

# Analysis of Ways to Improve the Ideological and Political Work Quality in Colleges and Universities in the New Era

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**Abstract.** Under the background of the new era, it is a long-term, complex and systematic work to improve the ideological and political work in colleges and universities. In order to effectively improve the ideological and political work in colleges and universities, it is necessary to ensure the orientation and advancement of the work, and at the same time to strengthen the pertinence and standardization. In addition, if you want to make the quality of ideological and political work in colleges and universities really improved, also must always adhere to the leadership of the party, carry out the new era of Chinese characteristic socialism thought, a comprehensive understanding of the new era of college students ideological characteristics and behavior requirements, constantly work to strengthen the construction of quality evaluation mechanism at the same time, seize the new era of ideological and political work quality improvement of the key.

**Keywords:** the new era of college ideological and political quality improvement path.

## 1. Introduction

For the ideological and political work in colleges and universities, the party and the state have always attached great importance to it. Since the 18th national congress of the communist party of China (CPC), the ideological and political work in colleges and universities has made remarkable progress. In 2018, xi jinping, the general secretary in hosting a session of the national ideological and political work in colleges and universities, to strengthen and improve ideological and political work in colleges and universities under the new situation and puts forward relevant opinions and Suggestions, and the report, the party's 19 issued by Ministry of Education of the ideological and political work quality improvement project implementation summary "also gave high attention of ideological and political work in colleges and universities, and at the same time the work made a major decision deployment. All the signs show that it has become an important political task and strategic project to improve the ideological and political work in colleges and universities comprehensively.

## 2. Enhance the Significance of Ideological and Political Work in Colleges and Universities

To further improve the quality of ideological and political work has become the key to determine the quality of university personnel training. Quality is the effective basis and the key factor to indicate the direction of the ideological and political work in the future. Once there is no guarantee of quality, the ideological and political work in colleges and universities will appear to be a virtual situation, it is unable to continue to escort colleges and universities along the right direction, so, pay close attention to the ideological and political work in colleges and universities, improve its quality, is the core requirements of running a socialist university with Chinese characteristics. Under the current situation, the social conditions and social environment of the ideological and political work in colleges and universities have undergone great changes, and the complex and changeable international and domestic situations have put forward higher requirements for the ideological and political work in colleges and universities. In recent years, under the great attention of the party and the country and the joint efforts of all aspects, the ideological and political work in colleges and universities has made great progress and achieved remarkable results, and has shown a trend of continuous improvement. Quality is the foundation of development. The scientific development of ideological and political work in colleges and universities can be truly realized only on the basis of paying more attention to quality and efficiency, laying a solid foundation for quality, improving

quality, creating excellence and enhancing efficiency. Improving the quality is an indispensable content and important condition to ensure that the ideological and political work in colleges and universities moves forward and creates a new situation, and it is also the core requirement to realize the connotative development.

### **3. Challenges of Ideological and Political Work in Colleges and Universities in the New Era**

#### **3.1 The "Great Ideological and Political" Work Pattern of Colleges and Universities Needs to be Improved**

In order to improve the quality of ideological and political work in colleges and universities, the first task is to do a good job in top-level design, system architecture, system support and resource guarantee, and actively build an all-round pattern of in-class and out-of-class, online and offline, on-campus and off-campus education. However, in the practical work, some colleges and universities are not enough to understand and grasp the law of ideological and political work. However, some colleges and universities do not have enough innovation in the working methods and methods of ideological and political work, so it is necessary to explore the characteristic practices and typical cases of ideological and political work, and the awareness of the relevant functional departments to work together needs to be strengthened. The leading role of marxist theory in the ideological and political work of colleges and universities has not been given full play, the construction of think tanks in universities is weak, and the educational function of philosophy and social science needs to be improved.

#### **3.2 Insufficient Ideological and Political Construction of Party Organizations**

With the further development of network technology, weibo WeChat etc. The new media has welcomed the development, profound changes in media landscape and ecological environment of public opinion, the Internet often become negative public opinion fermentation, the birthplace of mistaken ideas spread and amplifier, greatly increasing the difficulty of public opinion guidance and management, and affected the party organizations in colleges and universities education administration supervision, party members and the propaganda guidance condense its role of teachers and students. In addition, individual party organizations in colleges and universities ideological and political work is weakening, diminishing effect different degree, part of the grass-roots party construction workers found jobs and not specifically, business to understand and master of none, individual cadres, teachers and students party members with the basic theory of the party's ability to solve specific problems is not strong, design thinking is not enough, also, to a certain extent restricted the basic-level party organization efficiency of the ideological and political.

#### **3.3 Teachers' Political and Theoretical Literacy is not High Enough**

With the depth of China's economic and social transformation, the profound adjustment of the income pattern and the social mainstream values meet the challenge of market profit-driven, some college teachers in the practice of withstand test of materialism and pragmatism, a ideal faith desalinate, ethics strengthen slump, the problem such as educational consciousness is not strong, especially in institutes of higher learning to adapt to the construction of "double top", requirements of connotative development under the innovation ability, talent training, supply ability and control the network new media skills gap. In addition, in the aspects of personnel introduction, annual assessment, professional title promotion, award evaluation and so on, colleges and universities tend to excessively pursue the evaluation of scientific research projects, paper publication and monographs, while the evaluation and review of "ideological and political direction, principles or attitudes are often weak or become a blank form. This, to some extent, weakens the motivation of college teachers to consciously improve their political quality and devote themselves to cultivating

people, and affects the enthusiasm and initiative of teachers in carrying out ideological and political work.

#### **4. Countermeasures to Further Improve the Quality of Ideological and Political Work in Colleges and Universities**

##### **4.1 Strengthen the Leadership of the Party and Provide Organizational Guarantee for Comprehensively Improving the Quality of Ideological and Political Work**

The key to running a good college education is to further strengthen the party's overall leadership over education. The leadership of the party in the higher education management system of socialism with Chinese characteristics has always been at the core position, therefore, it is a solid run the fundamental guarantee for the cause of higher education with Chinese characteristics and the essential feature, to fully realize the construction of education powers grand goal, comprehensively improving the quality of ideological and political work, must strengthen the leadership of the party, give full play to the party committee decide the direction, seeks the overall situation, policy, promote the reform of the core of leadership of the role.

##### **4.2 Strengthen Ideological Guidance and Firmly Grasp the Direction of Socialist School Running**

First of all, in order to grasp the real two levels of group learning, teachers and political study and party branch as the key point, always around xi about the new era of Chinese characteristic socialism and the party's 19 big spirit, the spirit of national conference on education, "don't forget the beginner's mind, keep in mind that the mission" theme education topics, such as hierarchical classification arrangement learning content, enhance the teachers and students tree prison "four consciousness", "four confidence". Secondly, set up by the party and government leadership, marxist theory experts, ideological work, teachers of high-level personnel and so on the theory of representative XuanJiangTuan, combined with xi jinping, general secretary of the new ideas in new paper indicates sustained "secretary" "expert" "teacher", guide the broad masses of teachers and students understand and grasp, action. Finally, give play to the school, research, such as school party construction research institute, institute of function and marxism theory research platform advantages, such as philosophy and social sciences research topics by Posting guide, organization, writing form such as depth research articles to encourage guide teachers and students in jinping new era research projects in the thought of socialism with Chinese characteristics, forming a batch of replicable, demonstration, promotion of theoretical research results.

##### **4.3 Adhere to the Bottom Line to Strengthen the Position Construction**

###### **4.3.1 Strengthen Classroom Management**

Formulate perfect classroom management system, and further reiterated that the classroom discipline, classroom teaching management rules and measures for the management of open online courses, learning platform, delimit the classroom teaching ideology security line and the red line and strictly implement the system of teachers' teaching assessment, the supervision of the teaching process, strict implementation of leading cadres listen to the teacher and the teaching management system, strengthen the teaching each link, behavior between teachers and students and classroom discipline, classroom teaching of ideological and political performance should be brought into the teacher's teaching quality evaluation system.

###### **4.3.2 Strengthen the Examination of Textbook Contents. Set on Strengthening Ideological Education and the Guidance of Teaching Quality**

teaching material audit record management rules and regulations about introducing foreign publications, clear teaching material selection and the principle of audit responsibility department, further perfect the ideological attribute the stronger material audit to check the work, pass of all

kinds of teaching materials choose politics, completes the introduction of the teaching material content review.

### **4.3.3 Strengthen the Positive Publicity of Ideological and Political Work in Colleges and Universities.**

Through authoritative interpretation, special interviews, series reports, video interviews and other forms, we will do a good job in the publicity and ideological work of the construction of high-level characteristic universities under the requirement of "double first-class", and study and implement the spirit of the 19th CPC national congress with practical actions, so as to push the construction of high-level characteristic universities to a new stage. Use of campus network, easy class, WeChat public number, campus media such as newspaper, radio, electronic display screen to open the nineteenth spirit of learning, "two learn how to make a" theme education column, reports the study and implementation xi new age specific measures of socialism with Chinese characteristics, reflecting the party members and cadres and staff between teachers and students in the study and implementation of the model deeds, advanced experience and good spirit.

## **5. Conclusion**

At present, socialism with Chinese characteristics has entered a brand new era and embarked on a new journey of comprehensively building a modern socialist country. In the future, many universities will be included in the national "double top" construction in colleges and universities as an opportunity to continue to study the implementation of the central committee on policy decisions and instructions of the spirit of ideological and political work, keep in mind the mission, self-motivated, actively explore effective measures of improving the quality of ideological and political work and practice, during the journey of realizing the great rejuvenation of the Chinese nation can, to make new contributions worthy of the new era, compose a new chapter of the new development in colleges and universities.

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