

Innovative Research on Effectiveness of Ideological and Political Education in Colleges and Universities

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Abstract: The paper starts from the new situation of ideological and political education in colleges and universities. Then it considers the new changes in environment, subjects, comments and means of this education in colleges and universities. Given the reality, this paper studies the innovative ways of effectiveness of ideological and political education.

1. Introduction

Since the reform and opening up, ideological and political education in colleges and universities has witnessed remarkable achievements. However, at the same time, it still face serious challenges in the face of various ideas and cultures. Faced with new changes, how to create new ways for ideological and political education in colleges and universities has become the focus for educators.

2. New situation in ideological and political education in colleges and universities

With the increasing development of market economy in China, people's outlook on life, value and the world has changes accordingly, which poses a new challenge for the ideological and political education. To conduct ideological education successfully, it is necessary to strengthen the effectiveness of the ideological and political education in keeping with the trend.

2.1 New changes in educational environment

Changes of educational environment have profound significance for ideological and political education in colleges and universities. Thus, in order to strengthen the effectiveness of ideological and political education, the first step is to understand the educational context against the new modern environment. Such new changes can be perceived from two aspects: first, due to the strong momentum of integration of global economy, college students absorb the cultural products from the ancient to the present, meanwhile, they are effected by ideas and cultures from the western countries. Such cultural permeation taking place on university campus unknowingly has influenced the development of thinking and morality for generations of college students. On the other hand, ideological activity is undergoing a new round of liberation, which strengthens the beliefs and innovative thinking of students. However, the negative impact brought by this liberation cannot be ignored, such as self-conceit and negative emotions. The changes in education environment bring both positive and negative effects, which makes the ideological and political education more difficult.

2.2 New changes in educational objects

When the society sticks numerous labels on college students born after 1990, they have become the main forces of present colleges and universities. At the same time, they are the main receptors of present ideological and political education. The overall ideological and political education moves in a positive manner, students have unprecedented confidence for the policies of Chinese Communist Party and the future development of China. But there are some problems in educational objects at present. For example, some students lack the sense of responsibility, self-control ability and collective ideas. In addition, when China pursues economic development, it adopts some western cultures. It is in such diversified environment that college students born after 1990 grow. In order to

make breakthroughs in ideological and political education timely and targetedly, colleges and universities must take ideological characteristics of college students into full consideration. Otherwise, it will be difficult to achieve educational goals.

2.3 New changes in educational content

The content is an important part of the ideological and political education as well as the specific elements taught by educators, which must demonstrate the fundamental mission, goals and requirements of the ideological and political education. While the most prominent problem in the content is the lagging development lack of persuasion and influence. As the educational reforms occurs in China, ideological and political education targeted at college students begins to stress the comprehensiveness of student development. China's ideological and political education has added morality and popular psychological health. For instance, China has built proper education in the outlook on life, value and world centered on ideological and belief education, education in national spirits centered on the nation, and education focusing on individual morality based on fundamental morality, quality education considering the all-round development of college students. Colleges and universities must fully understand these contents to reach timely ideological and political education.

2.4 New changes in educational means

The popularization of the Internet in recent years has transformed the way of life and study of college students born after 1990. At the same time, their ideological has changed a lot, influencing the educational ways of ideological and political education as well as the infiltration of core ideas. Therefore, how to utilize present means like Internet to improve the education of ideology and politics in the new era has become an important issue of all colleges and universities. Similarly, such new changes can bring both challenges and chances for ideological and political education.

3. Innovative research on the effectiveness of ideological and political education in colleges and universities

Innovative education is one of the important factors in modern social development, being of great significance for all teaching activities in colleges and universities. Only by imploring the new forms and channels of the essential work can the effectiveness be ensured. In this way, the vitality of ideological and political education has been strengthened and the effectiveness of this subject in nurturing qualified talents will emerge in the objective level.

3.1 Transform ideas and improve the service awareness of students

3.1.1 Colleges and universities should build people-oriented idea

Put people first is the core idea in modern education development in which students are the main bodies who are paid much respect and support. Colleges and universities should integrate the ideological and political education into the sound development of students, establishing a unified nurturing model for ideology, politics, humanity and individuals.

3.1.2 Improve service awareness and learn service principals deeply

Colleges and universities should learn psychological needs of students deeply and help them deal with key problems in study, life, psychology and so on. During this process, students are liberated from the troubles with the use of ideological and political education and from firm ideological and political faiths to better cope with future work and life.

3.2 Innovative mechanism, improve the educational environment

3.2.1 Innovate leadership mechanism of ideological and political education

Leadership mechanism is one of the important stages in ideological and political education. And Chinese Communist Party has issued clear instructions for the leadership mechanism in ideological and political education. It requires the party committees and party organizations to enhance the

activity of students in the ideological and political education. And it orders the leaders in colleges and universities to conduct comprehensive work on students physically and psychologically, shoulders its teaching responsibilities and optimize the educational management mechanism inside the colleges and universities. Despite the above instructions, many barriers emerge in the real work. In most cases, this mechanism merely influences the interior of ideological and political education work. Thus, it fails to integrate with the ideological and political education simultaneously. In order to improve the effectiveness of ideological and political education, colleges and universities must rely on the leading role of leadership mechanism to impact the campus spirit and culture as a whole, and enhance the ideological and political awareness of students.

3.2.2 Innovate process mechanism in ideological and political education

Process mechanism is equally important relative to the leadership mechanism. It serves as the organizational structure and activity structure in the life circle of ideological and political education. In the ideological and political education, educators should know the autonomy of students and strengthen their self-development and self-education abilities. And how to use process mechanism is presented in the following two methods: on one hand, colleges and universities should strengthen the communication in the education, since the knowledge transfer is two-way. When students acquire the knowledge taught by teachers, they should give feedbacks to teachers timely. Only by doing this, the next education work can be done. On the other hand, colleges and universities should enhance the self-education capability of students. The meaning of knowledge lies in its use for students. If students fail to give feedbacks to teachers, students should innovate based on the former foundation when students are entering into the society. While the ideological and political knowledge has profound effect. Thus, colleges and universities should strengthen their self-teaching ability. The impact of core ideological and political thinking will influence the whole life of students, which prepares for students to maintain proper outlooks as a measure to promote sound development of China.

3.2.3 Innovate Safeguard mechanism of ideological and political mechanism

Safeguard mechanism is required in the ideological and political education in colleges and universities targeted at students. It is the necessary fortress for improving students' ideological awareness and moral quality. And this mechanism is also a link that is easily ignored in the educational mechanism. And building safeguard mechanism can follow the three steps. First, colleges and universities should increase educational funds and optimize relevant educational conditions. Besides, they should establish comprehensive systems and regulations to promote the standardized ideological and political education. At last, they should build sound environment to strengthen the campus culture and create a relaxing and harmonious atmosphere.

3.3 Innovate methods to enhance the quality of ideological and political education

In the long term, the Chinese Communist Party and China has paid much attention on ideological and political education. However, given some problems in ideological and political education, some universities cannot conduct efficient work in this respect. To improve the efficiency and innovation of ideological and political education, it is necessary to enhance methods in ideological and political education, and put them into actual work. Only by this way, can ideological and political work be implemented and education quality in this area enhanced.

3.3.1 The area where ideological and political education should be strengthened

Previous ideological and political education focused on its ideology and politics. At the same time, colleges and universities always conduct ideological and political education in nation, class, and regime. Although these areas have strong educational nature, it is hard to understand, which causes students lose interest in the subject. Therefore, colleges and universities should expand ideological and political education in light of students' development trend. For example, colleges and universities can flatten the traditional educational content and prove the major principle of ideological and political education by means of little things in the daily life.

3.3.2 Innovate educational medium in ideological and political education

Classroom teaching is the major way for college students to learn ideological and political subject. While many students feel dull and distressed on these classes without interest for theory. Thus, to make students easily accept relevant knowledge and study happily, it is important to innovate the medium of ideological and political education. Given the advanced Internet technology, a special educational medium can be shaped based on the internet such as Wechat, QQ, and post bar on campus to conduct teaching activities. What is more, colleges and universities can establish a “red education website” by various resources, leading Internet become an effective channel for ideological and political education. Compared with traditional boring class, this new class is more popular with students.

3.3.3 Innovate methods of ideological and political education

Since traditional “Duck-studding” teaching does not suit for modern college students, colleges and universities should change this old method to improve the effectiveness of ideological and political education. They should also focus on the comprehensiveness of this subject. For instance, teachers can employ affective-promotion teaching method, making affection as the main part of the knowledge. In this way, students can learn relevant knowledge based on affection, elevating students’ emotion and raising their awareness of ideology and politics. That educational method not only suits for classroom teaching but also the life-oriented teaching. And this should depend on the role of instructors in colleges and universities. Instructors should transform their affection into the main tool for ideological and political education. If students have sense of loss or other negative feelings, the instructors should influence students with their positive attitudes. By establishing the emotional chain, students can adjust their attitudes, consolidate the inner world and build proper ideological and political awareness.

4. Conclusion

Generally, in order to improve the effectiveness and innovation in ideological and political education, colleges and universities should learn constantly, focus on the significance of the ideological and political education. Combining with modern technologies, they should create modern educational models to realize the initial intention of the ideological and political education in the real sense.

References

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