

A Probe into the Innovative Development of Ideological and Political Education in Colleges and Universities

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Abstract: This paper understands the current situation of teaching and management of ideological and political theory courses in colleges and universities, deeply analyses the development of Ideological and political education in colleges and universities, and understands the opportunities and difficulties faced by the development of Ideological and political education in colleges and universities. On this basis, it puts forward how to innovate the strategies of Ideological and political education in colleges and universities.

Ideological and political education in Colleges and universities has always been the focus of attention of experts and scholars. The development of Ideological and political education in Colleges and universities has been affected by many factors. In each development period, ideological and political education in Colleges and universities will face opportunities and challenges. However, ideological and political education in Colleges and universities as a way of education with Chinese characteristics, ideological and political educators must find its contemporary point of convergence, adapt to the requirements of the times, real-time innovation of Ideological and political education in Colleges and universities. Therefore, ideological and political education in Colleges and universities should be in line with reality, conform to the trend of the times, and constantly cultivate more high-quality reliable successors and qualified builders of socialism for the motherland.

1. The development dilemma of ideological and political work in colleges and universities

As the way of information dissemination has undergone tremendous changes, the traditional ideological and political work in Colleges and universities relying on classroom teaching is facing serious challenges, which are manifested in the following aspects: lack of ideological innovation, inadequate mode innovation, lagging mechanism innovation, low efficiency, weak sustainability and low effectiveness of Ideological and political work in Colleges and universities, which is not conducive to the sustainable development of Ideological and political work in Colleges and universities in China. As shown in figure1.

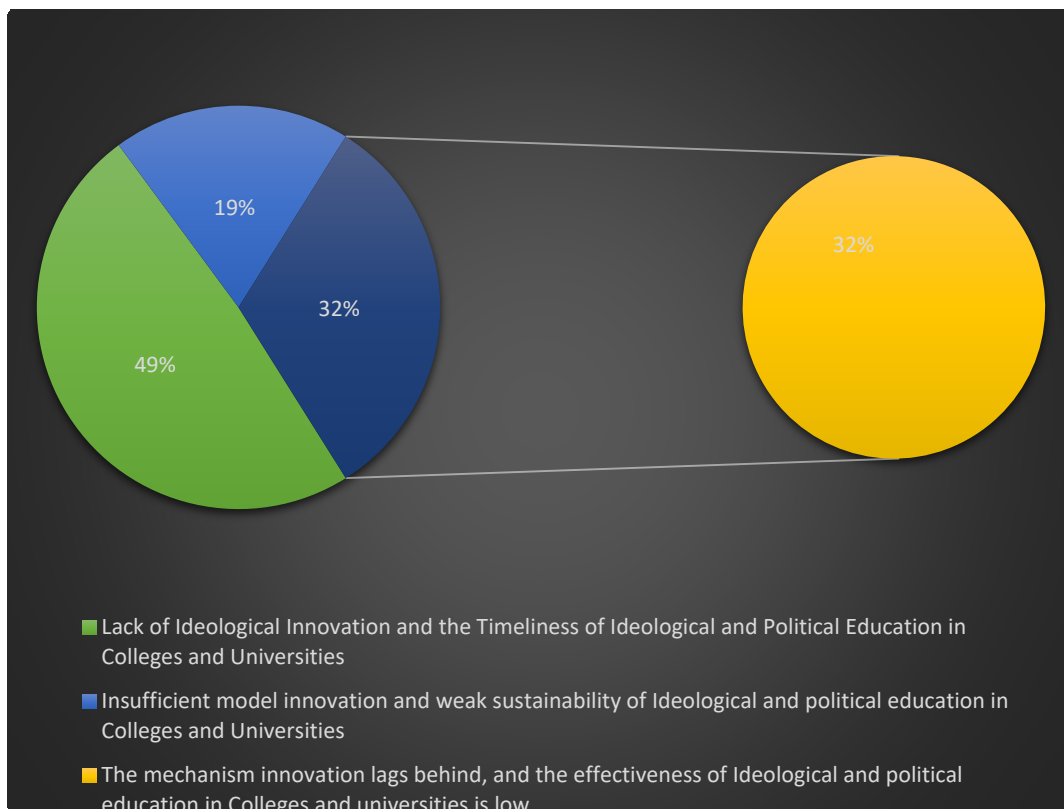


Figure 1. The Development Dilemma of Ideological and Political Work in Colleges and Universities

1.1 Lack of ideological innovation and the timeliness of ideological and political education in colleges and universities

Lack of innovative ideas and inefficient timeliness of Ideological and political education in Colleges and universities are common problems faced by ideological and political work in Colleges and Universities under the new media environment. For a long time, the content of Ideological and political education in Colleges and universities in our country has been copying textbooks. Teachers' teaching in class is also copying textbooks. Some ideological and political teachers in Colleges and universities have not updated PPT even for several years. They still teach students the content of Ideological and political education in textbooks.

1.2 Insufficient model innovation and weak sustainability of ideological and political education in colleges and universities

Insufficient mode innovation and weak continuity of Ideological and political education in Colleges and universities are the key crux of Ideological and political work in Colleges and Universities under the new media environment. The innovation of the mode can not only enhance the enthusiasm of college students for ideological and political education, but also enhance the influence of Ideological and political education in Colleges and universities. However, from the current system of Ideological and political education in Colleges and universities, there is insufficient innovation momentum in the mode of Ideological and political education in our country, which can not effectively use the power of new media to promote the innovation of Ideological and political education.

2. Research on the innovative development path of ideological and political education in colleges and universities



Figure 2. Research on the Innovative Development Path of Ideological and Political Education in Colleges and Universities

As shown in figure 2, a detailed analysis is presented above.

2.1 Changing ideological and political education concepts and exploring guiding ideological and political education thoughts

Changing ideological and political education concepts and exploring guiding ideological and political education ideas are the core premise and important basis for improving the effectiveness of Ideological and political education in Colleges and universities. Freedom, sharing and opening are important spiritual connotations of new media. Ideological and political education in Colleges and universities should fully absorb the advantages of new media. We should change our educational thinking from "indoctrination" to "guidance" instead of one-way reasoning to students. Instead, we should introduce scenario-based teaching, let students judge right and wrong by themselves, give them a free and open learning environment, and fully share the contents, methods and methods of education, so as to truly contribute to improving the effectiveness of Ideological and political education in Colleges and universities.

2.2 Enriching the means of ideological education and exploring diversified ways of ideological and political education

Enriching the means of Ideological and political education and exploring diversified ways of Ideological and political education are the key links and inevitable measures to improve the effectiveness of Ideological and political education in Colleges and universities. Therefore, the ideological and political education in Colleges and universities should not be confined to the classroom in form, the content and the method. Therefore, we should use the power of new media to break through the limitations of classroom, textbooks and class hours, including the following aspects:

- ❖ Breaking through the limitation of classroom education is not only to help students learn theoretical knowledge in classroom, but also to take students to participate in social practice, to analyze the role and advantages and disadvantages of new media, so as to truly understand the rationality and justice of Ideological and political education, and to know how to distinguish the truth and falsehood of information in new media, so as to enable students to study ideological and political education and new media information.
- ❖ we should break through the limitations of textbooks, use the power of new media to educate students in the form of audio and video, so that the ideological and political education topics

become attractive, only in this way can the ideological and political education classroom in Colleges and universities have vitality.

2.3 Paying attention to ideological education and propaganda, and exploring the mode of ideological and political propaganda by self-media

Paying attention to ideological education propaganda and exploring self-Media ideological and political propaganda mode are beneficial supplements and important guarantees to improve the effectiveness of Ideological and political education in Colleges and universities. At present, although the major colleges and universities pay attention to the promotion of Ideological and political education, they are confined to the classroom, which plays a limited role. Therefore, in the future, ideological and political education in Colleges and universities should focus on the use of new media for dissemination, such as investing resources to build the party, the Youth League Committee's micro-blog, the Weeign public number, and so on, and its operation should be carried out.

3. Conclusion

In a word, in the new era, in order to improve the effectiveness, timeliness and effectiveness of Ideological and political education in Colleges and universities, we must explore innovative ways of Ideological and political education in Colleges and universities. Based on the development trend of Ideological and political education in Colleges and universities in China, the article believes that ideological and political education in colleges and universities should: First, change the concept of Ideological and political education, adopt "guiding" teaching ideas, cultivate students' ability to distinguish right from wrong, and make freedom and openness an important concept of Ideological and political education. Secondly, we should enrich the means of Ideological and political education, form diversified ways of Ideological and political education, improve the effectiveness of Ideological and political education propaganda, make use of the characteristics of efficient dissemination of new media, and achieve the objectives of Ideological and political education. Thirdly, we should pay attention to ideological education and propaganda so as to truly improve the timeliness of Ideological and political education in Colleges and universities, so as to achieve the basic goal of maintaining the mainstream ideological position.

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