activity. Use the carrier to convey educational ideas and ideas, through the carrier to show to the educated. Educators can experience and experience these ideas in person, thereby changing and regulating their own behavior.

The Intermediary of the Carrier of Ideological and Political Education. Ideological and political education carrier in essence is in the process of ideological and political education, the education subject based on specific educational purposes to take some of the ways and means. The main body of education and the object through the educational intermediary linkage, the linkage platform is the educational carrier. The educational carrier plays the role of intermediary. The main body of education through educational carrier to convey information, education object understanding, absorption after the formation of their own understanding and thinking. This process is realized through the intermediary of Ideological and political education carrier.

Operability. In the process of education, the educational subject can transfer the educational thought well to the educational object only through a series of well-defined, planned and well-planned and operational activities. The educational object can internalize the educational thoughts in the silence, and gradually cultivate his own good habits.

the Expansion of the Carrier of Ideological and Political Education in the New Situation

Nowadays, the university education atmosphere keeps changing, and it is necessary to keep the ideological and political education of college students grasp the pulse of social civilization and keep close to the daily life of students.

The Innovation of Carrier in Ideological and Political Education Should Follow the Straderdance of World Culture. Since the 1990s, the world has been moving towards globalization. Multiculturalism has gradually become an important feature of the present era. Multiculturalism is a sign of human progress. Each nation has its own deep cultural heritage of each nation must continue to learn the essence of other cultures, have to take the shortcomings of others. So as to reduce or even avoid the emergence of cultural conflicts in order to multi-ethnic common development.

Innovation of Campus Culture Carrier. Campus culture is a kind of moisturizing educational power. Campus culture relies on its characteristics, is gradually becoming one of the important carriers of ideological and political education in colleges and universities. First of all, the campus culture carrier innovation should be based on the students' own situation as a reference, so that students learn in happiness. In the carry out the extravagant extracurricular activities, to relax the spirit, purify the mind, cultivate the educational purpose of sentiment. The ideological and political education is embodied in the campus cultural activities, in the silence of silence, so that students will be the correct ideas into their own part of the cognitive, and in practice regulate their own behavior. Then, the innovation of campus culture carrier should rely on the advantages of colleges and universities and innovate constantly. Colleges and universities should let the school training to deepen the ideological and ideological awareness of teachers and students in the school, so that the motto to become the spirit of the majority of teachers and students to pursue; schools have their own daily behavior norms such as students, which is conducive to the formation of a good school atmosphere; Campus culture activities, try to create a healthy and progressive campus culture.

Innovation of Social Practice Carrier. Social practice is an important carrier of ideological and political education in colleges and universities, and has a vital role in higher education. This form of carrier, is conducive to the overall development of college students.

First of all, the major colleges and universities should be the theme of the times as the background, the establishment of practical incentive mechanism to encourage teachers in the school in-depth practice and guide students to work. As far as possible the practical activities of college students and ideological and political education, students of professional knowledge, the future direction of employment combined to increase the participation of students in the activities. So that students themselves will grow their own talent and the needs of the times combined. Thus, the social practice of college students has a real effect.

Then, to carry out a variety of volunteer service activities. The purpose of moral education in colleges and universities is to cultivate a new generation of successors with dedication and lofty ideals. This is consistent with the purpose of volunteer service activities. College students participate in a variety of volunteer activities during their spare time. Students not only increase the experience of social life, but also in this process, establish a correct, firm values, enhance the moral cultivation. Volunteer service activities of college students, college students volunteer to help clients to solve the problem, can feel the mood of pleasure. In the process of communication between college students volunteer and service object, we also cultivate friendship between each other. Life began to become less boring, but full of helpful fun. At the same time, college students volunteer to a certain extent, to achieve their own life value. College students volunteer service in line with the new generation of young people in the spirit of the pursuit. "Everyone participates in volunteer service, everyone enjoys volunteer service", will become a new social life fashion. This is a civilized concept of life, is a healthy, positive way of life.

Innovation of the Network Carrier. The network carrier is a new way of mass communication, which is an important form of the carrier of ideological and political education in colleges and universities. The network carrier has the characteristics of openness, timeliness and interactivity.

Today, QQ, microblogging, WeChat, Alipay and other network tools, widely used in college students. The innovation of network carrier has become a new trend of college carrier innovation.

First of all, the network carrier innovation should be the way of thinking changes. We should realize that the emergence of the network did not weaken the ideological and political education. On the contrary, the network carrier has a positive effect on the ideological and political education in colleges and universities. The network carrier has played the role of promoting the change of the ideological and political education concept in colleges and universities. It enables educators to think about new ways of ideological and political education.

Then, the innovation of the network carrier should be the way of innovation. Establish a platform for learning and promoting the core values of socialism. In the new school enrollment, let the students focus on scanning two-dimensional code. So that each student to join the core values of socialism to learn the WeChat platform. In the promotional content, to take into account, the campus culture for the group is a student, so can not just promote the boring theory and framework. You can filter some of the current news, life tips, PubMed information, employment information and other useful information and set the connotation, humor as one of the small story, effective publicity. And, combined with the socialist core values, scientific comments. So that students in the virtually learning and implementation of the socialist core values. Thus, to improve the participation of college students, to achieve an effective guide to the network of thought and culture.

In addition, we must establish a strong network firewall, the reactionary pages, illegal web pages and pornographic pages such as timely monitoring and timely clean-up, clean up the network environment. So that college students "are not disturbed by noise, not rumors of confusion" to promote the formation of student social core values.

Conclusion

The socialist core values are the major innovation theories put forward by the party in ideological construction. As a successor to communism, college students should learn and practice socialist core values. Ideological and political education in colleges and universities has become an important way for college students to study and practice socialist core values. The carrier of ideological and political education in colleges and universities should keep pace with the times and innovate. Thus, give full play to the function of ideological and political education in colleges and universities, and promote the formation of college students' socialist core values.

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