

Necessity of Strengthening the Ideological Education of College Students in the New Period

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Abstract: The ideological and political education(IPE) of college students(CS) is an important way for CS to learn, master the basic theories of Marxism, and improve their overall quality. It is also an essential link to achieve the goals of socialist modernization and to cultivate talents for the comprehensive development of morality, intelligence, physical beauty and beauty. The purpose of this article to study the necessity of ideological education(IE) for CS is to improve the ideological quality of CS. This article mainly uses the interview method and questionnaire survey method to carry out the relevant research on strengthening the IE of CS in the new era(NE). The survey results show that 31.4% of people believe that IE methods and goals must be coordinated. Therefore, strengthening the IE of CS in the NE is the requirement of the times.

1. Introduction

CS are the main body of education, and they are responsible for cultivating new socialist talents and realizing social fairness and justice. However, with the continuous improvement and development of the market economy system, people's thinking and concepts have undergone tremendous changes. Therefore, we must strengthen the correct and reasonable guidance for contemporary CS. Strengthening the IPE of CS in the NE is an important measure for my country's socialist construction.

There are many theoretical results of the research on the necessity of strengthening the IE of CS in the NE. For example, Zou Youfeng stated that IPE in colleges and universities should closely integrate the characteristics of the times, and effectively promote the reform and innovation of ideological and political theory courses [1]. Tian Renlian said that strengthening the IPE of students is the primary issue facing educators [2]. Yin Guoxin believes that with the progress and overall development of network technology in the NE, ideological and political networked education has emerged at the historic moment. It is a new way of IPE for CS [3]. Therefore, the research on the IE of CS has contemporary significance and practical value.

This article first studies the new challenges faced by the current IPE of CS, and elaborates on them in detail. Secondly, it analyzes the opportunities faced by CS' IPE innovation. Then it expresses the important significance of strengthening the pertinence of IPE of CS. Finally, the key points of education are obtained through questionnaire surveys and conclusions are drawn.

2. The Necessity of Strengthening the Ideological Education of College Students in the New Era

2.1 New Challenges Facing College Students' Ideological and Political Education

The IE of CS refers to the guidance of Marxist theory and through a series of practical activities to enable the educated to form a correct outlook on life, values and world outlook. Student IE refers to the process of forming a healthy and comprehensive development through education, guidance and other means in a certain period of time in order to cultivate talents with sound personality and perfect spirit [4-5].

The 21st century is undoubtedly the century of information technology. The interdependence of the world has greatly accelerated the scope and speed of information dissemination, and has affected people's thinking, communication and lifestyle. The Internet has become a new front for ideological and cultural dissemination, opening up a new battlefield for public opinion wars. At present, our society is undergoing extremely profound and huge changes. From the perspective of social economy, our country is in a stage of transition and development to a socialist market economy [6-7].

In our country, due to the acceleration of the market economy and economic globalization, all kinds of thoughts and opinions continue to emerge in the society. The ideological concepts of these influx of CS have conflicted with traditional values. CS lack a correct understanding of the changing trend of social development in the NE. In this process, the emergence of various new phenomena, cultural trends, and some negative and decadent concepts will affect the world outlook and outlook on life of CS. With my country's accession to the World Trade Organization (WTO), the intensity and depth of my country's opening up to the outside world has further increased. Students have the opportunity to be exposed to various forms of ideology, morality and culture in society. Their decisions and beliefs have become more and more progressive. It is difficult to grasp and show unprecedented diversity and instability of space, time, and moral concepts and values. It is undeniable that the IPE of CS has achieved remarkable results, and the mainstream of students' ideology is positive, but there are also contradictory factors. Ideas such as hedonism, money worship, and the supremacy of money have not only spread in society, but even in the purest and simplest colleges and universities, the ideology of students has undergone earth-shaking changes, and some corrupt ideas have even appeared. The relationship between feudal superstition and vulgarity has also begun to sprout in the consciousness of CS[8-9].

2.2 Opportunities Faced by College Students' Ideological and Political Education Innovation

With the continuous development of economic globalization and the socialist market economy, the breadth, depth and strength of the integration of the world economy into the Chinese economy, especially the Chinese market economy, have continued to increase. Our country's economic structure and interests are diversified, as are organizational forms, positions and employment methods. With the development of the world economy, the trend of diversification has become more obvious, and the trend of diversification has become more obvious. More importantly, the existence of a pluralistic society will inevitably determine pluralistic ideologies. Therefore, students' thoughts and thoughts will be more impacted. Globalization has brought about the development of culture, and has profoundly affected our country's political concepts and traditions [10-11].

Economic globalization has opened up students' ideological and cultural fields in an all-round way. Foreign theories, ideological trends, lifestyles and values continue to flow in, and to a certain

extent promote the theories and ideas of various nations. The emerging economic globalization has created a platform for the internationalization of various ideas and concepts in our country [12].

Under the influence of the Internet age, IPE is also facing many opportunities and challenges ranging from quality and quantity to form and law: the maturity and development of the Internet, and the popularization of the Internet. Promote the college's IPE-to create good conditions for students. The Internet has become a new platform for exchanges between teachers and students in colleges and universities. The popularization of the Internet helps teachers and students to update their ideas. The popularization and rapid development of the Internet has promoted the emancipation of the mind, the renewal of concepts and the improvement of quality in colleges and universities. The development of the Internet has not only brought new characteristics and new ideas to IPE, but also brought new impetus to traditional teaching and reforms. The popularization and rapid development of the Internet provide a cheap opportunity for colleges and universities to stick to the benign direction of public opinion. The popularization and rapid development of the Internet have caused changes in IPE in terms of content, form, methods, and means.

The establishment and development of the market economy system has strengthened the development of students' ideological consciousness and provided a broader development platform for the development of students. The diversification of lifestyles enables students to live a variety of lifestyles that suit them. The development of market economy has led to the diversification of economic composition and economic benefits.

2.3 The Significance of Strengthening the Pertinence of Ideological and Political Education of College Students

Helps improve the ideological and political attractiveness of students. By strengthening the IPE of students, it is of great benefit to the improvement of student attractiveness. Conducive to improving students' acceptance of students' ideological and political work. Because part of the content of CS' IPE is not rigorous, the methodology is imperfect, the scientificity is insufficient, and even out of touch with reality, it becomes an empty sermon, which makes the students resist. Help improve the efficiency of IPE of CS. As far as the goal of students' IPE is concerned, the authenticity and effectiveness of the realization. Help to promote the innovation and development of CS' ideology and politics. IPE of students is inseparable from innovation. Innovation is the essential feature of students' IPE and an important manifestation of the initiative of students' ideological and political work.

In the NE, we must adhere to the "people-oriented" thinking and fully realize that we cannot wait to strengthen the IE of CS.

With the continuous improvement of the market economy system, social contradictions have become increasingly prominent, and people are increasingly being affected by bad values such as money worship and hedonism in their lives. These negative factors have caused a serious impact on the values of contemporary CS. Therefore, it is particularly important to strengthen the "people-oriented" concept. The IE work of CS can only be carried out effectively when the inner connection between the ideals and beliefs of CS and the core values of socialism is emphasized, respected and understood. As the main positions for cultivating socialist builders and delivering fresh blood, colleges and universities cannot wait to strengthen the IE of CS.

The important position of CS' IE is self-evident in the entire university campus. It is not only a mission that a college, a college, and even the society must undertake and complete. IE of CS is to guide CS in moral, political and legal aspects. Therefore, strengthening IPE in the NE has played a

positive role in the development of our society.

3. Related Surveys on Ideological and Political Education of College Students

3.1 Investigation Background

As the country attaches importance to education, the scale of colleges and universities is getting bigger and bigger. In this Internet age, the classification and identification of information has become the top priority of network security. In order to eliminate false and negative information from the source, it is necessary to carry out IPE for the youth of this era. Only by firming up one's ideals and beliefs can one not be affected by backwardness and misconceptions. Therefore, in order to strengthen the IE of CS, it is necessary to conduct related investigations.

3.2 Investigation Method

Aiming at the world outlook, outlook on life and values of CS, this article invited students of all grades and majors from colleges and universities in the province to conduct field investigations and questionnaire surveys. This article first invites passersby to conduct offline interviews after class to collect their three-view attitudes and their existing IPE content. Then design the questionnaire based on the collected data, and then invite students to answer the questions online.

3.3 Questionnaire Design

This questionnaire mainly focuses on IPE in colleges and universities. Among them, the issues involved include some basic information about CS, as well as related political issues. For example: What kind of three views do you have? What are the contents of IPE? What are the principles of political education? How to achieve the effectiveness of political education?

3.4 Questionnaire Process

A total of 300 students were invited to complete this questionnaire, which was answered online. According to the network tool, the data was sorted after a week. The analysis found that a total of 280 students responded effectively, and the effective recovery rate reached 93.3%. The calculation formula is as follows:

$$V = \frac{A - I}{A} \times 100\% \quad (1)$$

Among them, V represents the effective rate, A represents the actual recovery number, and I represents the invalid recovery number.

The Spearman correlation coefficient is solved according to the sorting position of the original data. The calculation formula is:

$$R_t = 1 - \frac{6 \sum c_m^2}{x(x^2 - 1)} \quad (2)$$

According to this formula, the correlation between the variables of the questionnaire can be determined.

4. Analysis of the Results of the Questionnaire

4.1 Analysis of the Principles of Ideological and Political Education

According to the questionnaire survey in this article, CS have the following analysis on the principles of political and IE. It mainly includes the principles of scientization and humanity, the principles of traditionalization and modernization, and the principles of life and practice. The attitudes of students towards each principle are shown in Table 1:

Table 1: Analysis of the Principles of Ideological and Political Education

	Freshman	Sophomore	Junior	Senior
Scientific science and human culture	25	22	20	24
Traditinalization and modernization	27	23	26	20
Life change and practice change	18	25	24	26

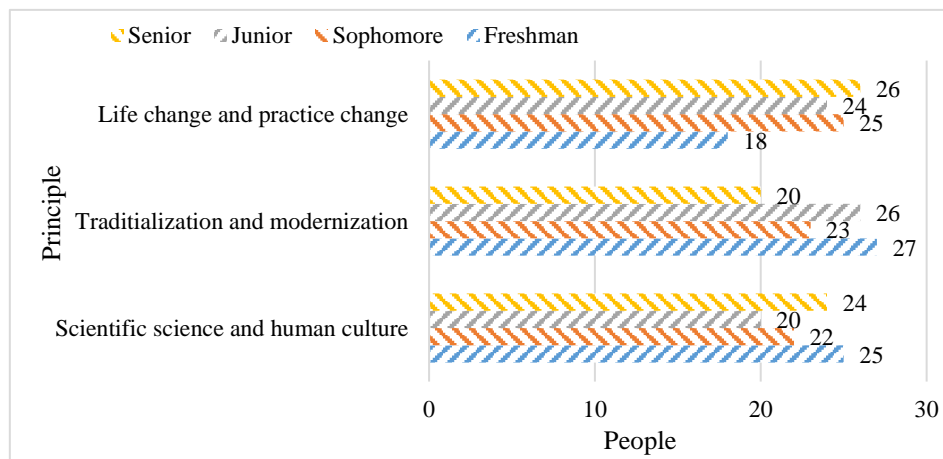


Figure 1: Analysis of the Principles of Ideological and Political Education

As shown in Figure 1, we can see that in the principles of scientization and humanity, freshmen are the most supportive and the largest number of students. In terms of traditionalization and modernization principles, the support rate of freshman students is also higher. Among the principles of life and practice, seniors value it most, with 26 people agreeing.

4.2 Effective Ways of Ideological and Political Education

According to the questionnaire survey in this article, the results of the processing are shown in Table 2. IPE should be carried out from the following aspects: integration with vocational education, obedience to the main body of education, adaptation of educational methods and content, and coordination of methods and objectives.

Table 2: Effective Way of Ideological and Political Education

	Freshman	Sophomore	Junior	Senior
Combined with vocational education	15	16	14	15
Obey the subject of education	13	17	16	15
The educational approach corresponds to the content	18	20	17	16
The method coordinates with the purpose	24	17	23	24

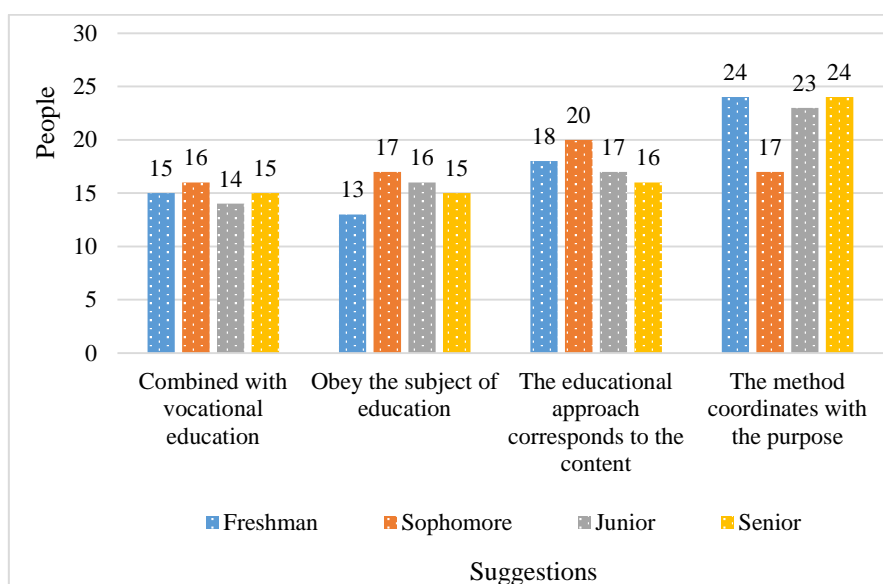


Figure 2: Effective Way of Ideological and Political Education

As shown in Figure 2, we can find that freshmen, juniors, and seniors most value the coordination of IE methods and goals, which means that education must start with needs. In addition, sophomores believe that the adaptation of educational methods and content is the most important. Therefore, for the IE of CS, it is necessary to find appropriate methods, select appropriate materials, and apply appropriate methods.

5. Conclusion

Strengthening the IE of students is to cultivate talents that meet the needs of society in the NE, thereby promoting the construction of socialism. Strengthening the cultivation of the ideological consciousness of CS refers to the use of various educational methods to enable the educated to consciously form their own correct, healthy and sustainable development concept under certain conditions. It includes cultivating the spirit of patriotism for CS, while also paying attention to the connection with the core values of socialism. The survey results show that the IE of CS needs to use appropriate methods and appropriate materials.

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