

Analysis on the Effectiveness Problems of Ideological and Political Education of Higher Vocational Colleges in the New Age

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Abstract: With the continuous development of the economy and the continuous refinement of the social division of labor, the demand for technical application talents is growing. The higher vocational colleges that train technical application talents have made considerable progress, and their scale has been continuously expanded and their attention has been increasing. In this context, higher vocational colleges continue to increase the training of college students' professional knowledge and applied skills, thus neglecting the guidance and education of students' values, ideology and morality and political consciousness. The lack of ideological and political education and the unsatisfactory practical teaching effect of ideological and political education in higher vocational colleges are the main problems faced by current higher vocational colleges. This paper takes the ideological and political education of higher vocational colleges as the research object, analyzes the problem of its low actual effectiveness, and gives practical measures to improve the effectiveness of ideological and political education.

1. Introduction

In recent years, with the continuous development of the economy, the demand for professional and technical application talents in society and enterprises has increased year by year. And the orientation of higher vocational colleges in China is to cultivate professional and technical application talents, so it has received extensive attention and development. Although the training goal of higher vocational colleges is based on technology application, it still needs comprehensive and in-depth ideological and political education for students and guide them to establish positive moral qualities. This requirement, on the one hand, is that because moral quality and ideological consciousness are the foundation of each student. Only those who have excellent ideological consciousness and technical ability can make outstanding contributions to the country and society. On the other hand, carrying out ideological and political education is a mandatory requirement at the national level, requiring all levels higher colleges and universities to carry out comprehensive and systematic ideological and political education activities. The purpose is to cultivate outstanding practitioners of socialism with Chinese characteristics and make due contributions to the great

rejuvenation of the Chinese nation. Therefore, it is very necessary to carry out systematic and in-depth ideological and political education in higher vocational colleges.

However, according to the current actual situation, there are many problems in the ideological and political education of higher vocational colleges. One of the important issues is the current unsatisfactory actual effectiveness of ideological and political education in higher vocational colleges. The actual effectiveness of ideological and political education is the ultimate goal of ideological and political education in higher vocational colleges. The actual effectiveness of ideological and political education is not ideal, indicating that the actual teaching effect of ideological and political education in higher vocational colleges is not good enough to meet the requirements of the state and society for the professional cultivation of ideological and political education in higher vocational colleges. Therefore, it is necessary for educators in higher vocational colleges to analyze the problems existing in the actual effectiveness of ideological and political education and explore strategies to effectively improve the actual effectiveness of ideological and political education.

2. Reasons for the Unsatisfactory Actual Effectiveness of Current Ideological and Political Education

2.1 The lack of attention to ideological and political education

At present, most of higher vocational colleges put the cultivation of students' professional skills first. Many colleges are constantly deepening the teaching of professional skills. At the same time, they are constantly opening new vocational skills training courses and adding practical training for college students. Under the fixed educational time and limited educational resources, too much emphasis on the cultivation of students' professional knowledge and skills application ability will lead to insufficient attention to the students' ideological and political education, leading to the continuous suppression of the educational resources of ideological and political education. And the ideological and political education is marginalized in higher vocational colleges^[1]. At the same time, because ideological and political education has a certain nature of preaching, most of the content is conceptual and abstract, and students are not interested in ideological and political education, and even feel boring. In addition, modern students are children who have grown up under the reform and opening up, who have been deeply cared for by the family. They are more self-conscious, unable to form resonance and identity from their thoughts and feelings, and have an indifferent mentality towards ideological and political education. Therefore, an important reason for the unsatisfactory actual effectiveness of ideological and political education is that it has not attracted enough attention.

2.2 Insufficient allocation of ideological and political education teachers

Since more than a decade ago, the enrollment expansion of higher education institutions has become larger and larger, and the expansion of higher vocational colleges has become more serious. Students enter the school in large numbers in a short time. And due to a variety of practical factors, the corresponding educational resources have not been supplemented at the same time, resulting in a serious lack of teachers in higher vocational colleges. Because ideological and political education is a long-term guided education, it is difficult to see results in a short period of time, and it is impossible to see the impact of the lack of full-time teachers in a short period of time. Therefore, the limited teacher resources of most high vocational colleges will be preferentially added to the skills development curriculum that can see results in the short term, resulting in a serious shortage of teachers in ideological and political education^[2]. Because of the lack of professional teachers,

most of colleges will allow some non-professional teachers to take into account the students' ideological and political education, or temporarily recruit part-time teachers, who will not be able to be qualified for ideological and political education in higher vocational colleges, from society. This will lead to a lack of professionalism in the ideological and political education teachers. In addition, the existence of part-time teachers has also led to a lack of stability in the teaching staff. In summary, the lack of professional teachers and the low professionalism of existing teachers have led to the unsatisfactory actual effectiveness of existing ideological and political education.

2.3 The complicated and ever-changing environment of the outside world

With the deepening of reform and opening up, economic globalization and the development of Internet technology, the speed of change in today's society is much higher than in the past. The intertwining and collision of the global economy and culture have led to the current social unrest, and the people's minds have been plagued by various external information. Due to the insufficiency of the social system, the value orientation is not strong enough, leading to the widespread spread of ideas and public opinion that are unfavorable to social harmony such as utilitarianism and exclusive concern with money in society. Especially in the new age, Internet technology is developing at a rapid pace, and the society lacks a strong regulatory and accountability system, which causes cyberspace to be full of embarrassment and public opinion violence. At the same time, modern colleges and universities can't effectively isolate from the society. Students are accepting complicated information from the outside world through mobile devices, the Internet and other modern information terminals^[3]. The students have not experienced the tempering of the real society. They lack the correct understanding and judgment of all kinds of information from the outside world, and are easily confused by all kinds of thoughts. Therefore, another important reason for the current actual unsatisfactory effectiveness of ideological and political education is that students are disturbed by various kinds of information from outside, which increases the difficulty of ideological and political education.

3. The Improvement Strategy of the Actual Effectiveness of Ideological and Political Education in the New Age

3.1 Changing concept and correctly understanding the strategic significance of ideological and political education

In view of the problem that ideological and political education is not valued, the state and society must deeply realize the strategic significance of ideological and political education for students^[4]. Ideological and political education is related to the sustainable and healthy development of socialism with Chinese characteristics, and it is related to the value orientation and moral literacy of a generation. The main body of implementation that changes the concept and strengthens the importance of ideological and political education should be the school. Higher vocational colleges at all levels should be acutely aware that educating people is the primary concern for teaching. The education of thought and morality is the most fundamental purpose of education. In addition, all higher vocational colleges must completely change the behavior that is only verbally but not actionable. The college should carry out extensive publicity, extend the awareness of the importance of ideological and political education to every teacher and student, and implement the importance into practical action through a series of measures. In addition to schools, families and society should also build awareness of ideological and political education. Parents should strengthen their children's ideological and political awareness through the role of model education. Society should also create a positive social atmosphere to guide students to establish correct ideological and moral

qualities.

3.2 Strengthening the construction of the ideological and political education team and improving the professional quality of teachers

The quality of teaching and the effectiveness of education are largely determined by the professionalism of teachers. In response to the shortage of ideological and political education teams, the state, society and schools should make certain resources tilt on ideological and political education^[5]. Higher vocational colleges should gradually increase the recruitment of professional ideological and political education personnel, and give certain preferential treatment to make up for the shortage of professional practitioners in Higher Vocational Colleges. In addition, it is necessary to comprehensively and rigorously assess the professional quality of teachers, and fundamentally eliminate the problem of low professionalism of ideological and political education practitioners. For the existing ideological and political education practitioners, the school should strengthen its assessment, reward and punishment, and promote the efforts of practitioners to do a good job in ideological and political education and improve the quality of their work. On the other hand, the society and schools should strengthen the training of professional practitioners, provide professional training courses, organize experience sharing activities for outstanding personnel, and encourage self-learning and promotion of education practitioners through various incentives.

3.3 Taking the professional ideological and political education as the core, improving the teaching mode of ideological and political education in higher vocational schools

The core of teaching in higher vocational colleges is to train technical application talents that meet the requirements of the new age. Ideological and political education should also aim at professional character education and training. Ideological and political education can not only carry out some empty ideological and political preaching, but also carry out the education work of students' professional ethics, entrepreneurial spirit and contract spirit, combined with the current social background, and the professional spirit that modern enterprises value^[6]. Specific improvement measures include courses in vocational guidance, and enhancing students' professional ethics, sense of responsibility and dedication. It can also create diversified social practice and corporate internship opportunities. Through real vocational training and introduction, students can intuitively feel the significance of ideological and political education for their future employment, so that they can establish a good professional ethic in practice.

4. Conclusion

The development of today's society is very fast. The ideological and political education of higher vocational colleges is influenced by the utilitarian teaching concept, and the effectiveness is not ideal. Ideological and political education is related to whether the school can cultivate professional and technical application talents with correct value orientation and good professional ethics. Therefore, it is necessary for us to analyze the current situation of the problem that the actual effectiveness of ideological and political education in higher vocational colleges is not ideal in the new age. From the aspects of strengthening the emphasis of ideological and political education, strengthening the construction of professional teachers, and improving the professional ideological and political education model, we will effectively improve the actual effectiveness of ideological and political education in higher vocational colleges.

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