

A Study on the Integration of Civic Education with Dual Innovation Education in Ethnic Colleges and Universities to Promote High Quality Development of Professional Education in the Background of "Internet+"

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Abstract: The new epidemic has aggravated the risk society, which has led to the pressure of talent cultivation and student employment in ethnic colleges and universities. In the face of the current situation, ethnic minority universities should base on the background of "Internet+" era, and organically integrate the double-creative education and political education in professional education, so as to improve the teaching quality and talent cultivation quality. Based on this, this paper takes Northwest University for Nationalities as an example and discusses the value orientation, bottlenecks and effective paths of the integration of double-creative education and political education to promote the high-quality development of professional education in ethnic colleges and universities in the context of "Internet+", so as to help ethnic colleges and universities develop with high quality and common prosperity in ethnic areas.

Since the outbreak of the new crown epidemic in early 2020, the new crown epidemic has lasted for nearly two years, which has had a great impact on the national economic development and employment of college students in the past two years. 2021, China released the data of the seventh census, and the survey data shows that China is about to enter a deeply aging society, which means that our government's financial and social pension burden will be further deepened. In the new crown epidemic-derived risk society superimposed on the dual pressure situation of the aging era, for college students employment has generated greater pressure, according to statistics, 2021, the number of fresh graduates reached more than 9.2 million, in a record high. This is undoubtedly another greater employment challenge for all fresh graduates, especially for ethnic colleges and universities, in the context of employment before the special bonus of student employment is gradually disappearing, graduates face the pressure of competing with other college students, but the same competition for jobs in ethnic colleges and universities does not have a significant

advantage.

One of the undertones of the current remarkable socio-economic transformation is the rapid development of digital economy driven by "Internet+", which has played a strong inhibiting role in coping with the impact of epidemic and aging on the economy and society, and provided employment and entrepreneurship opportunities for college graduates. Ethnic minority colleges and universities cover 56 minority students in China, and compared with the colleges and universities directly under the Ministry of Education and local colleges and universities, the number of ethnic students is larger, and the employment tendency of ethnic minority college students is mainly in the vast ethnic areas. Therefore, the employment quality of students from ethnic minority colleges and universities directly determines to some extent the high-quality development of ethnic regions and the realization of common wealth in ethnic regions. Under the background of "Internet+" digital economy, based on the core ideology of building up Chinese national community consciousness, how to ensure the employability of students in ethnic colleges and universities? And how to achieve high-quality development of ethnic colleges and universities to promote common prosperity? It is the important content that we need to study.

This paper is based on the current "Internet+" era, rooted in the consciousness of building the Chinese national community, and takes Northwest University for Nationalities as an example to study the value orientation, bottlenecks and effective paths of dual-creation education integrating political education to promote high-quality development of professional education in ethnic colleges and universities in the context of "Internet+" era, with a view to promoting high-quality development of ethnic colleges and universities, improving the effectiveness of talent cultivation, and helping to achieve common prosperity in ethnic areas.

1. The Value Orientation of Double-Creative Education in Ethnic Colleges and Universities under the Background of "Internet+" to Promote the High-Quality Development of Professional Education by Integrating Civic Education

1.1 Building a Strong Chinese National Community and Achieving the Great Rejuvenation of the Chinese nation

As the frontline of national unity and progress education, ethnic colleges and universities play an important role in the process of building a firm sense of the Chinese national community. In the new era, against the background of the deepening reform of higher education in China, ethnic colleges and universities have taken on the mission of the times to build a firm sense of the Chinese national community and become the top priority of the educational work of ethnic colleges and universities[1]. As an important content of Xi Jinping's socialist thought with Chinese characteristics in the new era, the education and teaching of Chinese national community consciousness is extremely important as the common consciousness of the nation and the spiritual force to achieve the great rejuvenation of the Chinese nation. It is the key to "establish moral education" in ethnic colleges and universities to better reflect the integration of double-creation education and political education in the process of professional education[2]. In the context of "HURIST+" era, the high-quality development of professional education in ethnic colleges and universities should not only focus on training students to master the skills and techniques of innovation and entrepreneurship, but more importantly, students in ethnic colleges and universities should understand the value orientation of their professional knowledge and innovation and entrepreneurship based on "HURIST+". "The value orientation of innovation and entrepreneurship is to better practice building the Chinese national community and achieving the great rejuvenation

of the Chinese nation.

1.2 Promote High-Quality Development and Common Prosperity in Ethnic Areas

On August 27-28, 2021, General Secretary Xi Jinping pointed out in the Central Ethnic Work Conference that "the Party's ethnic work in the new era should be promoted with the main line of casting a firm sense of Chinese ethnic community" and the core idea of "supporting all ethnic groups to develop their economies and improve their livelihoods, so as to achieve common development and common prosperity".

Under the background of "Internet+" era, ethnic colleges and universities are important carriers to serve ethnic areas, train talents for ethnic areas, and then promote high-quality development of ethnic areas and realize common prosperity. The emergence of the new epidemic makes the value and advantages of "Internet+" to ensure the smooth operation of the society further highlighted, and in the process of high-quality development of professional education, ethnic colleges and universities, based on the background of "Internet+" era, should carry out the integration of thinking and political education of double-creation education. The important value orientation should be: to improve the quality of students' training, to make students give full play to their passion for innovation and entrepreneurship based on "Internet+" in professional education, but to build a firm sense of Chinese national community in their thoughts, and the final value orientation of the transformed actions and results is to build a firm Chinese national community and promote the high-quality development of ethnic regions to achieve common prosperity. The ultimate value orientation of the transformation is to effectively build up the Chinese national community and promote the high-quality development of ethnic regions to achieve common wealth.

1.3 Practicing Response to the Spirit of the Central Ethnic Work Conference

The "strengthening" of ethnic work reflects the importance attached to ethnic work as always, and the "improving" of ethnic work emphasizes the need to constantly improve the quality of ethnic work. Entering a new era, the Party Central Committee asked "the entire party comrades to deeply understand the long-term, complex and extreme importance of ethnic work under the new situation, and effectively enhance political awareness, awareness of the overall situation, awareness of responsibility, awareness of liberation, realism, advancing with the times, pragmatic, pioneering and enterprising, and continue to create a new situation in ethnic work". From the 2014 Central Ethnic Work Conference "to improve the ability and level of ethnic work" to the 2021 Central Ethnic Work Conference "to promote the high-quality development of the Party's ethnic work in the new era", reflecting the new era of ethnic work The requirement of "constantly doing a good job". The requirement of "constantly doing a good job" in ethnic work is reflected in the Party's important thoughts on strengthening and improving ethnic work, and at the same time, in the context of "HURIST+" era, the integration of ethno-cultural education with ideological education in ethnic colleges and universities to promote high-quality development of professional education is also the implementation of the spirit of the Central Conference on Ethnic Work. In the context of the "Internet+" era, the integration of the education of ethnic minority colleges and universities with the ideological education to promote the high-quality development of professional education is also a response to the spirit of the Central Government's Ethnic Work Conference[3].

2. The Bottleneck Barriers of Integrating Civic Education with Double Innovation Education to Promote High-Quality Development of Professional Education in Ethnic Colleges and Universities under the Background of "Internet+"-Take Northwest University for Nationalities as an Example

2.1 The degree of integration between dual-creation education and Civic Education in professional education is not good

The degree of integration between double-creation education and political education in the professional education of ethnic minority universities is not good. As for the management majors of Northwest University for Nationalities, none of the five majors in the School of Management of Northwest University for Nationalities has made full use of the elements of "Internet+" era in the teaching of majors, and organically integrated the education of dual-creation with the education of thinking and politics, especially in the teaching of courses, the degree of organic integration is not high. At present, only a few teachers in the School of Management of Northwestern University for Nationalities have realized that they should make full use of "Internet+" to promote the development of high-quality professional education in ethnic colleges and universities. The teachers' lack of teaching awareness and professional teaching methods and skills is also one of the bottlenecks that restrict the high quality development of professional education in ethnic colleges and universities.

2.2 Mismatch between Social Needs and Quality Evaluation

According to Marx, "every useful thing can be examined from both qualitative and quantitative points of view[4]. This means that quality cannot leave the discussion of affairs, and affairs cannot be separated from the unity of quality and quantity[5]. Under the background of "Internet+" era, there is a bottleneck obstacle of mismatch between social demand and quality evaluation in the development of high-quality professional education in ethnic colleges and universities by integrating Civic Education with Civic Education[6]. Quality management is originally a management concept, and in the process of quoting and borrowing it, we need to pay attention to its general connotation, and also take into full consideration its special meaning. In terms of quality evaluation of talent cultivation, ethnic colleges and universities should adhere to the principle of "serving the cause of national unity and progress and serving the national and party strategies", which requires ethnic colleges and universities to cultivate a group of talents that can be used, retained and returned. However, the demand of the society for ethnic colleges and universities is to cultivate high-quality talents with strong innovation and entrepreneurial ability based on the background of the current "Internet+" era. This brings the bottleneck of mismatch between social demand and quality evaluation. To solve this problem, which is the theme of this paper, ethnic colleges and universities need to integrate the education of dual innovation with the ideological education based on the current background of "Internet+", so as to promote the development of high quality professional education and cultivate professional talents that match the social demand and quality evaluation.

2.3 Practice Space and Field are Severely Restricted

In the context of "Internet+" era, another bottleneck obstacle to the integration of double-creative education and civic education to effectively promote the high-quality development of professional

education in ethnic universities is the lack of practice space and field in the process of talent training. In the past two years, due to the epidemic, it is basically impossible for students to carry out effective social practice in the process of training. Students are unable to move from abstract conceptual understanding to the space and field of real practice in society, and thus they cannot really get their hands on the real essence of the integration of double-creation education and Civic Education in the context of "Internet+" era, which largely restricts the cultivation of talents in ethnic colleges and universities, and more specifically, the development of professional education. The development of high quality of professional education.

2.4 Building a High-Level Faculty of Ethnic Colleges and Universities

Under the background of "Internet+", the integration of double-creation education with political education in ethnic colleges and universities to promote high-quality development of professional education has put forward "newer, stronger and higher" requirements and standards for the faculty of ethnic colleges and universities. Take Northwest University for Nationalities as an example, special funds can be allocated to improve the teachers' ability to promote professional education by integrating creative education and political education. For example, Northwestern University for Nationalities can make full use of the Innovation and Entrepreneurship Training Center for College Students, and take a portion of the funds allocated to the Center each year to organize experienced teachers of dual-creation to participate in the ideological education conducted by the Marxist College, so as to stimulate new thinking and inspiration for teachers of dual-creation to integrate dual-creation education with ideological education, and to effectively combine "Internet+" elements to develop, for example, the "Internet+" education. In effective combination with "Internet+" elements, they can develop intellectual property patents such as red e-commerce platform and red hand APP in ethnic areas, which can be transformed into practical efficiency and help cultivate talents. Ultimately, it helps the high-quality development of professional teaching in ethnic colleges and universities and the realization of common wealth in ethnic areas[7].

3. Special projects for the Integration of Civic And Creative Projects to Enhance the Effectiveness of Professional Education and Education

In the background of "Internet+" era, another effective way for ethnic colleges and universities to promote double-creative education and promote high-quality development of professional education to enhance the effect of education is to integrate the thinking project with double-creative project to cultivate special projects to enhance the effectiveness of professional education. In recent years, Northwest University for Nationalities has carried out fruitful practices in this work, such as setting up national student innovation and entrepreneurship programs, Challenge Cup extra-curricular academic activities for students, etc., which have improved the ability of students in "Internet+" dual-creation, but it has not yet been possible to effectively integrate the ideological projects related to building a sense of Chinese national community with the dual-creation projects. However, it has not yet been possible to cultivate special projects by integrating the ideological projects such as building a sense of Chinese national community with the dual-creative projects. In the next step, ethnic universities should develop special projects that integrate Civics and Political Science projects with dual-creation projects to improve the effectiveness of professional education. The next step is to provide students with academic and practical opportunities to deepen their research ability.

3.1 Strong Foundation Program Leads, Student Competition Empowers

In recent years, ethnic minority colleges and universities have commonly implemented the strong foundation plan for undergraduate students proposed by the state. In recent years, Northwest University for Nationalities (NWU) has integrated the strong foundation program into the undergraduate training process and achieved good results. Northwestern University for Nationalities has even incorporated the strong foundation plan into the year-end assessment system of the college as part of the college year-end assessment. The strong foundation plan includes many student competitions, such as the International "Internet+" Student Innovation and Entrepreneurship Competition, the National Student Challenge Cup extracurricular academic competition, and other student competitions. In the background of "Internet+" era, if ethnic colleges and universities want to continue to integrate the dual-creative education with Civic Education to promote the high-quality development of professional education, they must continue to adhere to the effective path of the strong foundation plan as the leader and student competitions as the empowerment.

4. Conclusions

In an article titled "Contributing to Accelerating the Construction of the World's Important Talent and Innovation Heights" published by the People's Daily in 2022, the Secretary of the Party Group of the Ministry of Education, Huai Jinpeng, can easily see the important position of dual-creation education and political education in current higher education. Under the background of "Internet+" era, ethnic colleges and universities should summarize and cultivate the education mode of double-creative education integrated with Civic and Political education in accordance with their own reality, so as to promote the high-quality development of professional education and eventually cultivate a group of aspiring youths for ethnic regions, so as to build up the Chinese national community and promote In the end, we will cultivate a group of young people with aspirations for ethnic regions, and contribute to building a strong Chinese ethnic community and promoting ethnic regions.

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