

# Exploration of the Educational Mechanism of Ideological and Political Work in Colleges and Universities Based on the Development of the Times

Xuezhong Zhou<sup>1,\*</sup>

<sup>1</sup>*School of Political Sciences and Law, Ningxia University, Yinchuan 750021, China*

*\*Corresponding Author*

**Abstract:** *The times are developing rapidly, and the ideological field must keep pace with the development of the times. The ideological and political work of colleges and universities shoulders the important task of cultivating qualified builders and reliable successors of socialism. It should adapt to the laws of the development of the times and realize the youth in an orderly manner, ideological and political leadership of college students. This article uses qualitative research methods to accurately study and judge the ideological characteristics and current status of values of young college students, deeply integrate new ideas and new theories into the entire process of ideological and political education in colleges and universities, and solve the problem with the supply-side structural reform of the education system. The demand-side issues of ideological and political guidance of young college students explore new and effective ways of educating people, and then realize the new mechanism of ideological and political work in colleges and universities.*

**Keywords:** *new era, colleges and universities, ideological and political education*

## 1. Introduction

Socialism with Chinese characteristics has entered a new era, and China's development is already in a new historical position. Accurately studying and judging the ideological characteristics and current value status of young college students is the logical starting point for the orderly advancement of the reform and innovation of the ideological and political work education system in colleges and universities under the new situation. Judging from the results of domestic theoretical studies, young college students in Chinese universities are generally positive and enterprising in terms of ideological characteristics and the status quo of values, and basically maintain a stable and upward development trend [1]. Young college students have a positive attitude towards life, generally have a firm political stand and sense of responsibility, a good moral cognition, and a strong moral will. In recent years, the survey data of the ideological and political situation of college students in colleges and universities shows that college students have a high evaluation of the comprehensive civilization quality of the groups around them, but the evaluation scores of various civilization quality indicators are different [2]. Young college students also have certain ideological confusion and fuzzy values, and there is still an incomplete understanding of the corresponding social responsibilities, and their identification with socialist core values needs to be strengthened. Entering the new era, most of the young college students in my country's universities were born after the reform and opening up. Although their growth conditions are superior and their personal ideological values are deeply influenced by various environmental factors at home and abroad in the era of great changes, the group of young college students in the new era being able to consciously establish lofty ideals and ambitions has played and will continue to play a vital role in the historical process of realizing the Chinese dream. It should be affirmed that the group of young college students in the new era must be qualified builders and reliable successors in the future.

## 2. The changing trend of the education system of colleges and universities in the new era

### 2.1 Under the new situation, the education system of colleges and universities presents multi-dimensional characteristics

In the education system of ideological and political work in colleges and universities, there will

generally be an intermittent game of ideas between the supplier and the demander. The supplier and the demander are no longer a simple value concept transfer relationship, and no longer have "inputs and productions". Output, more input means more output". In today's era of cultural diversity and various social thoughts, if educators do not improve their professional capabilities and ideological and political literacy, but only use institutional authority to declare their dominant position, the ideological and political work of colleges and universities cannot fundamentally get rid of the traditional model of theoretical indoctrination, it will be difficult to meet the expected education requirements. The first is that the interaction between the subject and the object of educating people in the university education system reflects certain characteristics of the times. From a philosophical perspective, as a group of natural persons with advanced thinking abilities, educators and educators have their own thinking characteristics and behavioral paradigms with multidimensional representations [3]. As traditional media and new media are intertwined and integrated into the education system of colleges and universities, the knowledge and information received by the majority of young college students is no longer spread to students without screening by educators, and the knowledge concepts received are extensive and complex, historical and other characteristics of the times. The second is that the actual education effect of ideological and political work in colleges and universities is often reflected in the contradictory phenomenon of individual college students' identification of values. Facing the influence of various non-Marxist social thoughts, when the ideological and political work of colleges and universities is unable to study, judge and explain some social phenomena, when the value norms previously followed by the young college students have fallen, the "three outlooks" are being formed. As far as young college students are concerned, the contradictions of various concepts and cognition also appear. In the education system of ideological and political work in colleges and universities, if the theoretical indoctrination in the first classroom loses theoretical effectiveness in practice, the contradictory cognition in the hearts of young college students is self-evident. This contradiction is reflected in the inability of ideological and political work. Then there is the characteristic that a single theoretical instillation is directly proportional to the expected educating effect.

## ***2.2 The evolution of the method of educating people in colleges and universities in the new era***

In the practice of educating people in colleges and universities, it is necessary to care about the reasonable demands of the college students, avoid formalization and nihilization, and effectively enhance the sense of acquisition of the ideological value guidance of the college students. For the basic functions of colleges and universities, the most fundamental function is talent cultivation, and the most fundamental task in talent cultivation is to foster talents [4]. Fundamentally speaking, the fundamental task of ideological and political work in colleges and universities is to foster morality, persist in effectively improving the ideological and political consciousness, moral cognition level, and cultural and theoretical literacy of young college students, and educate and guide young college students to become moral, intellectual, physical, and artistic comprehensively developed compound talents. In the new situation, in-depth study and judgment of the ideological characteristics and value status of the college students in the new era to ensure the effectiveness of ideological value guidance requires three aspects of work changes.

The first is to solve the problem of deeply integrating new ideas into the whole process of college education. Xi socialism with Chinese characteristics in the new era provides scientific theoretical support for the innovative ideological and political work education system. The colleges and universities should lead ideological and political work with Xi new era of socialism with Chinese characteristics, guide the group of college students in the new era to consciously arm their minds with new ideas and concepts, ensure that the actual education effect is seamlessly connected with the orientation of talent training, and adhere to the era orientation of new ideas, improve the education system adapted to the historical position of the new era, and ensure that new ideas and concepts are deeply integrated into the entire process of reform and innovation of the education system for ideological and political work in colleges and universities. The second is to solve the problem of organic unity between the supply side of ideological and political work and the education of people and the demand side of realizing the ideological value of college students. To accurately study and judge the initial conditions and causes of the formation of the ideological characteristics of the college students in the new era, it is necessary to fundamentally clarify what the college students in the new era "need", that is, to study the fundamental issue of the "demand side"; as the main body of college education, "education", it should be clear that in the process of educating people, we should "what and how to give", that is, to solve the key issue of the "supply side" of effective ideological and political work. In the modern university education system, the group of college students is a high-knowledge group. Due to the characteristics of individual cognitive structure and the different ways of receiving

knowledge, the complex and multidimensional characteristics of the entire group thinking paradigm are determined. Therefore, the strategic positioning of the supply side of the ideological and political work in universities, the choice of education mode, and the setting of the education environment all vary from person to person. Only when the main body of education accurately studies and judges the initial conditions and actual causes of the formation of ideological values of each educated, and scientifically choose the corresponding work strategy, can the expected education effect be achieved. The last is to solve the problem of the coordination of various elements in the ideological and political work education system. In the university education system, the ideological and political work system includes the subject, object, mediator and other elements of education. Only when the elements play a coordinated role can the "coupling" function be realized [5]. From another perspective, if the various elements of the ideological and political work education system in colleges and universities are not coordinated, mutually exclusive, and contradictory, the ideological and political work system will not be able to maximize the effectiveness of education. In the new era, college students are in a diverse cultural environment, which determines that the education elements in the modern university system are dynamic variables. With the deepening of the influence of the external cultural environment, the influence of different educating subjects on the object may be inconsistent or even contradictory. In view of this expected effect, colleges and universities should update their concepts in time, adjust their thinking on educating people, and achieve "advanced with the times and new in light of the situation" to ensure the maximum effect of educating people.

### **3. In the new era, ways to improve the education mechanism of ideological and political work in colleges and universities**

In the work of educating people in the new era, colleges and universities should insist on improving the effectiveness of ideological and political work as a fundamental entry point, strengthen "education guidance, practical training, and system guarantees", and constantly explore effective education paths to ensure education Timeliness, accuracy, and effectiveness, and constantly improve the quality of education of ideological and political work; It is necessary to scientifically coordinate the education elements of various education groups and positions, and form a scientific, effective, and multi-point integrated education system and model. Explore the integration of ideological and political work into the various education links of the school, and use the education elements and potential functions of the school work in the multi-dimensional education system, and strive to maximize the effect of collaborative education, and make good use of it is dialectically related to the development of university students the essential elements of education, promote the formation of a "multi-dimensional education system" pattern.

#### ***3.1 Promote the function of "management and education", strengthen the top-level design of ideological and political education, and realize new ideological cognition***

The ideological and political work of college students is realized in the management of all aspects of the education system of colleges and universities. The colleges and universities are the main battlefield of education. The teaching, scientific research, student work, logistics support, and safety protection of colleges and universities require scientific management, institutionalized management. Standardized and orderly management can promote the formation of a civilized and orderly campus environment. For young college students, only in a standardized and orderly management environment can they be physically and mentally happy, can they continue to strengthen their recognition of the school, and can they enhance their love for the school. In order to ensure the maximum effect of education, this requires us to combine standardized management with moisturizing and silent education methods, improve the system and mode of student education management, realize the standardization of campus governance capabilities and governance systems, and explore the impact of management on students' ideology and politics. The guarantee function of work is to create an educating environment with effective governance and standardized management in an orderly manner, and guide young college students to grow and become talents in the continuously optimized school environment.

For colleges and universities, all elements of education are for students to grow and become talents, and adhere to the principle of "cultivating people with morality" as the center. In the process of serving the growth and talents of young college students, the solution of ideological problems is closely integrated with the solution of practical problems, the starting point of work is to truly focus on the development needs of young college students, and to solve the reasonable demands of young college students in their daily study and life; it is to scientifically coordinate the education elements of all links

in the college service system, standardize the education model, and give full play to multiple services. The coordinated education function of the elements, establish and improve the goal-oriented mechanism, improve the work evaluation method, in the service education, guide the young college students to continuously increase the love of the school, fully recognize the school governance, and establish the correct value pursuit and forge ahead.

### ***3.2 Dig deep into the work path of "cultural education" and guide young college students in the new era to identify with the socialist culture with Chinese characteristics***

Culture refers to people's way of thinking and behavior paradigm, while cultural self-confidence indicates the overall cultural mentality of a country and nation. "Without a high degree of cultural self-confidence and cultural prosperity, there would be no great Chinese national rejuvenation [6]." In educating people, according to the specific orientation of the concept of cultural self-confidence in the ideological and political work of colleges and universities, it will help to lead a new era. The group of young college students has firm ideals and beliefs. The central literary and art forum in the new era requires that an elegant cultural appreciation platform be provided for the people, system design and implementation should be strengthened, and a scientific and reasonable cultural system should be established. In the new era, colleges and universities should use cultural and cultural education, pay attention to exploring the function of cultural education, effectively enhance the recognition of young college students with Chinese excellent traditional culture, subtly integrate cultural elements into the education work, and actively build culture education platform, carefully build cultural education brand, so that college students in the new era can raise their ideological and political consciousness in cultural practice, and continuously strengthen ideological value guidance.

### ***3.3 Strengthen the work path of "practical education" and explore the establishment of a comprehensive and three-dimensional new pattern***

Exploring the pattern of "practical education" can effectively enhance the value leading power of new ideas and concepts. Exploring to rely on a stable social practice base and voluntary service platform, to guide college students to participate in social practice in a normal way through concentrated team formation and decentralized activities, so that young college students can "get educated, develop talents, and make contributions in real social and historical circumstances "; strengthen the ability of observing and analyzing society in practice, "learning and practicing" the party's innovative theory in practice, and make due contributions to socialism with Chinese characteristics in the new era.

### ***3.4 Exploring the work path of "organizing and educating people" to ensure the orderliness and accuracy of the work of educating people***

In the new historical period, in the face of a group of young college students who are prosperous and strong with the country, the focus and main direction of ideological and political education in colleges and universities. In the university education system, the realization of the ideological value guidance of the university student group is led by the "Party and Government League" organization. In order to ensure the effectiveness of puzzle-solving in the micro-sphere, colleges and universities should give full play to the puzzle-solving, puzzle-solving and educating functions of the party, government, league and academic organizations at all levels to ensure the orderly development of educational organizations. Under the new situation, the party, government, league and academic organizations at all levels in colleges and universities should have sufficient self-consciousness to explore new ways of "organizing and educating people". University educators should consciously practice the "Four Haves" good teacher standards, unite knowledge and practice, and strive to be a model of caring for the growth of students and helping them become talents. It is necessary to focus on giving play to the exemplary and leading role of teachers and the backbone of university students, the improvement of teacher ethics, and the selection of advanced models, so that the party, government, league, and academic organizations at all levels in the university system can play a synergistic effect.

### ***3.5 Innovate the work path of "wisdom ideological and political" to ensure the timeliness of educating people and the reach of the audience***

Under the new historical situation, the use of new media and self-media platforms to create a new pattern of "wisdom, ideological and political" education has become a new way to carry out ideological

and political work. Today, as the social network community is growing, new online media and other "smart ideological and political" methods have an important impact on the education of colleges and universities. Internet new media is an important carrier for college students to establish interpersonal communication, connect feelings, and express their ideological and value demands. Emphasis on the development of the "wisdom ideological and political" education model is related to the "timeliness" and "audience" of the ideological value guidance of college students. The online media space is also a "double-edged sword". It is necessary to avoid its objective disadvantages, give full play to its positive energy, fully grasp the law of educating people by "wisdom ideological and political" means, and adopt a combination of new media and traditional media, to realize the effective dissemination of socialist core values. The colleges and universities can adopt targeted "smart ideological and political" methods according to the characteristics of different audience groups, and ensure the timeliness and audience coverage of ideological and political theory education by building scientific online media platforms.

#### 4. Conclusion

In the new era and new situation, to realize the ideological value guidance of college students and ensure the effectiveness of educating people, institutional arrangements for educating people should be done. Realizing the ideological and value guidance of college students in the new era is an extremely complex education project. Only by establishing a long-term education mechanism, can we continuously cultivate outstanding talents who can carry out great tasks. In the practice of educating people, we must follow the growth law of the college students in the new era. From theoretical indoctrination to practical education, every link must be scientifically arranged, carefully designed, and systematically grasped to ensure the effectiveness of the ideological value guidance of the college students in the new era, fundamentally guarantee absolute security in the field of the ideology in China.

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