

Research on the Application of People-oriented in the Management of Ideological and Political Education in the New Period

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Abstract. With the further acceleration of the pace of higher education reform in China, the enrollment scale of colleges and universities has been expanding, and the students' ideological concepts have become increasingly complex. The management concepts, management methods and management systems in the traditional ideological and political education management work have been difficult to adapt to the needs of the development situation. It is necessary to establish a people oriented philosophy, establish a student centered management strategy, and continuously carry out reforms and innovations in ideological and political education.

1. Introduction

Since the reform and opening up, our ideological and political education has begun to pay attention to individual interests and achieved certain results: we began to respect the subjective status of the educated, began to pay attention to satisfying the reasonable needs of people, and made satisfying people's reasonable needs as their important goals. , take two-way interactive education and so on. However, due to the influence of the thinking set by the planned economic model and the uncertainty of social transformation, in general, there are still some phenomena in China's current ideological and political education that are contrary to the "people-oriented". The lack of attention of the educated people leads to the lack of the ideological and moral education needs of the educated; the one-way instillation affects the establishment of the subjective consciousness of the educated, restricts the formation of the ideology and morality of the educated; The serious neglect has affected the cultivation of the innovative spirit of the educated. These "people-oriented" contradictions seriously affect the effectiveness of ideological and political education and seriously restrict the realization of ideological and political education goals. In order to change this status quo, in order to effectively improve the effectiveness of ideological and political education, at this stage we must achieve the transformation of "people-oriented" ideological and political education.

Under the new situation of multi-polarization of the world, economic globalization, and information technology of science and technology, contemporary college students are faced with diverse values and choices of ideas, and ideological and political work has encountered many new problems. To do a good job in the ideological and political work of college students requires us to constantly explore new ideas and methods. The Third Plenary Session of the 16th CPC Central Committee proposed a humanistic text and established a comprehensive, coordinated and sustainable development concept. Taking the human text as the core of the scientific development concept is both an end and a process. The purpose is because social development is essentially the process of value pursuit, value creation and accumulation of people as subjects. Social development is human development in its essence. The development of our society, especially the requirement of building a harmonious society today, is always for the all-round development of people; it is the process, which means that the development of society must always be based on the all-round development of people. Based on the overall development of human beings, the advancement of any work depends on whether we can meet the all-round development of people, whether we can represent, safeguard and practice the fundamental interests of the people. The scientific development concept of "human text" requires that the ideological and political work of colleges and universities must also establish a new concept of human text. The "people-oriented" requirement of the scientific development concept is reflected in the ideological and political education of colleges and

universities. There are two requirements in the ideological and political education: First, it is necessary to solve the problem of cultivating people by promoting the overall development of students. Therefore, the people-oriented concept requires the ideological and political education of colleges and universities. The work always starts from the all-round development of college students and the objective needs of college students to grow into talents, and realizes and maintains the interests of college students. This is to solve the problem of how to train people, how to train talents, and how to train talents. Second, from the perspective of education, we should emphasize the main position of students, respect the personality of students, respect the basic rights of students, respect the individual values and social values of students, and combine our ideological and political education with the growth of students. The true integration with their happiness, freedom and their pursuit of life is that our ideological education should not be cold. It should be close to the growth of college students and be affixed to the needs and standards of our society. Only when our ideological and political education is closely integrated with the growth and development of each student is what they need to maximize the enthusiasm of student participation, and ideological and political education can be effective.

2. Interpretation of the "People-oriented" Thought

The ideological and political education of college students is an activity carried out on the basis of "people". The ideological and political education includes the educator and the educated, that is, the subject and the dominant distinction, but in the whole process, both the educator and the educated are specific. The living person, so an important factor in political education is people. To improve the effectiveness of ideological and political education for college students, we must adhere to the guiding principle of "people-oriented". Therefore, a correct understanding of the scientific connotation of "people-oriented" will help us better implement the "people-oriented" ideological and political education of college students.

The key to "people-oriented" lies in "people" and "this". First of all, the "people" in "people-oriented" should be understood from two aspects. "One aspect refers to "everyone." "People" includes: all people in the sense of class existence; people in the sense of social groups; individuals with independent personality. The second aspect refers to "peoples." There are commonalities, and they have different specialities and individualities. Different groups and individuals have their own special needs and interests, thus forming a different community of people, classes, classes and social groups. The "people" is a history. The concept includes different scopes in different stages of social development." 1 However, in all stages of social development, the people have always been the most extensive community of people formed by the majority of the laborers and based on the fundamental interests. At the present stage of our country, the people refer to the group of all socialist laborers, builders, patriots who support socialism and safeguard the unity of the motherland.

Secondly, the "beneficiary" in "people-oriented" can also have two different understandings in philosophy: "The first is the "original" of the world, the "ben" of the world is the material, and the "this" of the human world. The second is the "fundamentality" of things. From the philosophical point of view, "humanity" explains the origin and carrier of the country and society. From the social perspective of human beings, "humanity" explains In the world we live in, what is the most important, fundamental, and most worthy of human concern." "People-oriented" is to regard people as the original and purpose, and the status of independence and autonomy is eternal, not If you can't be independent, you can't get rid of the status of tools, you can't really take people as an end. Therefore, when talking about "people-oriented", you can't ignore the independence of people and the emancipation of individuality. Full development, society will not progress, which has been proved by the development of human history.

The person in the "humanistic" view of Marxist philosophy refers not only to the abstract natural person but also to the social person of the fit body. In the field of ideological and political education for college students, specific social people refer to teachers, students, parents of students and relevant people in society. In the ideological and political education of college students, adhering to the "people-oriented"

is to adhere to the student-oriented, student-centered, teacher- and parent-led, and effectively improve the effectiveness of college students' ideological and political education.

Adhering to the "people-oriented" thinking is the key to improving the effectiveness of ideological and political education for college students. This view reveals the essence of the ideological and political education of college students: it studies the living, flesh and blood. One of the important components of our party's ideological and political education work is the ideological and political education of college students. With the development of society, people's ideology, social outlook, economic outlook and values have undergone tremendous changes. Under such circumstances, college students' thinking the content of political education work has also changed. Therefore, we must adapt to the characteristics and requirements of the times, follow the important instructions of General Secretary Hu and the spirit of the relevant documents of the central government, adhere to the work concept of "people-oriented" thinking, and strive to improve the ideological and political education of college students.

3. The Importance of "People-Oriented" about Ideological and Political Education

Adhering to the "people-oriented" thinking and improving the effectiveness of ideological and political education for college students is the key to quality education and academic achievement of college students. Contemporary college students have significantly improved their ideological and moral, learning ability, scientific research ability and comprehensive quality, and their desire for success has become more intense. College students must not only have better intelligence, but also have strong ideological and political qualities. This is also the foundation for the growth and success of college students. Contemporary college students with good academic performance must not only have perfect scientific and cultural qualities, strong scientific research capabilities, comprehensive capabilities, but also have sound personality, healthy psychological quality and healthy physical quality, and must have excellent This is also the key to ideological and political quality. The important stage of life development is the university stage. The university stage is the most crucial stage in the life form of life, values and world view. The ideological and political quality plays a key role in the overall development and growth of college students.

Adhering to the "people-oriented" thinking and improving the effectiveness of ideological and political education for college students is the foundation of practicing the "scientific concept of development." Contemporary college students are a special group, because the parents of students and the whole society have high expectations for him. Therefore, their growth is related to the fundamental interests of the family, parents and society. Adhering to the "people-oriented" and improving the effectiveness of ideological and political education for college students means insisting on student-oriented, adhering to the student-centered, creating a good campus culture environment and healthy development conditions for students, so that they can grow better. It is also the foundation and goal of the ideological and political education of college students, and it is also a powerful embodiment of practicing the "scientific concept of development".

Adhering to the "people-oriented" thinking and improving the effectiveness of ideological and political education for college students is a prerequisite for the prosperity of the country's educational undertakings and whether the construction of socialist undertakings is a successor. In order to expand the scale, most colleges and universities have expanded their enrollment year after year. At present, there are more than 25 million college students (including undergraduates and postgraduates) in China. They are the main force and important force in building the country. To realize the grand goal of building a well-off society in an all-round way, they will play an irreplaceable role in highlighting and they will become the main force in the modernization of decades. Then, what are the current ideological and moral qualities, personality status, physical and mental health and scientific culture of college students? We must seriously investigate and study, and use the "people-oriented" thinking to continuously improve the effectiveness of ideological and political education for college students because it is the premise that the education of the country is prosperous and the construction of the socialist cause is a successor."

Adhering to the "people-oriented" thinking and improving the effectiveness of ideological and political education for college students is the need of the school, the needs of the family, and the needs of the whole society. The ideological and political education of college students and the close cooperation and strong support of the family, the school and the whole society are inseparable. Only in this way can the state succeed in education. Otherwise, as long as any one of the factors has problems, it will lead to unsuccessful or complete failure of education. The main front for carrying out ideological and political education for college students is in colleges and universities, full-time and part-time political cadres at all levels, "two-course" teachers and professional teachers, and parents of students, all of whom are the leaders of ideological and political education for college students. All teachers and parents are responsible. There is an unshirkable responsibility for educating people. All the leaders should integrate the ideological and political education of college students into all aspects of personnel training, scientific research, social services and cultural leadership. It is necessary for college students to have a good environment conducive to physical and mental health and full development, so that college students' ideological education runs through education and teaching. At the same time, the whole society must not only support the ideological and political education of college students, but also the healthy growth of college students. The school should establish a sound linkage system that communicates with the family of college students. Homeschools should cooperate with each other and establish a good relationship between home and school. Party committees and governments at all levels of society should attach great importance to the importance of ideological and political education for college students. We must fully understand the significance of strengthening ideological and political education of college students. We must conscientiously study ways and means to improve ideological and political work of college students, and let ideological and political education of college students A major issue has always been at the forefront, establishing a leadership system under the unified leadership and unified management of the party committee, and improving the working mechanism of the party and government to grasp the co-management work. Only in this way can the actual effect of ideological and political education of college students be enhanced. All in all, the ideological and political education of college students must adhere to the "people-oriented" thinking, give college students more respect, understanding, care and help, and provide better education and quality services for the growth of this special group, thus improving the ideological and political education of college students.

4. The Realization Path of "People-Oriented" Ideological and Political Education

In order to change the status quo of non-human education in the current ideological and political education in China due to the influence of the thinking set by the traditional planned economic model and the lack of objective conditions of teaching, the goal of effective ideological and political education is now realized. At the stage, China's ideological and political education should adhere to the "people-oriented". To realize the "people-oriented" ideological and political education path: to establish the educational goal of social goals and personal growth goals, to achieve the transformation from one-way infusion to two-way interactive education, to pay attention to the unity of theoretical education and social practice, and to respect and understand Care for the educated and adhere to the all-round development of the people under the guidance of the scientific development concept.

4.1 Consistency of social goals and personal growth goals

The goal determines the action, what kind of goal has what kind of action. The goal of ideological and political education is the axis and soul of the entire ideological and political education process, and plays a leading role in the process of ideological and political education. In the process of ideological and political education, whether it is the content of education, the determination of educational principles, the choice of educational methods, or the development of educational activities, are determined by the goals of ideological and political education. In the whole process of ideological and political education, educators use the goal of ideological and political education as the yardstick to adjust and correct ideological and political education activities. Therefore, the formulation of ideological and political

education goals is not arbitrary. If ideological and political education is to achieve results, it must establish scientific goals.

The method of establishing the educational goals that are consistent with the goals of personal growth is: First, while setting the goal of ideological and political education, taking into account the goal of personal growth and talent, the goal of personal growth into talent is placed under the framework of social goals. Ideological and political education should not only promote the realization of its personal value in cultivating people, but also promote the realization of its social value in cultivating people. Therefore, the establishment of the goal of ideological and political education should reflect the objective requirements of China's socialist political, economic and cultural development. At the same time, it must consider the interests, hobbies, ideals and other needs of the educated, so that ideological and political education "not only becomes the maintenance of state power. Secondly, guided by social goals, personal growth is the driving force. Ideological and political education is ultimately a work of human beings, and it solves the problem of "what kind of people to train" and "how to train people." Ideological and political education must meet the needs of society and cultivate the people who need the society. This is one of the values of ideological and political education. At the same time, the social value of ideological and political education cannot be realized without the pursuit of a living individual to grow up and become a talent. Therefore, ideological and political education is also motivating the needs of the society while cultivating the people in need of the society, satisfying the needs of the educated and promoting the realization of their personal values. Only in this way can the social goals of ideological and political education be truly accepted by the educated and internalized as the personal goals of the educated.

4.2 From one-way infusion to two-way interactive education

Two-way interactive education refers to the interaction between the indoctrinator and the internalization of the educated, that is, the educator as the main body of education must not only instill educational information into the educated, but also guide the educated to actively internalizing educational information into one's own ideology, and then forming a good ideological character; the educated as an accepting subject in the process of internalization also affects the educators, they interact, interact, exchange, and develop together, Grow together. Educators and educatees are the mainstays in the process of ideological and political education. This "dual subject" theory has been recognized by the academic session. Chen Bingong believes: "Teachers are the main body of the teaching process, and students are also the main body of the teaching process. Many scholars also agree that "Ideological and political education is essentially a two-way interaction and common improvement process, and then establishes a new subjective view of the subjectivity of the educator and the dialectical unity of the subject of the educator." It is affirmed that "dual subject" is the teacher and student in the teaching process. Teachers and students are the main subjects in the interactive 'participation' teaching, which is indispensable and cannot be neglected." Emphasize that "teachers and students are both subjective in the process of education. The relationship between the teacher and the student is the relationship between the subject and the subject, not the opposite relationship. They as the subject communicate, influence and communicate with each other in the teaching process."

4.3 Unification of theoretical education and social practice

For a long time, our ideological and political education generally has the phenomenon of "heavy theory and light practice", which regards the formation process of human ideology and morality as consistent with the process of intellectual education, leading to the inefficiency of ideological and political education. However, the formation of human ideology and morality is not realized in the process of single learning theory. It must be formed by the personal experience of life, sentiment, and even in the setbacks of life. Through social practice, the educated become passive and active, positively judge, screen, and understand the educational content, consciously resist the wrong and absurd understanding, and internalize the correct thinking into their own value pursuit and moral belief. Therefore, ideological and political education can not only stay at the stage of theoretical education, from theory to theory, from concept to concept, and regard ideological and political education as pure theoretical education, but must guide educators to participate in social practice activities.

Understanding is not an end in itself, practice is the purpose of understanding, and understanding the world is to transform the world. If a person's ideological and political morality is only formed immediately, and not put into action, then it will result in a disconnect between knowledge and conduct, and ideological and political morality will have no practical significance. Only by externalizing the cognition of the educated person into a practical activity, and achieving the unity of knowing and doing, the ideological and moral qualities of the educated can be effectively improved. And, practice is the only criterion for testing whether people's ideas are correct. Whether the ideological understanding obtained by the educated in various ways is correct, whether it is consistent with the objective reality, and cannot rely on their own subjective will to judge and evaluate, can only be tested by the corresponding social practice. Only when people's ideological understanding is unified with social practice can one think that people's ideological understanding is correct. Therefore, educators must create more opportunities to guide educators to consciously practice morality and enhance moral judgment. Only in this way can we really improve the effectiveness of ideological and political education.

5. Conclusion

Ideological and political education is the work of being a human being. It solves the problem of "what kind of person to cultivate" and "how to train people." Since the reform and opening up, through the long-term and unremitting efforts of ideological and political education theories and practitioners, China's ideological and political education has begun to implement the "people-oriented" concept in practice and has achieved certain results. However, due to the influence of the traditional fixed-planned economic model and the lack of objective conditions for teaching, there are still some phenomena in China's ideological and political education that are contrary to the "people-oriented".

6. References

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