

Research and Practice of Ideological and Political Education for Vocational College Students in the New Era

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ABSTRACT. The ideological and political education of vocational college students has become particularly important in the new era. As a worker of ideological and political education for vocational college students, it is necessary to comprehensively analyze the ideological characteristics of vocational college students in the new era and formulate targeted education methods combined with these characteristics.

KEYWORDS: New era, Vocational colleges, Students, Ideological and political education

1. Introduction

Now China is in the information age. In the new era, vocational colleges need to innovate the original management concept and mode of ideological and political education and take guiding students' ideological and political construction as a particularly important task in the development. Vocational college students' thoughts present new characteristics in the new era, so teachers need to strengthen the in-depth study of students' ideological and political education.

2. Analysis on the Ideological Characteristics of Vocational College Students in the New Era

2.1 Greater Independence in Thought

Greater self-awareness is a significant feature that vocational college students present in thought in the new era. Most of the students in vocational colleges are the only child in the family. They are taken meticulous care of at home for a long time, which makes them have strong dependence on their family, but they are often self-centered. Vocational college students don't like to be constrained by others. They have a strong interest in the activities they like to participate in, but show no desire for the activities they don't like. In addition, vocational college students also showed strong self-confidence, believing that where there is a will, there is a way. Guided by such an ideological recognition, vocational college students will not compromise easily even when they encounter setbacks. Therefore, as the ideological and political education staff in vocational colleges, we need to have a full understanding of the students' ideological state, so as to effectively carry out ideological and political work^[1].

2.2 More Diversified Values

On the whole, vocational college students' thoughts are generally positive and optimistic in the new era, which is because the students are born in a superior environment and they are greatly influenced by modern information technology. Under the influence of a large number of positive energy culture emerging from multimedia and Internet, most students have formed correct values. In addition, in the context of the integration of Chinese and Western culture, the values presented by vocational college students also show the characteristics of diversification. Therefore, the arrival of the new era is not only an opportunity, but also a challenge for the ideological and political education of vocational college students.

2.3 Urgent Pursuit of Individual Value

In the new era, vocational college students are more independent in thought. They have a strong self-awareness and pay close attention to the realization of their own value. The emergence of this consciousness is directly related to the education provided by teachers and parents and the strengthening of historical sense of responsibility. Once conflicts

arise between collective interests and individual interests, most students will emphasize personal interests. The problems presented in this kind of ideological recognition directly confirm the contradiction between collective concept and self-awareness^[2].

3. Analysis on the Problems Existing in the Ideological and Political Education of Vocational College Students

3.1 Some Deviations Existing in Educational Ideas

At present, the teaching idea and mode adopted by most vocational colleges in China still follow that of ordinary colleges and universities. There are obvious differences between vocational colleges and ordinary colleges and there are great differences in teaching ideas between them. Vocational colleges are mainly for the society to train workers engaged in front-line production. Therefore, there is a common misconception that vocational colleges attach importance to technology and neglect ideological and political education. The deviation of teaching idea also affects the smooth development of ideological and political education.

3.2 Challenges Brought to Ideological and Political Education by the Network

Network is a double-edged sword. Network technology is both an opportunity and a challenge for the ideological and political education of vocational college students. Vocational college students have strong curiosity and thirst for knowledge and the advent of network technology is meeting their needs. The good and bad information presented on the network is uneven. Once students are exposed to bad information, it is easy to affect the establishment of correct personal values, which is a great challenge to the ideological and political education in vocational colleges. Once vocational college students are influenced by money worship and hedonism, it will threaten their physical and mental health. It can be seen that in the network era, it is also an alarm bell for ideological and political workers in vocational colleges^[3].

4. Effective Measures Applied to the Ideological and Political Education of Vocational Colleges in the New Era

4.1 Actively Adopt the Implicit Way of Ideological and Political Education

In the new era, vocational college students present new characteristics in thought. The traditional and spoon-feed ideological and political education mode of vocational colleges is difficult to be contacted by students and easy to make them feel disgusted. Based on this, in the new era, the teachers of ideological and political education in vocational colleges can adopt the implicit education mode, so that students can receive education unconsciously. The effective combination of implicit ideological and political education and explicit ideological and political education can promote the continuous innovation of ideological and political education mode in vocational colleges and better meet the ideological characteristics of students in the new era. Upholding the concept of infiltration education, teachers can integrate implicit ideological and political education into extracurricular activities to build a good cultural environment for students and strengthen ideological and political education for students with the help of surrounding environment. For example, students can be organized to participate in volunteer service activities and extracurricular campus activities, so that students can improve their hands-on ability in their own practice.

4.2 Humanistic Care Introduced into Ideological and Political Education

The so-called humanistic care is to fully embody the people-oriented concept in education. The people-oriented educational idea is to take students as the main body of ideological and political education and formulate effective teaching measures from the perspective of satisfying students' psychological needs and setting off students' personal values. In ideological and political education of vocational colleges, people are the main body of education, therefore, upholding the concept of humanistic care, teachers should pay attention to care about the ideological differences of each student, promoting students to receive education better. In the new era, the personal values of higher vocational college students are easily affected by bad social atmosphere, such as utilitarianism. At this time, teachers of ideological and political education in higher vocational colleges need to fully respect students' inner thoughts and help them solve practical problems. Upholding the concept of humanistic care and implementing ideological and political education can promote the closer relationship between teachers and students, achieving the goal of moral education^[4].

4.3 Carry out Ideological and Political Education with the Help of Network Technology

In the new era, to do a good job of ideological and political education of vocational college students, teachers need to effectively utilize modern network technology. The forms of ideological and political education in different times should also make corresponding adjustments. With the help of modern network tools, teachers can obtain the most comprehensive and timely social events, which can help strengthen the ideological and political education of students, bringing a very obvious teaching effect. In the process of analyzing social events, students can cultivate their ability to see problems rationally, which plays an important role in capturing valuable information. In the complex network environment, the ideological and political education staff in higher vocational colleges need to improve their ability to identify the authenticity of information and strengthen the ideological and political education of students with the help of valuable information consultation, promoting students to establish correct values. The diversity of network information improves the liberalization degree of education system. Students can express their personal opinions under the relatively loose network culture, such as attacking the dark side of society and praising the fine style of society, which is of great significance to improve students' enthusiasm to participate in social activities [5].

4.4 Combine Ideological and Political Theory with Social Practice

Ideological and political education in vocational colleges needs to combine social practice with political theory, fully reflecting the role of ideological and political education as the main channel. In the process of organic combination, the two promote students to deepen their understanding of the society and generate the consciousness of serving the society. Ideological and political course is an important way to carry out ideological and political education in vocational colleges. Teachers need to further optimize the ideological and political course to make its educational role more comprehensive. Ideological and political course can not only be confined to the classroom, but also be penetrated into teachers and students' apartments and network platform. In addition, under the organization of teachers in higher vocational colleges, students can participate in various types of youth volunteer activities and they can be organized to participate in professional competitions such as culture, science and technology during holidays. Qualified colleges and universities can also organize students to go to the countryside activities, so that students, when experiencing the rural life, establish a sense of hard work and plain living. Besides, the teachers of ideological and political education in higher vocational colleges also need to make good use of major holidays, anniversaries, etc. as an opportunity to carry forward the excellent traditional Chinese culture, giving patriotism and collectivism education for students.

4.5 Construct Scientific and Perfect Rules and Regulations

The construction of scientific and perfect rules and regulations can promote the effective development of ideological and political education of vocational college students. Vocational colleges need to pay more attention to the ideological and political education of students and give full play to the role of teachers as guides. There is an inseparable relationship between management and education. Making effective rules and regulations can stimulate students' personal potential and encourage them to establish a sense of keep forging ahead. Therefore, vocational colleges need to fully respect each student and ensure that the rules and regulations are built on the basis of understanding and trust of students, leaving enough space for students to develop. In the process of managing students, the teachers of ideological and political education in vocational colleges need to fully respect the students' dominant position, give full play to the restraint role of the system on students' behavior, study and life, making students consciously form the awareness of abiding by social morality. In addition, teachers participating in the ideological and political education of students also need to be strict with themselves, strive to improve the quality of management personnel and increase the professional ability of ideological and political education, constantly expanding the strength of the management team [6-7].

5. Conclusion

To sum up, ideological and political education is very important for students. The above is the analysis of the issues related to vocational college students' ideological and political education in the new era, hoping to further improve the management level of vocational college students' ideological and political education.

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