

On the Improvement of Discourse Affinity of Ideological and Political Course in Colleges and Universities

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Abstract: Discourse affinity is the key to improve the effectiveness of ideological and political course. The investigation and analysis of the status quo of discourse affinity of ideological and political courses in colleges and universities shows that the current college students have a high overall recognition of the discourse affinity of ideological and political courses in Colleges and universities, especially they are satisfied with teachers' attention to students' ideological problems, couraging students to participate in classroom teaching, targeted answering questions and spelling doubts, strengthening the healthy and eliminating evils, but there is still much improvement in the appeal and communication of the discourse. Through the analysis of the problems and influencing factors, this paper puts forward some countermeasures, such as heightening the core quality of ideological and political course teachers, innovating the opera mechanism of Ideological and political course, and improving the pertinence of discourse.

1. Introduction

General Secretary Xi Jinping stressed at school teachers' forum on Ideological and political theory, "to promote reform and innovation of Ideological and political theory courses, we must constantly enhance the ideological, theoretical, affinity and pertinence of ideological and political courses." It points out the direction for further strengthening and improving the construction of ideological and political course in Colleges and universities. Research and practice show that enhancing the affinity of discourse in ideological and political course plays an important role in narrowing the psychological distance between teachers and students and improving teaching effectiveness. A survey of the current situation and basic trend of discourse affinity of ideological and political courses in Colleges and Universities.

2. The Investigation and Analysis of the Status Quo of Discourse Affinity of Ideological and Political Courses in Colleges and Universities

The discourse affinity of ideological and political course in Colleges and universities can be understood as the power of making people close and willing to approach formed by teachers of ideological and political courses in the classroom teaching process, and it has the function of making the educational objects willing to love their teachers and believe in their way, mainly including the

power of discourse deterrence, language appeal and discourse communication. 960 college students were investigated with a self-designed questionnaire, which includes three levels, nine dimensions and 51 items. Through the analysis of 780 effective questionnaires, 544 students (69.74%) rated “high” in the overall impression of teachers' affinity of ideological and political courses. According to Likert's 5-pointscoring method, this paper makes a descriptive analysis on the affinity of discourse in ideological and political courses. It is found that the scores of attraction, appeal and communication are between 3.71 and 4.67, which indicates that college students have a good command of ideological and political courses.

The overall evaluation of discourse affinity is good, and teachers are more. Recognized in the socialist core values, cognitive emotion of the Chinese nation's history and culture, Marxist theory and other value oriented roles; Teachers' teaching content is rich, the use of multimedia teaching methods, the integration of theory with practice and other aspects of attraction are highly evaluated; They are more satisfied with the personal qualities of teachers, such as thorough reasoning, optimistic and full of positive energy; they are more satisfied with the communication ability reflected by teachers' paying attention to students' ideological problems, encouraging students to speak and integrating theory with practice.

However, the high school has a large amount of power. There are many students who are interested in the way of thinking of the high school students, and the student who are interested in the high school students will not be able to communicate with each other. As for the words and phrases of the words of the form, it is possible to use and to exchange the exchange between the two and the other. On the other hand, there is a lack of emotion, the lack of attendance, and the lack of attendance, and the lack of attendance. Eye light exchange, such as lack of communication, and lack of power.

An analysis of the factors influencing discourse affinity of ideological and political courses in Colleges and Universities.20.0 software was used to analyze the correlation between the influence actors and the discourse affinity of ideological and political course, including alue orientation and discourse affinity($r= 0.616, P < 0.001$), scientific content and discourse affinity ($r = 0.580, P < 0.001$), diversity of methods affinity ($r = 0.542, P < 0.001$), language expression and discourse affinity($r= 0.441, P < 0.001$), There are significant positive correlations between nonverbal expression and discourse affinity ($r= 0.517, P < 0.001$), archers' personal quality and discourse affinity ($r= 0.618, P < 0.001$), ($r=517, 0.001$), verbal situation and discourse affinity($r= 0.501, P < 0.001$), 5ommunication habits and discourse affinity ($r = 0.552, P < 0.001$), That is the better the value orientation, scientific content, diversity of methods, language expression, non-verbal expression, teachers' personal quality, communication methods, non-verbal situation, communication habits, the better the affinity of ideological and political discourse.

Enough regression analysis, it is found that teachers' value orientation and teachers' personal quality are the most influential factors. This confirms the general secretary Xi Jinping's point of view that “the key to doing well in ideological and political theory courses is teachers.” It also puts forward six requirements for the teachers of ideological and political courses: “strong politics, deep feelings, new thinking, wide vision, strict self-discipline, and correct personality”. It points out the qualities that ideological and political teachers should have, and points out that the people with faith should be able to believe, be good at seeing problems from politics, and keep political soberness in front of big right and wrong.” Especially, emphasizes the political quality of teachers of ideological and political course. Some teachers do not pay attention to the improvement of their own quality, recite language, talk to themselves, do not pay attention to the interaction between teachers and students and discourse communication, which seriously weakens students interest in learning; some teachers do not have clear teaching objectives, teaching focus is not prominent, explanation of knowledge points is not attractive; some teachers and learning start insert page layout quote review. Students do not communicate fully, cannot name most students, do not often listen to the opinions and suggestions of

students; the way of discourse expression does not care about reality, not grounded, blocking the information communication channel with students lack of understanding of the learning situation, and so on, all affect the discourse affinity of ideological and political course in varying degrees. Data of questionnaire survey and open question show that the scientificity of the course content and the rationality of teaching (assessment) mode also affect the improvement discourse affinity to a great extent. In terms of curriculum content, some students think the content of ideological and political course is simple, the teaching content of primary at secondary schools is repeated, the knowledge is aging and the content is boring, which is divorced from the students' ideological reality and affects the affinity. In terms of teaching methods and assessment methods, some students think that the teaching form of ideological and political course is single, especially the examination and evaluation of examination papers and papers, which is not conducive to mobilizing students' learning enthusiasm, leading to students' perfunctory and not building a space-time platform horological and political teachers to play discourse affinity.

School administration quote Review View Chapter development Features textitle.Heading from the correlation analysis, we can see that the communication methods, communication habits and non-verbal situations are also the main factors affecting improvement of discourse affinity of ideological and political courses in Colleges and universities. Research shows that teachers' nonverbal affinity has a great impact on students emotional learning and cognitive learning: in terms of communication methods, teachers smile, keep eye contact with students, use body language, walk among students more, chat with students before and after class will make teachers greater affinity and be more easily recognized by students; in terms of communication habits, teachers should be more likely to be recognized by students, Setting up students study groups, correcting students' homework in time, encouraging students to participate in discussions, and willing to spend time after class to discuss problems with students will shorten the psychological distance with students.

3. Ways to Improve the Affinity of Discourse in Ideological and Political Courses in Colleges and Universities

Firstly, to improve the ideological and political teachers in the process of cultivating socialist builders and successors should have knowledge, ability, and attitude as the main content of the core literacy. First of all, improve the ideological and political course teachers' political determination and value guidance ability. In the complex and changeable external environment and the complex struggle in the ideological field, we should unswervingly adhere to the belief of Marxism and communism, be good at discriminating all kinds of wrong thoughts, and take a clear stand to fight against the wrong ideas; We should use Marxist world outlook and methodology to defend the discourse right of Marxism in the ideological field. Secondly, improve the ideological and 11 political teachers' ability of Marxist theory research and application. The promotion of the value guidance ability of ideological and political teachers comes from their own deep grasp of Marxist theory. Only with the powerful truth and logic power of Marxism can we be a better guide for students. On the one hand, teachers of ideological and political courses should constantly absorb theoretical nutrients, study and understand the theoretical system of Marxism, and regard systematically mastering the basic theory of Marxism as their own personal skills; on the other hand, they should constantly enhance the ability of Marxist theory education, teaching, research and interpretation, “respond to students with thorough theoretical analysis, and persuade students with thorough ideological theory, Guide students with the power of truth. “ Finally, improve the personality charm of ideological and political teachers.

The one hand, teachers of ideological and political courses should constantly absorb theoretical nutrients, study and understand the theoretical system of Marxism, and regard systematically mastering the basic theories of Marxism as their own personal skills; on the other hand, they should

constantly enhance the ability of Marxist theory education, teaching, research and interpretation, “respond to students with thorough theoretical analysis, and persuade students with thorough ideological theory, Guide students with the power of truth. Finally, improve the personality charm and empathy ability of ideological and political teachers’ personality must be positive, only when you have personality can be attractive. To infect students with noble personality. Teachers of ideological and political course should have higher comprehensive quality, including higher moral cultivation, stronger teaching a sense of responsibility of love and dedication, humor, passion, optimism and positive energy, which are the key factors to improve the teaching effect. Emetic is the intermediary between educators and educational objects to achieve psychological resonance. Lenin said: “without human emotion, there will never and cannot be anyone's pursuit of truth.” ideological and political teachers are not announcers. They should integrate their feelings of home and country, love the party and the motherland into the teaching process, promote the communication of the mind through emotional communication with students, and realize empathy students.

Secondly, innovate the operation mechanism of ideological and political courses in colleges and universities. First of all, realize the integration of classroom mode. In order to realize the multiple objectives of ideological and political course in cultivating students' knowledge, ability and value, we must change the educational concept, upgrade the technical means, realize “classroom flipping”, realize the combination of in class and extracurricular, virtual classroom and network classroom, theory classroom and practice classroom, so as to promote the deep integration of information technology and classroom teaching. Secondly, teaching discourse should be life oriented. The survey shows that teachers “mostly use written language teaching” and “plain tone” are important factors affecting the affinity of ideological and political courses. It is necessary to improve classroom discourse, replace critical expression with encouraging expression, preaching expression with enlightening expression, and academic expression with life expression. Therefore, we need to learn discourse materials from multiple channels: learn theoretical nutrition from classic works of Marxism Leninism, inherit vivid classical discourse from China's excellent traditional culture, quote contemporary discourse from the practice of socialist modernization with Chinese characteristics, refine fresh discourse from cyberspace and new media, and learn from other disciplines and fields, The affinity of discourse is constantly improved. Thirdly, nonverbal affinity should be paid attention to. It is shown that the use of multiple eye contact between teachers and students has a great impact on students' learning. The teacher's behavior is more approachable. Finally, the assessment method is scientific. The single content and monotonous way of assessment of ideological and political course .Colleges and universities are the important factors that affect the affinity. The evaluation mechanism such as computer-based examination, open book examination and thesis can fully mobilize students' learning enthusiasm; the low threshold of passing also easily lead: students' perfunctory neglect psychology, The reform path of teaching and examination separation and the evaluation system of scientific, comprehensive and accurate evaluation of students' learning effect are explored. The assessment contents are set around the knowledge, ability and awareness objectives to be achieved. The investigation of students' autonomous learning and research-oriented learning ability is paid attention to, so as to recite the integration of examination and deep learning. Establish a scientific and reasonable assessment system. Classroom assessment based on students' classroom performance mainly evaluates students' learning emotion and attitude; behavior assessment based on students' participation in group activities and social practice mainly evaluates students' ideological state and value practice; examination paper assessment based on knowledge assessment mainly investigates students' learning emotion and attitude. Different levels of assessment should be coordinated and integrated to comprehensively investigate the learning effect of students.

Thirdly, improve the pertinence of ideological and political course discourse. The survey that the

current ideological and political course teaching discourse is not targeted enough, there are problems such as teaching according to the book, one side of a thousand people, and general discussion, which leads to teaching superficial and cannot be deeply rooted in the hearts of the people. The important factor to improve the effectiveness of ideological and political teaching is to teach students in accordance with their aptitude. Ideological and political teaching should achieve the following “targeted”. First of all, adjust the teaching content according to the professional background of different teaching objects, strive to combine the teaching content with the students' professional characteristics, do enough homework before class, and connect with the students' actual reasoning teaching in class, so as to achieve different majors, and have something to say. Secondly, according to different students' state of mind, through the teaching interpretation of the soul, to give students a profound spiritual experience. Through the communication with students in extra-curricular time, we can shorten the distance with students. In class, we can make full use of modern technology platforms such as “rain classroom” and “learning pass” to create intelligent classroom teaching. We can timely understand students' value orientation, puzzles and different demands through bullet screen interaction, online discussion, online voting and other channels, so as to better grasp the students' ideological state and make them different from each other. Finally, according to the different time nodes, combined with the latest current events background, revise the teaching content, use the most vivid case as the argument, and comprehensively adopt the participatory, situational and thematic teaching methods, so as to make the ideological and political classroom more targeted and attractive.

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