

# Promoting the Development of Ideological and Political Work in Colleges and Universities under the Guidance of New Era Thought

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**Abstract**—In the new age, grasping the scientific concept of "xi jinning thought on socialism with Chinese characteristics for a new era", in combination with the new features of university students' ideological and political work practice in the new era, the new trend of university students' ideological and political work education is grasped, and the existing problems are analyzed, to sum up and explore the beneficial experience of the work of education, improve the scientificity of the work of education, and promote the scientific development of the work.

**Keywords**—New ideas, Colleges and universities, Ideological and political work, The scientific development

## I. INTRODUCTION

In the new era, ideological and political work in colleges and universities faces new challenges and tasks, earnestly implements the 19th party spirit, holds high the great banner of xi jinning thought on socialism with Chinese characteristics for a new era, takes new thought as the guidance, builds a solid political foundation, grasps the political guidance, and advances the scientific development of ideological and political work in colleges and universities.

## II. XI JINPING THOUGHT ON SOCIALISM WITH CHINESE CHARACTERISTICS FOR A NEW ERA, IT HIGHLIGHTS THE NEW FEATURES OF IDEOLOGICAL AND POLITICAL WORK IN UNIVERSITIES

Since the 18th national congress of the communist party of China, in the face of the new normal of China's economic and social development, the CPC central committee with comrade xi jinning as general secretary has made strategic plans. Relying on the wisdom and strength of the whole party and the Chinese people, we have never forgotten our original intention, dared to assume responsibilities and dared to reform. The 19th party congress was held in Beijing on oct 18, 2017, and general secretary xi jinning's report demonstrated China's strength, leading the Chinese road with Chinese wisdom and highlighting the strong vitality and superiority of socialism with Chinese characteristics on the Chinese road. On socialism with Chinese characteristics for a new era, it is the Chinese spirit united by the turning point of prosperity to strength, it is our guide and guiding ideology for the building of a modern powerful country with Chinese characteristics.

Xi jinning thought on socialism with Chinese characteristics for a new era, it has provided political guidance for our party to embark on a new journey, enter a new era and write a new chapter. Scientific answers the question of what kind of socialism with Chinese characteristics should we adhere to and develop in the new era, and how to uphold and develop socialism with Chinese characteristics. It has continued to enrich and develop the ideological and theoretical system of socialism with Chinese characteristics, responded to the demands of The Times, echoed the expectations of the people, demonstrated China's path and strength, demonstrated China's wisdom and influence, and demonstrated the CPC's full confidence and remarkable leadership in China's future development. Xi jinning thought on socialism with Chinese characteristics for a new era has set a new direction for our ideological and political work in the new era.[1,2]

Xi pointed out that after long-term efforts, socialism with Chinese characteristics has entered a new era, which is a new historical orientation for China's development. The contradiction between the ever-growing material and cultural needs of the people and the backward social production "translates into" the contradiction between the ever-growing demands of the people for a better life and the unbalanced and inadequate development ". Faced with the new contradiction of the development of socialism with Chinese characteristics in the new era, college students who are mainly post-1995 have demonstrated distinct features and styles different from any previous times. The ideological and political work of colleges and universities should start from the research and understanding of the ideological and political status and characteristics of college students under the background of the new era. Do not forget the original intention, keep the mission in mind, in order to do a good job of education, ideological and political work of the investigation and research.

## III. HOLD FIRMLY THE FUNDAMENTAL TASK OF LIDE SHUREN, HOLD FAST TO IDEAL BELIEF EDUCATION DO NOT RELAX

General secretary xi said, to fully implement the education policy of the party, to carry out the fundamental task of establishing morality and cultivating people, development quality education, push forward education fairness, to cultivate

talents with all-round development of morality, intelligence, physique and beauty.

Education is the core of college students' ideological and political work. Education is the core area of university ideological and political education work, and also the mission of university ideological and political work. General secretary xi jinping made it clear in his speech at the national conference on ideological and political work in universities. To cultivate the reserve force for the cause of socialism with Chinese characteristics, young college students are of top priority. It is also the inheritor and relay of the nation's future. Strengthen the ideal and belief never relax at education moment, and help the young students in colleges and universities to grow healthily. Building the Chinese dream together is the bounden duty of all university political and ideological workers. We pay close attention to the characteristics of college students and the distinctive features of The Times in the new era. Around their growth law and accept the law of education, seize the facilitation of the era of big data information network technology, seize the current principal contradiction and the main problems of the ideological and political work, change passive to active, update education form, change the education methods, improve the effect of education, to explore more scientific and reasonable system and mechanism, from a higher level of deep surface to study the method of solving college students' ideal faith education effectiveness.

The political ideological quality of Chinese university students is the soul and core of higher education, and it is also the mission of education that Chinese universities must undertake. In the new era, the tide of internationalized education is surging, various social thoughts and ideological trends are surging, the communication of different civilizations is increasing day by day, various uncertain factors and influences are increasing, and the audience area is expanding day by day with the expansion of Internet technology, colleges and universities must stick to the main position of marxism ideology. New era, new contradiction, new feature, new journey, it is a problem that we must think about and solve seriously that how to guide xi jinping thought on socialism with Chinese characteristics for a new era, do a good job in the ideal belief of university students education, train qualified builders and successors of socialism, and grasp the law of ideological and political education.[4-6]

#### IV. WE WILL STRENGTHEN IDEOLOGICAL AND POLITICAL WORK AMONG COLLEGE STUDENTS AND PROMOTE INNOVATION IN IDEOLOGICAL AND POLITICAL WORK IN COLLEGES AND UNIVERSITIES

Through the study of xi jinping thought on socialism with Chinese characteristics for a new era, we should clearly feel that the central government attaches great importance to the political thoughts and ideals of university students in the new era. The central propaganda department of the ministry of education has held several special conferences to study and deploy the ideological and political work of university students. It is the strong aspiration and mission of all Chinese people, including college students, to grasp the theme of the new era, help the Chinese dream and realize the dream of socialist modernization and power. At the same time, we should realize soberly, along with our country economy development the new normal and marketization degree is higher and higher, different culture life style and value concept are penetrated into every aspect of life, some unreasonable way of life and the value orientation is distorted or twisted mind and healthy growth of college students. Therefore, we can neither ignore nor avoid the problems in college students' ideal and belief, which requires us to innovate ways and methods in college ideological and political work.[7-11]

#### V. CONCLUSION

The thought of socialism with Chinese characteristics in the new era is the theoretical result of the practice of socialism with Chinese characteristics, and it leads the practice to make achievements continuously. Teachers and students in universities should study and implement xi jinping thought on socialism with Chinese characteristics for a new era. Especially for those working in the ideological and political education, remember the original intention of education, keep the teacher's mission in mind, dare to take on responsibilities, dare to innovate, arm the mind with the latest theory of the party, guide the practice, study and carry out the spirit of the 19th university, and keep going deep into the front line, students and campus life. We will implement the general secretary's hopes and requirements, do our best to do our job well, and make our contribution to the realization of the two centenary goals and the Chinese dream of great national renewal.

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