

Research on the Innovation and Development of Ideological and Political Education in Universities under the Background of Pluralism

Wangwei Xuan

Jiyang College of Zhejiang A & F University, Zhuji, Zhejiang, 311800, China

Keywords: Multiculturalism; Ideological and political education; Innovation

Abstract: In the research of IPE (ideological and political education) innovation, the innovation of IPE method is a very important link, which affects the realization degree of IPE innovation. Multiculturalism is not only a phenomenon of coexistence and interaction of different national cultures, but also a cultural value. As a concept or thought, it should be recognized that cultures have certain differences. In order to further promote the innovation and development of university IPE, it is necessary to actively explore new methods and new ways of university IPE. This paper mainly explains that under the multicultural background, university IPE should attach great importance to the impact of multicultural development on Chinese college students, and take positive measures to make university IPE play a greater role in practice, and guide college students to set up the outlook on life and values that meet the requirements of the times.

1. Introduction

College students in the new era are in the stage of globalization, science and technology are constantly innovating and developing, and the ways and scope of information dissemination are also expanding and expanding, which has changed students' way of life and study to a certain extent [1]. This requires university IPE (ideological and political education) to adhere to the problem orientation, be brave in facing the new problems and challenges in the development process, improve the quality of education with modern values, and examine the new changes of university IPE ideas in the new era with a global vision and thinking of keeping pace with the times [2]. With the arrival of multicultural background, university IPE work is facing more and more problems. For this unprecedented challenge, universities should formulate reasonable and feasible specific paths to improve the effectiveness of IPE work.

2. The concept and characteristics of multiculturalism

Generally speaking, culture is a social and historical phenomenon, and it is the accumulation formed by people's long-term social practice activities. With the deepening of reform and opening up, the formation of China's multicultural environment has become an indisputable fact, and it shows the coexistence of mainstream culture and non-mainstream culture, oriental culture and western culture, popular culture and elite culture, traditional culture and modern culture, and these cultures are increasingly infiltrating into all aspects of economic life [3], political life and people's daily life. The main features of multiculturalism are shown in Figure 1.

Diversity and equality are the core characteristics of multiculturalism. The history of cultural development is always a history of coexistence, exchange and innovation of various cultures. Multiculturalism is not a natural antagonistic relationship. On the contrary, the progress of any culture needs to absorb the essence of other cultures and make continuous progress through mutual influence and communication. All cultures of different nationalities are unique and valuable. What cultures need is coexistence. We should treat any culture with respect. Therefore, multiculturalism is equal.

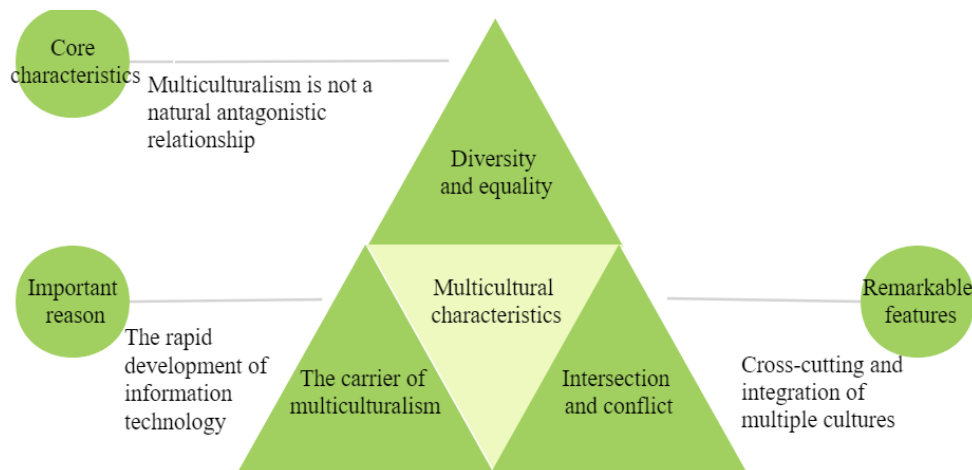


Figure 1 Main features of multiculturalism

Multiculturalism is not only a phenomenon of coexistence and interaction of different national cultures, but also a cultural value. As a concept or thought, it should be recognized that cultures have certain differences. This difference is due to the difference between each person's life style, personal identity, social experience and education. Multiculturalism does not aim at recognizing differences, or highlighting a certain culture, but finding common goals and development in all kinds of differences, and putting forward attitudes and ways to deal with the relationship between cultures [4-5]. Therefore, in a multicultural society, various cultures are not mutually exclusive and antagonistic, but coexist harmoniously, and are cultural differences and common unity.

3. The influence of multicultural environment on university IPE work

3.1. Value conflict and moral crisis

Judging from the trend of the coexistence and development of multiculturalism, at present, China is in the process of continuous collision and blending of multiculturalism, and at the same time, multiculturalism is also in the process of continuous conflict and integration. At present, multiculturalism is impacting all fields of society, even the moral and moral education of college students, which leads to the moral education crisis of young students.

Multiculturalism emphasizes that any culture is only one element among many cultures, lacking a dominant cultural value. If college students can't carefully identify and choose these cultures, it will easily lead to a real moral crisis in real life.

3.2. Multiculturalism leads to the loosening tendency of university IPE methods

Under the influence of multicultural background, college students' deep spiritual culture is seriously impacted, and their outlook on life and values are in a loose state of loss and confusion [6-7]. As the physical and psychological development of college students is not yet fully mature, they are particularly vulnerable to the infringement of various bad cultural information and the influence of anti-socialism, anti-government and anti-people remarks widely spread by criminals through the Internet. Faced with these phenomena, the university IPE method appears empty and disorderly. The reason is that the multiculturalism itself has a wide range of sources and complicated ways. If university IPE workers can't guide correctly, the IPE method will lack effectiveness and sense of the times.

3.3. Multiculturalism expands the content of IPE

The multicultural social environment broadens the horizons of college students and improves their ability to solve problems. In the real world, the culture provided by people is no longer a single name and fixed template, but a mixture of local culture, foreign culture, mainstream culture and non-mainstream culture. These diverse cultures co-exist in this society, and also in the campus culture of universities, which brings rich and colorful contents to universities' IPE. Therefore,

college students can choose their own personality and interesting culture, give individuals more choices, stimulate their potential and creativity, and will have a richer spiritual world, a stronger inner world and a more meaningful life.

4. Innovative development of university IPE work

4.1. Adhere to the method innovation of IPE under multiculturalism

In the research of IPE innovation, the innovation of IPE method is a very important link, which affects the realization degree of IPE innovation. To realize the innovation of IPE method, we must insist on paying attention to practice; Guide educated objects to actively participate in social practice, and cultivate good ideological and moral quality and behavior habits in socialist construction activities [8]. For a long time, IPE in China mostly adopts the indoctrination one-way transmission method, and the educated, as a single object, passively accepts the information output by educators. Pay attention to people's livelihood; Think about what the masses think, solve their difficulties, enhance the sense of ownership of the educated, and stimulate their enthusiasm and creativity.

We should strengthen the construction of university ideology. It is one of the main fields of ideological consciousness construction, and the construction of campus culture is related to the ideological consciousness construction of universities. It is emphasized that the first thing in the construction of university ideology is to strengthen the cultural attributes of university IPE, to extract its essence, and to integrate advanced socialist culture and excellent Chinese traditional culture into every link of university IPE working methods. In particular, red culture and revolutionary culture should be regarded as an important content and basis for the construction of spiritual civilization in universities.

4.2. Adhere to people-oriented principle and innovate college students' dominant position

IPE always focuses on implementing people-oriented and serving students, and explores a new idea with college students as the main body of innovation. Respect for college students' dominant position is the starting point of IPE innovation, and IPE work should be targeted. IPE work should accurately grasp the ideological characteristics of contemporary college students. Therefore, it is necessary to stimulate and cultivate students' awareness of subject participation.

As the breakthrough point of IPE innovation, the improvement of working methods is regarded as the standard and basis for testing the effectiveness of educational methods, whether it is conducive to improving the comprehensive quality of college students and promoting the all-round development of IPE work of college students. Under the new situation of multiculturalism, college students' ideological activities and behaviors show some new characteristics, such as confusion and diversity in consciousness, independence and variability in behavior. Educators should analyze specific problems and take the new characteristics of contemporary college students as the breakthrough of innovative working methods [9].

Combine IPE work with humanistic care. Adhere to the principle of "all for students, all for students" in IPE, then the ideological and political work can't just stay in the books or only in the field of consciousness. We should care for and care for students' real life problems, try to listen to students' truest voice, and strive to make ideological and political work reflect profound humanistic care and finally win students' trust emotionally.

4.3. Excavating the educational function of new media under the multicultural background

Radio, TV, newspapers and the Internet are the four mainstream media known by people today. Mobile phones are not only a communication tool that can only make phone calls and send short messages, but also a network terminal that can watch movies, download music, shop online and play online. University IPE workers should make full use of the characteristics of smart phones and dig their educational functions deeply. The educational data mining process is shown in Figure 2.

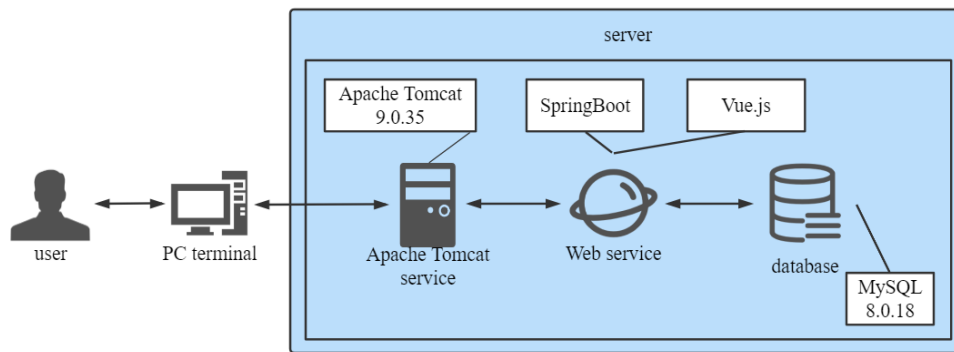


Figure 2 Educational data mining process

Educators should actively respond to these situations, fully mobilize students' subjective initiative after having a deep understanding and mastery of these high technologies, and positively guide students to choose diversified learning contents according to their own hobbies through mobile phones to explore a broader knowledge space. It's best to implant the correct values and political beliefs into the mobile phone software, and spread it in a wider range with the help of smart phones, so as to achieve good IPE effect. Let them have a healthy and stable psychological state, and building such a platform for them is of great significance to the safety of the school environment and the cultivation of students' good moral quality.

At the same time, universities should actively register their own Weibo, make use of Weibo's features of complete functions and high popularization rate to carry out IPE, and make it a tool for information exchange and interaction in schools, so that students can know the latest trends and mainstream ideas of schools, and give full play to Weibo's functions of serving students, improving teaching quality and improving campus management.

Under this multicultural background, the Internet is full of decadent ideas and erroneous values, and different ideas collide with each other in the network environment. Some college students with weak willpower and immature personality are easy to lose their judgment and are affected by these network cancers. Educators will deeply analyze the first-hand data collected, so that they can have a deeper understanding of contemporary college students' ideas, hobbies, etc. Only when we know enough about our educational objects can we better carry out IPE work for college students.

4.4. Enhance the personality charm of educators themselves

IPE, as a complex process, exerts a subtle influence on the educated, especially in daily IPE, and some invisible spiritual charms are more important than the visible ones. IPE must be a person with noble personality. Noble personality has great appeal, appeal and cohesion, which is an irreplaceable influence. Teachers' gestures at ordinary times are examples for students to learn from, which to a great extent dominate students' thinking mode and values, constantly inspire them, and can teach without teaching.

Educators should improve their own quality. It is necessary to guide students with a tolerant attitude and a step-by-step approach, but also to regulate their emotions, have a tolerance for setbacks, improve their self-mastery ability and maintain a good image. , be a teacher by example, guide students to establish correct values and moral standards, and enable them to establish a positive world outlook, outlook on life and values [10]. Therefore, in the IPE work, educators can only persuade and change the educatees' ideas, guide their activities and behaviors, and promote the educatees' self-construction of moral character through their own independent consciousness, rich theoretical and practical experience, and even shaping their personality charm.

5. Conclusions

With the arrival of multicultural background, university IPE work is facing more and more problems. For this unprecedented challenge, universities should formulate reasonable and feasible specific paths to improve the effectiveness of IPE work. The diversity of cultural environment is an

unprecedented challenge to university IPE work, and it is also an opportunity for development and progress. Universities should pay more attention to IPE work, actively mobilize any useful resources, construct a good IPE system and mechanism, and improve the effectiveness of IPE work. In college students' IPE, we should attach great importance to students' ideological characteristics and carry out education based on the actual situation, so as to lay a good foundation for further optimization and innovation of college students' IPE mode.

References

- [1] Lei Zhiming. (2016). Innovative Research on College Students' Ideological and Political Education under the All-Media Background. *Educational Theory and Practice: Subject Edition*, 2016(9), 3.
- [2] Chen Chi-hua. (2017). Exploration on Innovation of College Students' Ideological and Political Education from the Perspective of New Media-Comment on Challenges and Innovation of College Students' Ideological and Political Education in the New Media Era. *China Journal of Education*, 2017(5), 1.
- [3] Gao Jian. (2018). Innovation of ideological and political education in colleges and universities in the new media era —— Comment on "Research on ideological and political education of contemporary college students from the perspective of new media". *China Journal of Education*, 2018(2), 1.
- [4] Li Huilin. (2016). Innovative development of college students' ideological and political education under the background of internationalization. *School Party building and ideological education*, 2016(10), 3.
- [5] Wang Tao. (2018). Innovation and Development of College Students' Ideological and Political Education under the Background of "internet plus". *Ideological and Theoretical Education Guide*, 2018(7), 3.
- [6] Luo Wei. (2020). The resultant force of ideological and political education of college students in the new media environment-comment on "Challenges and innovations of ideological and political education of college students in multicultural background". *Exploration of higher education*, 2020(7), 1.
- [7] Gu Xiujuan. (2019). Research on Innovation of College Students' Ideological and Political Education —Comment on Research on College Students' Ideological and Political Education from the Perspective of New Media. *Educational Development Research*, 2019(10), 1.
- [8] Liang Xiaoshan. (2018). On the Innovation of College Students' Ideological and Political Education from the Perspective of New Media-Comment on "Research on College Students' Ideological and Political Education from the Perspective of New Media". *News Lovers*, 2018(8), 1.
- [9] Chen Yonghua. (2017). Ideological and political education of college students from the perspective of innovative development concept. *Continuing Education Research*, 2017(2), 50-52.
- [10] Liu Min. (2016). Innovation and Practice of Ideological and Political Work in Universities-Comment on Research on Innovation and Practice of Ideological and Political Education for College Students. *higher education development and evaluation*, 32(5), 1.