

Ideological and Political Education in Universities under the New Era

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Abstract. The most distinctive feature of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the guiding principles of the 19th National Congress of CPC is the epochal characteristics. The new historical orientation, strategic deployment and the mission of epoch are all derived from the CPC's accurate understanding and grasp of the changes and problems of the epoch. In order to address the challenges of epoch, we must put forward a new theoretical perspective for the timeliness of the ideological and political education in universities. To fully implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the guiding principles of the 19th National Congress of CPC, we need to have a deep understanding of the opportunities and challenges that ideological and political education faces in the new era. While summing up the previous experience, we should further clarify the historical positioning and historical responsibility of ideological and political education in universities under the new era from the perspective of further advance. Hold high the banner of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era in the unity of theory and practice, adhere to the guiding principles of 19th National Congress of CPC; In the process of completing the development of ideological and political education in the new era, we should constantly enhance the appeal and times guiding force of ideological and political education in universities, and promote ideological and political education in universities according to epoch.

Keywords: Ideological and political education in universities; new era; educational concept.

1. Xi Jinping thought on Socialism with Chinese Characteristics for a New Era is the Ideological Core of Ideological and Political Work in Universities under the New Era

The report of 19th National Congress of CPC clearly points out the basic strategy, the goal, the work layout and the strategic arrangement of the new era, which are the action program and political declaration that our party will uphold and develop socialism with Chinese characteristics in the new era. The ideological and political education is responsible for the systematic education of Marxists' theory for the majority of students, and is the core course to improve and strengthen the ideological and political work in universities, to consolidate and strengthen Marxism exhibition in universities. Therefore, we must hold high the banner of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era for good.

Facing the changing nature of educational work, ideological and political work in universities, in order to improve the quality of students' ideological and moral cultivation, guide students to establish a correct outlook on life and values under the new era. We must clarify and tell the background, scientific system, practical requirements, spiritual essence and great significance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. Promoting Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era further into teaching materials, in-depth classroom and infiltration into practice, to further enhance college students' sense of identity and acquisition for ideological and political theory courses.

2. Insisting on "Foster Morality and Cultivate the Students "is the Fundamental Task of Ideological and Political Work in Universities under the New Era

During the national conference on ideological and political work in universities hosted in 2016, General Secretary Xi pointed out that the foundation of universities lies in fostering morality and

cultivating the students. In the report of the 19th National Congress of CPC, he emphasized again that education should cultivate socialist builders and successors who are well developed morally, intellectually, physically and aesthetically. General Secretary Xi stressed that the development direction of higher education in our country should be closely related to the realistic goals of our country's development and the future direction, serve the people, serve Communist System of China, serve the reform and open-up and socialist modernization. The ideological and political work in universities is related to the fundamental problem of what kind of people to cultivate in colleges and universities, how to train people and for whom to cultivate people. Colleges and universities should insist on the principle "Foster Morality and Cultivate the Students" as the central link and put the ideological and political work through the whole process of education and teaching, and should realize the whole course of educating and educating all people, should achieve full education, all-round education, should strive to create a new situation in the development of China's higher education.

3. Insisting on People-oriented is the Educational Concept of Ideological and Political Work in Universities under the New Era

Under the new situation of the times, the ideological and political education in universities should adapt to the requirements of the development of the times. Therefore, the ideological and political education work of universities should be combined with the requirements of the new era, should adhere to the concept of people-oriented education, and further strengthen the quality education of humanities.

Firming people-oriented education concept unchanged means that development must follow the principle of people-oriented. The content and requirement of humanistic quality education are to make students get promoted from all aspects of moral, intellectual and physical beauty through the cultivation of humanistic spirit and humanistic science knowledge. Thus, the humanity quality education teaching level and quality should be improved.

In order to adhere to the human-centered concept of education, it is necessary to perfect the students' teaching management system, and to establish the subject status of students in the center of education. On the basis of the unchanged subject status of students, in order to make the majority of students take the initiative to participate teaching, such points should be followed:

(1) In the process of ideological and political education, teachers should fully respect students' initiative, giving them equal and enough opportunities to participate in, and let them constantly understand and improve themselves during participation.

(2) Guide and encourage the majority of students to participate in the teaching activities of ideological and political education, promote the majority of students to improve their ability and level of awareness-raising, analysis and problem-solving.

(3) Students' rights should be fully respected in the work of teaching, and teachers should actively guide them to make right choices. Attach great importance to the humanistic care, further improve the service and policy system, and put the action into place, and then political education's humanistic care role would be fully played.

4. Improving the Incentive System is the Focus of the Ideological and Political Work in Universities in the New Era

In recent years, the reform of college system in our country has tended to be perfect, but there are still problems in the incentive mechanism of ideological and political education in some colleges: incentive system lacks scientific and innovative characteristics, incentive methods are still lagging behind and single, incentive system lacks good online consultation mechanism and so on. In the process of implementing and applying the incentive mechanism, there is no timely incentive system's update and improvement according to the characteristics of epoch and the changes of students' needs. The current incentive mechanism is short of feedback mechanism, innovation

mechanism and update system. And in the course of concrete practice, it does not apply different incentive methods flexibly according to the actual situation of the actual situation of the incentive object and the incentive environment.

The objective reasons that lead to the lack of optimization of the overall environment of the incentive mechanism are that the incentive mechanism for ideological and political education of college students is a comprehensive and complicated educational process, so the incentive physique should be based on Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and guiding principles of the 19th National Congress of CPC, constantly innovating the system, enhancing their epochal character in order to adapt to the epoch.

5. Relying on New Media is a New Approach to Embarking on Ideological and Political Work in the New Era

With the evolution of New Media technology and Internet technology, New Media has become an important part of modern people's life. As a group with strong ability to accept new things, college students have been deeply influenced by new media in their life, which requires ideological and political work to keep up with the trend of the time. By further analyzing the New Media 's influence on college students, and fully analyzing the current situation of the ideological and political education work, the author put forward a new method and idea of strengthening the ideological and political education which relies on the new media. On the one hand, the New Media not only convey information in writing, also through a variety of forms such as voice, video, image and so on, which has greatly improved the enthusiasm of students to acquire knowledge.

New media, on the other hand, further to break the concept of time and space. Student could obtain the latest information anytime and anywhere through convenient information devices, which pulls in the distance between teachers and students, and enhances the effectiveness of ideological and political education work.

6. Conclusion

Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and guiding principles of the 19th National Congress of CPC is a new era atmosphere, a brilliant chapter of the new era, a display of the new era spirit. Under the guidance of the guiding principles of the 19th National Congress of CPC and based on the practice of the construction of socialism with Chinese characteristics in the new era, the ideological and political educators in universities should grasp the orientation of epoch, face up to the problems of epoch, grasp the opportunities of epoch, shoulder the responsibilities of epoch and solve the contradictions of epoch, keep pace with the times, and develop and innovate. Teachers and students should deeply understand and thoroughly implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and guiding principles of the 19th National Congress of CPC, and often do the practice in their lives and studies so as to enhance the contemporaneity of ideological and political education. Ultimately, the modernization of ideological and political education can be facilitated step by step.

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