

# *Ideological and political work in colleges and universities under the background of the new era: Innovation, expansion and deepening*

Chaojie Li

*Xi'an Kedagaoxin University, Xi'an, 710109, China*

**Keywords:** New era, university ideological and political work, innovation, expansion, deepening

**Abstract:** Against the backdrop of the new era, this paper explores the significance of innovation, expansion, and deepening in the ideological and political work of universities. Through the analysis of relevant theories and practical case studies, the paper discusses innovative models, expanded areas, and deepened practices in university ideological and political work. The aim of the article is to provide theoretical support and practical guidance for ideological and political work in universities, promoting its continuous adaptation to the demands of the times and the cultivation of more comprehensively developed contributors to socialist construction and successors.

## 1. Introduction

With the continuous development of society, the ideological and political work in universities faces new challenges and opportunities in the new era. The demands of the new era require universities' ideological and political work to catch up in terms of innovation, expansion, and deepening, in order to better adapt to the needs of social development and cultivate outstanding talents with a stronger sense of social responsibility and innovation. Therefore, this paper aims to explore how, in the context of the new era, to enhance the quality and level of university ideological and political work through innovative work models, expanded areas, and deepened practices.

## 2. Innovative Models in Ideological and Political Work

### 2.1. Theoretical Innovation in Ideological and Political Work in the Context of the New Era

In the tide of the new era, theoretical innovation in ideological and political work in universities has become a crucial factor in promoting quality and elevating standards. The primary task is to examine traditional ideological and political theories, making them more pertinent to the needs of contemporary students and societal development trends. The innovation in the new era should closely revolve around the socialist ideology with Chinese characteristics, emphasizing the fundamental task of fostering moral integrity in students and focusing on cultivating their sense of social responsibility, innovation ability, and comprehensive competence.[1]

Firstly, scrutinizing traditional ideological and political theories serves as the starting point for

theoretical innovation. It is essential to carefully examine historical accumulations, grasp the pulse of the times, and infuse traditional theories with vitality and contemporary significance. The innovation in the new era requires not only preserving the purity of theories in heritage but also making them more closely aligned with students' cognition and emotions through innovation.

Secondly, theoretical innovation in the new era must be guided by the socialist ideology with Chinese characteristics. This ideological system represents a unique theoretical creation for the construction of Chinese socialism, emphasizing China's distinct historical culture and social system. In ideological and political work, theoretical innovation should be based on this ideology, enabling students to profoundly understand and implement it, laying a solid foundation for their subsequent career development and social participation.

Simultaneously, theoretical innovation should also focus on inheriting and promoting the core values of socialism. By interpreting the core values in-depth, students are guided to form a correct worldview, outlook on life, and values. This not only inherits traditional moral concepts but also precisely guides contemporary value orientations, providing moral support for students to become contributors to and successors of socialist construction.[2]

In summary, theoretical innovation in ideological and political work in the new era requires scrutinizing tradition, anchoring around the socialist ideology with Chinese characteristics, and focusing on the core values. This approach aims to better guide the development of ideological and political work in universities towards a more scientific and systematic direction.

## **2.2. Innovative Models in Ideological and Political Work Based on Technological Means**

With the rapid development of technology, innovative models in ideological and political work based on technological means provide an effective approach to enhance the vitality and interactivity of ideological and political work. Firstly, by leveraging advanced information technology, we can construct online platforms for ideological and political courses, thus expanding the coverage and specificity of ideological and political education. Through online learning, students can participate more flexibly in their studies while providing teachers with more precise feedback data on student learning situations.

The establishment of an online ideological and political course platform can streamline the utilization of ideological and political resources, integrating high-quality ideological and political education content into one platform. This allows students to conveniently access the content at different times and locations, addressing the constraints of time and space in traditional classroom teaching and catering to the diverse and personalized learning needs of students.

Secondly, in technological innovation, virtual reality (VR) and augmented reality (AR) technologies can be introduced. This innovation not only breaks free from the constraints of traditional classrooms but also makes ideological and political education more interesting and intuitive. Through interactive experiences in a virtual society, students can more intuitively feel the practical application scenarios of ideological and political theories, sparking their interest in learning.[3]

The application of virtual reality technology can also create more realistic and emotionally resonant learning experiences. For example, by simulating social practices, historical events, and other scenarios, students can immerse themselves in the practical value and significance of ideological and political theories in real life, thereby better understanding and internalizing the learned content.

Therefore, innovative models in ideological and political work based on technological means not only make ideological and political education more flexible and convenient but also stimulate students' interest in learning, improving teaching effectiveness. The continued development of this

innovative trend will inject new momentum into ideological and political work in universities, better meeting the demands of contemporary students for high-quality education.

### **2.3. Innovative Practices in Ideological and Political Work through University-Enterprise Cooperation**

As one of the key avenues for innovation in ideological and political work, university-enterprise cooperation provides robust support for integrating ideological and political work more closely with societal practices. Firstly, by establishing close cooperative relationships with enterprises, students can participate in real social projects, applying theoretical knowledge to solve practical problems and enhancing their practical operational capabilities.

In the practice of university-enterprise cooperation, students no longer merely stay at the theoretical level but can apply and test their acquired knowledge in a real workplace environment. By participating in enterprise projects, students can better understand and master professional skills, cultivating their ability to solve practical problems. This practical learning not only provides students with broader career development opportunities but also helps them better adapt to the complexity of society.[4]

Additionally, innovation in university-enterprise cooperation is also reflected in the organic integration of corporate culture into ideological and political work. Through interaction with enterprises, students can gain a deeper understanding of professional ethics and social responsibility, forming a positive and upward life outlook.[5] The integration of corporate culture helps cultivate students' spirit of teamwork, enabling them to better adapt to the teamwork requirements of practical work, laying a solid foundation for their future careers.

In summary, innovative practices in ideological and political work through university-enterprise cooperation inject new vitality into ideological and political work in universities. By deepening cooperation, students can continuously refine themselves in real projects, enhance comprehensive literacy, and provide more fitting and practical educational resources for ideological and political work in universities. This innovative practice helps cultivate outstanding talents with a sense of social responsibility, teamwork awareness, and entrepreneurial spirit, providing a forward-looking path for the in-depth development of ideological and political work in universities.[6]

## **3. Expanding the Scope of Ideological and Political Work**

### **3.1. Organic Integration of Social Practice and Ideological and Political Work**

Social practice plays an irreplaceable role in expanding the scope of ideological and political work in the new era. Firstly, social practice possesses a unique advantage in transforming abstract theoretical knowledge into practical skills. By participating in social practice activities, students can apply abstract ideological and political theories learned in the classroom to specific social issues, achieving an organic integration of theory and practice. This transformation not only enhances students' comprehensive abilities but also cultivates their practical skills in solving real-world problems.

In social practice, students face a real and complex social environment, requiring them to navigate various intricate interpersonal relationships. This helps broaden students' social perspectives, deepen their understanding of social issues, and enhance their adaptability in diverse environments. For example, engaging in community service activities allows students to profoundly understand societal needs and sparks a profound awareness of social responsibility. This organic integration ensures that ideological and political theories are not confined to paper but are genuinely integrated into students' practical experiences, making them more vivid and concrete.

Secondly, social practice is also considered an effective approach to cultivating students' teamwork and leadership skills. Within a team, students need to collaborate to complete tasks and solve problems through mutual cooperation, fostering outstanding teamwork spirit. By organically integrating ideological and political work, emphasizing students' leadership development within teams, students can better exert their leadership roles in practice, contributing to the harmonious development of society.

In summary, the organic integration of social practice and ideological and political work not only makes abstract ideological and political theories more practical but also cultivates students' ability to solve real-world problems, broadens their social perspectives, strengthens their social adaptability, and simultaneously hones their teamwork and leadership skills. This organic integration not only makes ideological and political work more aligned with the practical needs of students but also gives it practical value in society.

### **3.2. Expansion of Ideological and Political Work through Interdisciplinary Integration**

Interdisciplinary integration is a crucial practice in expanding the scope of ideological and political work, providing new possibilities and vast space for enriching ideological and political work. Firstly, interdisciplinary integration injects diverse knowledge fields into ideological and political work, moving beyond the traditional realms of philosophy and political science. While traditional ideological and political work remains significant, the integration with other disciplines allows us to comprehensively connect ideological and political theories with fields such as economics, law, and engineering, achieving a cross-pollination of knowledge and making ideological and political work more diverse and practical.

Secondly, interdisciplinary integration can promote mutual permeation between disciplines, driving cooperation and communication among different disciplines. Taking economics as an example, integrating it into ideological and political work helps guide students to examine societal and economic development issues from an economic ethics perspective. This interdisciplinary practice not only helps students fully understand the practical application of ideological and political theories in real life but also stimulates their in-depth reflection on social responsibility and sustainable development.

By organically combining different disciplines, ideological and political work can better adapt to societal development and student needs. Interdisciplinary integration provides ideological and political work with broad disciplinary support while catering to students from different majors, making it more targeted and attractive. This new model of ideological and political work not only promotes the development of various disciplines but also provides students with a more comprehensive and practical educational experience, cultivating socialist builders and successors with more comprehensive literacy.

### **3.3. Expansion of Ideological and Political Work through a Multicultural Perspective**

In today's era of globalization, introducing a multicultural perspective has become an indispensable part of ideological and political work in universities. This innovative approach not only broadens students' international perspectives but also promotes the comprehensive development of ideological and political work.

The introduction of a multicultural perspective opens a window for students to delve into the cultures of different countries and regions. Through in-depth research into various cultural traditions, students can gain a more comprehensive understanding of social systems and cultural differences worldwide. This contributes to fostering a profound understanding of global society, cultivating a broader international perspective.

A multicultural perspective in ideological and political work is not just about knowledge transmission but also about cultivating a mindset. By deeply studying and experiencing different cultures, students gradually surpass narrow nationalistic views, fostering a more expansive international outlook. This open and inclusive mindset helps them better adapt to the globalized social environment, becoming competitive talents on the international stage.

Introducing a multicultural perspective can inspire innovative development in ideological and political work. Under this perspective, ideological and political work can be more specifically designed with cross-cultural exchange activities, international cooperation projects, and more to provide students with broader learning opportunities. Through cross-cultural exchanges, students deepen their understanding of the mutual influence between different cultures, enhancing their overall quality.

The multicultural perspective in ideological and political work cultivates students' comprehensive qualities, enabling them to possess not only profound professional knowledge but also the ability to navigate cross-cultural interactions with ease. This kind of comprehensive quality cultivation aims to enhance students' international competitiveness, enabling them to stand out globally.

In summary, ideological and political work from a multicultural perspective is not just an expansion but a transformation of mindset and values. This innovative trend will inject new vitality into ideological and political work in universities, allowing it to better adapt to the trends of contemporary society's diversity and globalization. In this era of multiculturalism, ideological and political work in universities will provide students with a richer, more profound academic and social experience, laying a solid foundation for their future career development and social responsibility.

## **4. Deepening the Practice of Ideological and Political Work**

### **4.1. Integration of the "Three-All-Round Education" Concept and the Deepening of Ideological and Political Work**

The introduction of the "Three-All-Round Education" concept signifies a new phase in ideological and political work, demanding the comprehensive development of students' ideological and moral character, physical and mental qualities, and academic cultivation. In practice, we deeply integrate this concept into ideological and political work to better guide students in achieving comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor.

Firstly, ideological and political work strengthens moral and ethical education to guide students in forming correct life views and values. Through in-depth study and discussions on the core socialist values, students gain a better understanding of the direction of societal development, clarifying their responsibilities and missions in society. Additionally, through organizing ideological and political theory courses, thematic lectures, and other forms, students delve into and comprehend the connotations of core socialist values, internalizing them as behavioral guidelines.

Secondly, ideological and political work emphasizes the teaching of disciplinary knowledge, propelling students to achieve outstanding academic performance. This includes not only the imparting of specialized knowledge but also emphasizes interdisciplinary learning and understanding. By cultivating disciplinary literacy, students can better comprehend the connection between their chosen major and society, enhancing their passion for knowledge and sense of responsibility for future careers.

Simultaneously, through vibrant cultural and sports activities and club organizations, ideological and political work nurtures students' aesthetic taste and physical exercise. This helps ensure students undergo comprehensive physical and mental training, not only improving their physical fitness but also fostering a positive and upward spirit. By participating in various cultural and sports events, students can strengthen their willpower, cultivate a sense of cooperation, and further enhance their

overall qualities.

In conclusion, the deep integration of the "Three-All-Round Education" concept makes ideological and political work more aligned with student needs and more in line with the requirements of the times. Through in-depth guidance and cultivation in morality, intelligence, physical fitness, aesthetics, and labor, university ideological and political work can better provide solid support for students' growth, helping them become well-rounded socialist builders and successors.

#### **4.2. Deepening Application of Mental Health Education in Ideological and Political Work**

The deepening application of mental health education in ideological and political work aims to comprehensively address students' mental well-being, assisting them in better growth and development throughout their university lives.

Firstly, we focus on the theoretical integration of mental health education into ideological and political work. Ideological and political work involves not only instilling concepts but also requires a profound understanding of students' psychological states. By combining psychological theories with ideological and political work, we can better comprehend students' inner needs, thus conducting targeted mental health education. This theoretical integration not only makes ideological and political work more scientific but also helps better address students' psychological issues.

Secondly, we pay attention to the practical implementation of mental health education in ideological and political work. Through regularly organizing mental health lectures, discussions, psychological assessments, and other activities, students gain a deeper understanding of their psychological conditions, enabling them to adjust their mindset in a timely manner and enhance their psychological adaptability. Ideological and political work can leverage professional psychological counselors to provide personalized psychological counseling services to students, enabling them to cope more confidently with stress and challenges.

Simultaneously, the deepening application of mental health education requires a focus on preventive interventions. By offering relevant courses, students can cultivate self-awareness of their mental health and regulatory abilities. By guiding students to pay attention to mental health, understand preventive methods for common psychological issues, we can prevent the occurrence of mental health problems. Such practical measures not only help improve students' overall mental resilience but also contribute to building a healthier learning and living environment.

Overall, the deepening application of mental health education in ideological and political work aims to better care for and guide students' mental health development. Through theoretical integration, practical implementation, and preventive interventions, university ideological and political work can more comprehensively serve students' growth, enabling them to make better progress in both mental health and academic development. This not only benefits individual comprehensive development but also contributes to the overall enhancement of societal mental well-being.

#### **4.3. Deep Integration of Social Service and Ideological and Political Work**

The deep integration of social service and ideological and political work aims to help students better understand society in practice, instill a sense of social responsibility, and cultivate a spirit of teamwork through participation in service activities. This deep interaction is not just an extension of practical activities but an effective way to instill the core socialist values in students.

Firstly, social service provides a platform for students to apply their acquired knowledge to practical problem-solving. By participating in social service activities, students can transform theoretical knowledge learned in the classroom into practical operational skills. This integration of theory and practice makes ideological and political work more attuned to students' needs, helping them better understand and apply the core socialist values.

Secondly, social service cultivates students' sense of social responsibility. By collaborating with communities and nonprofit organizations, students can gain a deeper understanding of societal issues and feel a sense of responsibility toward society. This cultivation of responsibility not only helps students better understand the connotations of core socialist values but also lays a solid foundation for their future societal roles.

Simultaneously, the deep integration of social service and ideological and political work is not just a practical activity for students but also an effective way to cultivate their spirit of teamwork. By establishing closer cooperation with social organizations and businesses, students need to collaborate within teams to accomplish tasks, fostering excellent teamwork spirit. This cultivation of teamwork contributes to students' better adaptation to future careers, forming a positive and upward life outlook.

In summary, the deep integration of social service and ideological and political work will provide students with a broader practical platform. This not only encourages them to better understand and practice core socialist values but also cultivates a sense of social responsibility and a spirit of teamwork. Such deep interaction will make university ideological and political work more powerfully serve students' comprehensive development, cultivating outstanding talents with a sense of social responsibility and innovative spirit, and helping students become socialist builders and successors.

## 5. Conclusion

In the context of the new era, ideological and political work in universities needs to keep pace with the times, continuously innovate, expand, and deepen. Through theoretical innovation, work mode innovation, field expansion, and practice deepening, ideological and political work in universities can better serve the overall social situation, cultivate more outstanding talents, and contribute to the development of the socialist cause. Therefore, ideological and political work in universities should closely integrate with reality, fully leverage creative thinking, and promote the innovative development of ideological and political work with a more pragmatic attitude.

## References

- [1] Yan, L. (2021). *Deepening Curriculum Ideological and Political Construction to Promote Ideological and Political Education in Universities*. *Communist Party Member (Hebei)*, 41.
- [2] Lu, Y. (2023). *Problems and Solutions in the Process of Higher Education Reform: An Analysis Based on the Perspective of Deepening Reform*. *China Geographical Education*, 32(03), 19-24.
- [3] Zhuang, Y. (2023). *Challenges and Optimization Strategies for Ideological and Political Education in Universities in the Internet Era*. *China Science and Technology Paper*, 18(11), 1283.
- [4] Min, X. (2023). *The Application Value and Practical Path of New Media Empowering Ideological and Political Education in Universities*. *Talents and Wisdom*, 33, 9-12.
- [5] Wang, M. (2023). *Innovative Development of Ideological and Political Education in the Era of Artificial Intelligence*. *Talents and Wisdom*, 33, 37-40.
- [6] Li, Q. (2023). *Analysis of the Improvement Strategies of Ideological and Political Teachers' Teaching Ability in the Perspective of "Educational Digitization"*. *Journal of Hubei University of Economics (Humanities and Social Sciences Edition)*, 20(12), 136-138.