

Research on the Reform and Practice of Ideological and Political Courses in Colleges and Universities from the Perspective of New Media

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Abstract: in December]:2016, General Secretary Xi Jinping Pointed out At the National Conference on Ideological and Political Work in Colleges and Universities: the Ideological and Political Work in Colleges and Universities is Related to the Fundamental Issue of Cultivating What Kind of People, How to Train People, and Cultivating People for Colleges and Universities. We Should Take Moral Education as the Central Link, Run Ideological and Political Work through the Whole Process of Teaching, Realize All-Round Education, and Strive to Create a New Situation in the Development of Higher Education in China. Ideological and Political Courses in Colleges and Universities Are an Important Means to Promote College Students to Understand the Core Values of Socialism, and an Effective Way to Cultivate Qualified Talents for Socialism. Ideological and Political Course is an Important Way to Spread Ideological and Political Ideas and Promote Socialist Core Values. It Has a Strong Ideological Attribute, Which Can Point out the Direction of Thinking for College Students, So That They Can Receive Knowledge Education and Gain Growth Education At the Same Time. the Main Goal of Ideological and Political Education is to Establish Morality and Cultivate People, to Shape Students' Ideological Knowledge in an All-Round Way by Means of Education, and to Contribute to the Construction of a Harmonious Society in the New Era.

1. Introduction

The purpose of Ideological and political education in Colleges and universities is to improve the ideological and political awareness of college students and cultivate talents with good character for the society.

1.1 Values Guide

The ideological and political course itself has the characteristics of strong national and class nature. Generally speaking, Marx thought, Mao Zedong thought, Deng Xiaoping theory, “Three Represents”, Scientific Outlook on Development and Xi Jinping's new era socialism with Chinese characteristics are selected as the first choice of Ideological and political courses. It has the function of value guidance. At present, we should always take Xi Jinping's new socialist ideology with Chinese characteristics as guidance, educate and guide students to strengthen their ideals and beliefs, be loyal followers of the party, become practical practitioners of socialist core values, and strive for [1]'s great struggle, great project construction, great cause and great dream.

1.2 Guidance of Service Concept

The core values of socialism should show the harmonious unity of individual value and social value. As individuals, they need to pursue the unity of individual value and social value through their own continuous efforts. The emphasis here is on the contribution of individuals to society. Ideological and political education needs to continuously teach students that success in their career is not simply in terms of money, material and fame, nor in terms of self-worth. Instead, they should make clear their position in society and their responsibilities, actively participate in the socialist construction, and make contributions to the socialist construction. Through the dissemination of the concept of “serving the people”, college students can understand the relationship between personal value and social value, and the dependence between personal development and national

development, so as to make college students imperceptibly establish good conduct.

1.3 Career Guidance

The correct professional view is the work standard that every college student must abide by after graduation. It is not a simple professional skill, but is manifested in many aspects, such as professional ethics, work attitude, professional consciousness, etc., especially in the spirit of love and dedication to work and the sense of unity and cooperation. In the course of Ideological and political education, college students should be taught to set up correct professional outlook, firm ideals and beliefs, improve their own quality, develop independent thinking and decision-making ability, keep a positive, healthy and sunny attitude, and face opportunities and challenges with a sense of responsibility, self-confidence and self-improvement.

Table 1 Schedule of Ideological and Political Courses

Offering courses	credit	school starts	opening hours Compulsory / Elective		
Undergraduate stage					
Overview of basic principles of Marxism	3	54	72	Obligatory	
Introduction to Mao Zedong Thought and theoretical system of socialism with Chinese characteristics	6	108	108	Obligatory	
Outline of modern Chinese history	2	36	36	Obligatory	
Ideological and moral cultivation and legal basis	3	54	72	Obligatory	
Situation and policy	2	128	128	Obligatory	
Specialist stage					
Introduction to Mao Zedong Thought and theoretical system of socialism with Chinese characteristics	4	72	72	Obligatory	
Ideological and moral cultivation and legal basis	3	54	72	Obligatory	
Situation and policy	1	96	128	Obligatory	

2. Problems in Ideological and Political Education in Colleges and Universities

2.1 Emphasizing Theory and Neglecting Practice

Many colleges and universities still adopt the traditional “indoctrination” and “cramming” teaching mode, the effect of which is not ideal. In the cognition of teachers and students, they only treat ideological and political courses as ordinary courses, often just to cope with examinations and turn the most critical “spiritual transmission” of ideological education into “rote memorization” of pure educational knowledge. In such an education mode, it is difficult for college students to improve their ideological and political level, and naturally it is difficult to adapt to the current socialist construction. There is an urgent need. Because it only emphasizes the education of theoretical knowledge, which makes students prone to aesthetic fatigue and lack of interest. Moreover, although they can get more theoretical knowledge in the classroom, they are quite inadequate in how to use theory to guide practice [2].

2.2 Lay Stress on Specialty and Neglect Thought

For a long time, ideological and political education in Colleges and universities mainly relies on the education of Ideological and political theory courses, and other disciplines rarely infiltrate the functions of ideological education, including philosophy education courses. Through investigation and research, it is found that ideological and political education in Colleges and universities is only a means to complete credits in the eyes of college students, and the rich ideas contained in it are “forget before you see”, even worse. To appear in college students and the mainstream of the voice

of disharmony. Some colleges and universities regard ideological and political courses as second-class or even third-class subjects. The educational funds obtained by ideological and political courses are extremely limited. The low status of courses, the lack of investment funds and the aging of teachers are important problems facing ideological and political course education. In many colleges and universities, there are only one or two ideological and political course teachers, and even part-time teachers. The most important reason is that as a part of the ideological field, curriculum needs a long-term influence. Compared with science and engineering, the cost-effective ratio of its input and output is not high, resulting in the unwillingness of university management to invest funds in Ideological and political curriculum education.

2.3 Emphasis on Form and Content

Nowadays, with the rapid penetration of the Internet, the teaching methods have changed dramatically. Teachers make learning more interesting through PPT, video and other new teaching methods. Students can also access and download the required learning information by themselves through the network to realize the two-way learning mode. However, although many colleges and universities adopt advanced teaching carriers and platforms for ideological and political course education, the content of courseware is old and stereotyped. It is just a mechanical copy of teaching materials, which has not been updated in line with the development of the times. The role and advantages of the information age cannot be substantially reflected.

2.4 Heavy Quantity, Light Weight

Many university managers simply think that as long as the number of Ideological and political courses is enough, they can achieve the desired results. In fact, complexity leads to the increase of students' learning pressure, the gradual increase of the thought of completing tasks, and the vicious circle of learning for learning.

2.5 Focus on Objectives and Light Implementation

Many colleges and universities have set up ideological and political courses, but there is a lack of effective means to transform the purpose of Ideological and political course education into reality. For example, in the evaluation and assessment of Ideological and political courses, many colleges and universities take the way of class hours and scientific research points, although it also has a certain evaluation effect, but for improving the quality of Ideological and political education curriculum construction is still weak.

3. Measures to Optimize Ideological and Political Education in Colleges and Universities

3.1 Strengthen the Construction of Ideological and Political Course System and Improve the Educational Function of Ideological and Political Course

Combine ideological and political education with theoretical propaganda. Guide college students to actively practice the socialist core values, vigorously improve their political literacy, never forget the historical mission given by the times, and fully match it with the requirements of the new era, so as to build themselves into qualified talents. With the times, we should thoroughly study Marx doctrine, Mao Zedong thought, Deng Xiaoping theory, the important thought of "Three Represents", and Scientific Outlook on Development and Xi Jinping's new socialist ideology with Chinese characteristics. We should have a deep understanding of its rich connotation and take it as a guide to our own actions so as to ensure that political beliefs remain unchanged, political positions remain unchanged and political orientation is unbiased. Combine the ideological and political curriculum reform with the actual needs of college students. In the new era, college students have advanced ideas, diverse cultures and active thinking. All of these need ideological and political courses to change the previous fixed education mode, increase the proportion of practical courses, and some courses can be carried out in a practical way to enhance students' interest, so as to achieve the purpose of learning [3].



Fig.1 Practical Activities of Ideological and Political Education

3.2 Strengthen the Network Construction of Ideological and Political Courses and Improve the Timeliness Function of Ideological and Political Courses

Nowadays, new media, network live broadcast platform, self media and other emerging carriers have become the main way of information dissemination. People's ideological exchange has been transformed from traditional letters, telephone and other ways to face-to-face video communication. In the reform of Ideological and political education, we should actively explore the internet teaching mode, through flipping the classroom, online interpretation and other ways, to seek the education mode that students like and see, and explore the attraction of Ideological and political education. First of all, we should strengthen the network skills training of teachers in Ideological and political education, so that they can meet the needs of education in the current information age. Secondly, we should increase the investment in the intelligent construction of Ideological and political education, and introduce high-tech teaching technology platform. Finally, we should establish an incentive mechanism to stimulate the ideological and political education teachers to explore and develop the enthusiasm of online education, and seek new teaching mode.



Fig.2 Vigorously Promote the Spirit of Patriotism

3.3 Strengthen the Information Construction of Ideological and Political Courses and Accelerate the Transformation of Ideological and Political Teaching

In the new era, the teaching of Ideological and political courses in Colleges and universities should be transformed into Ideological and political courses. We should deeply explore the ideological and political theory contained in each discipline, integrate the ideological and political education concept into it, develop and innovate the ideological and political course teaching system based on information technology, effectively enhance the classroom charm of Ideological and political course education, and carry out a variety of extracurricular linkage teaching methods to make it correspond with online courses.

3.4 Strengthen the Construction of Ideological and Political Teachers and Improve Their Teaching Ability

In the new era, teachers of Ideological and political courses in Colleges and universities need to carefully analyze the relationship between information technology and ideological and political teaching, deeply understand the teaching points in the Internet era, analyze the innovation of information technology for ideological and political teaching, improve the quality of classroom teaching, and use information sharing to seek the best balance point of Ideological and political teaching. Strengthen the professional and technical training for ideological and political teachers, master the operation methods of new technology and new system, use one-stop teaching methods, provide new ideas for ideological and political course teaching in Colleges and universities, constantly improve the effect of Ideological and political teaching, and lay a solid foundation for ideological and political teaching objectives [4].

In the Internet age, ideological and political courses should follow the trend of the times, master the objective laws of ideological education, make full use of information-based teaching methods, better play the role of Ideological and political courses as the main channel of ideological education, and promote the continuous improvement of the teaching ability of Ideological and Political Courses [5].

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