

# *On the Approaches of College Ideological and Political Education*

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**Abstract**—While strengthening professional education in China's higher education, we should also do well in the ideological and political education of college students. To explore the ideological and political education suitable for Chinese college students, we adopt advanced theoretical ideas, noble moral sentiments, and correct values to educate students in the new era, and cultivate professional talents with high morality and excellent quality. This paper encouraged the combination of specialized knowledge education and ideological and political education with information technology, and to expand the teaching methods of ideological and political education, and use Internet to innovate teaching methods.

**Keywords**—college students; ideological and political education; educational innovation; expand channel

The fundamental task of higher education lies in cultivating qualified builders and successors for socialist modernization, as well as well-rounded professionals who are both socialist-minded and vocationally proficient. It means that universities should strengthen the education of expertise and attach importance to undergraduates' ideological and political education, guiding their ideology with advanced theory, noble moral sentiment and correct value. Thus, we could cultivate virtuous professionals with good character. As a basic teaching work in higher education in China, ideological and political education is facing new challenge, while higher education facing new mission in the new era. This demands universities and teachers strengthen innovation and make full use of information technology, enriching the teaching approaches of ideological and political education and improve the performance[1].

## I. EXPANDING THE PRACTICAL MEANING OF TEACHING APPROACHES IN IDEOLOGICAL AND POLITICAL EDUCATION

With the rapid development of information technology, curriculum innovation and teaching with multimedia brings reform in education, transforming from teacher-oriented to interactive classes focusing on students. Under this circumstance, it possesses significant meaning for teachers to broaden the teaching approaches of ideological and political education in universities.

### A. *The reform of traditional teaching approach is in urgent need*

Ideological and political course, playing an important role

in higher education, is a must-have optional course in universities with high credits. However, as the time changes, information technology is widely applied to education. Therefore, ideological and political course has received inner and outer challenges, whereas traditional teaching method simply relied on teachers is in urgent need to innovate. One can only rest on his laurels without reform and innovation. Under this situation, teachers should enrich their teaching approaches, innovate teaching methods, proactively use information technology in class and build competitive courses, which could make an effective way to attract students' attention and arouse their interests.

### B. *Effective measures to cope with challenges of teaching using information technology*

The new era offers rare developing opportunity for China's higher education. It is a great time, indeed. If we seize these opportunities, our higher education will, of course, make a jump in quality, which is also a significant part of the great rejuvenation of the Chinese nation and cultural self-confidence. Furthermore, the new era also provide rare innovative opportunity for the ideological and political course for undergraduates. Information technology, widely applied to the course, expand the content and class time, deepen the course and enrich the teaching approaches. Based on information technology, teaching methods like MOOC, flipped classroom, Team Model and rain classroom offer various approaches for ideological and political courses. Teachers should make full use of the educational bonus brought by the Internet and students' passion for the Internet, curiosity and exploration, improving the performance of this course[2].

### C. *Effective measures to deal with various external challenges*

It is inevitable for universities to strengthen the ideological and political education of college students. Under this situation, it is high time that college students strengthen their ideological and political education. Their study and life has been challenged by various things. First, some unhealthy values constantly affect students' growth, while some low and vulgar values also exert bad influence on their mental health, for example, improper ideas on consumption, such as hedonism, over-consuming and pay by installments, have already affected some students who have trapped into online loan; secondly, the emerge and usage of we-media casts a negative light on students. Some easily trust illegal messages from the we-media,

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or randomly publish messages without distinguishing the true from the false on we-media, which is seriously affected their ability to judge the value. Now, teachers teaching ideological and political course must strengthen innovation, enrich teaching approaches and guide students to properly use we-media, creating a healthy study and living environment for them.

## II. SPECIFIC THOUGHT FOR COLLEGE STUDENTS TO INNOVATE APPROACHES OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education is playing an increasingly important role in higher education for college students in new era. Therefore, every university should strengthen it from the perspective of political responsibility. Ideological and political education, of course, cannot adhere to a stereotype routine, but follow certain procedures to implement educational innovation and broaden approaches of ideological and political education.

### A. *Specific guidelines should be adapted in innovating approaches of ideological and political education*

In new era, as we launch the ideological and political education, innovate teaching method and expand teaching approaches, we should have specific guidelines, instead of being aimless. With the guideline, we can ensure that the ideological and political education carry out towards correct direction and act as value guide. Since the 19th session of national congress of the communist party of China, Thoughts on Socialism with Chinese Characteristics in new era become the guide of the Communist Party, and of China's education. Therefore, if we innovate the method and expand approaches, we must take the spirit of the 19th session of national congress and Thoughts on Socialism with Chinese Characteristics in new era as guideline, and make them a ideological and political course, according to the requirement of "running education to the satisfaction of the people" in the spirit of the 19th session of national congress. Thus, students would deepen their understanding to the guideline, which could play a role in value guide[3].

### B. *Combine the expertise with approach innovation of ideological and political education*

In terms of teaching, ideological and political course and professional curriculum are inseparable. It is irrational to separate them, because the former needs the support of the latter. In addition, the ideological and political education could guarantee the direction of professional curriculum, while the latter could enrich former's connotation. Therefore, the approach innovation of ideological and political education should combine with expertise. For example, one goal of the aesthetic education lies in training students' beauty of the mind, behavior and language, which is also the fundamental aim of ideological and political education. Thus, the two together could actually enhance the teaching performance, cultivate students' capacity to discover, appreciate, create and sense the beauty, increase their passion for involvement and interest of study and significantly improve the teaching quality of ideological and political course.

### C. *Effective information technology should be adopted in innovating teaching approaches of ideological and political course*

We should adopt effective information technology while innovating teaching approaches of ideological and political course in universities, enriching the teaching form and expanding methods. In class, we should make best of the MOOC, in which teachers select excellent videos and play at classroom, increasing the content; teachers could also use the way of flipped classroom, mix up chapters in random order, impart knowledge based on individual needs, encourage students to participate in flipped classroom, expressing their thoughts and teaching class by themselves, or sharing learning experience; qualified universities could enhance the construction of Team Model, and build several standardized models. In such class, students could listen to ideological and political courses given by famed teachers and interact with them, choose excellent courses of famous universities to study online and improve the performance; teachers should also strengthen the construction of Rain Classroom and launch ideological and political courses with distinctive features. In class, teachers could encourage students use mobile phone to interact with teachers, so as to finish assignment and take exam. Teachers should increase the credit and proportion of assignment in final exam, so students will pay attention to daily learning, etc.

## III. SPECIFIC MEASURES TO EXPAND THE APPROACHES OF IDEOLOGICAL AND POLITICAL EDUCATION

Ideological and political education, a fundamental work in universities, is so vital that every college should highly emphasizes it. According to above guideline, we should make full use of information technology in class and enhance the teaching quality of ideological and political course.

### A. *Make the most of new media, emphasize humanism in ideological and political course*

With the application of new media, ideological and political education comes up against new situation and problems, demanding teachers to adjust their work. It should not only follow the objective law of college students' physical and mental health, but also adjust traditional theory of ideological and political education. In terms of the current condition, we should fill the concern and gap that students are missing in this era where new media technology is booming. Meanwhile, while we implement the humanism, we should also take the responsibility of serving young students' healthy growth, stimulate their independent innovative spirit and further strengthening the educational theory of talents cultivation orientation. Besides, we should have communication with students by new media, in order to know their study and daily life[4-5].

### B. *Innovate teaching methods through internet technology*

Teachers in charge of ideological and political course should proactively use internet technology, adopt various teaching resources on the Internet and innovate teaching mode to prefect educational methods, laying foundation for

improving the performance of ideological and political education. Applying the Internet to the class, teachers should transform characters in textbook into pictures, use specific and visual method to impart knowledge, instead of boring teaching way of going by books, so as to increase students' learning interest and attention with various teaching measures.

*C. Expand teaching approaches of ideological and political technology through the Internet*

There are many effective platforms and carriers, such as newspaper, broadcast, television, book, the Internet and mobile phone. We could deeply integrate the Internet and education from many perspectives and levels, opening a new age of ideological and political work in universities. For example, the courses in MOOC and Microlecture are mainly videos about 10-minute, elaborating the knowledge, which students could repeatedly watch and learn. This convenient and flexible platform for learning achieves the optimized allocation of resources. Students could easily master and learn knowledge through well-designed videos, e-textbook and the combination of online task and exam. Currently, a plenty of MOOC, Microlecture and flipped classroom have great advantages and good feedback, concentrating the innovation of teaching mode[6].

#### IV. CONCLUSION

Teachers in charge of ideological and political course in universities should advance with the times, reform traditional

teaching approaches of it and use college students' passion for internet technology. We should also earnestly grasp the spirit of the 19th session of national congress, combine General Secretary' speeches on the meeting of ideological and political work in universities, make the most of we-media and information technology to implement course innovation. Thus, we could expand the teaching approaches, improve the teaching performance and guide the development of mental and physical health, cultivating excellent personnel who are both socialist-minded and vocationally proficient.

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