

The internal logic of the optimization of ideological and political education in colleges and universities from the perspective of "Three-wide Education"

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Abstract: "Three-wide education" is a key measure for colleges and universities to carry out the fundamental task of cultivating talents and effectively improve the quality of talent cultivation. In order to further optimize the actual work efficiency of ideological and political education in colleges and universities, it is necessary to scientifically grasp the core connotation and basic logic of the "three-wide education", strictly follow its prominent characteristics of synergy, continuity and systematicness, and take practical measures to improve the system and mechanism, scientifically integrate the layout and actively build a platform. Efforts to solve the current ideological and political education work faced by the system and mechanism to be improved, multi-party education team to be strengthened, the integration of various education links to be improved, the need to strengthen the interaction of various education channels, and so on, so as to achieve the overall goal of full education, whole process education, all-round education, to ensure the quality and efficiency of the university's moral education project.

Keywords: Three-wide education; Colleges and universities; Ideological and political education; Internal logic

1. Introduction

"Three-wide education" is a new proposition that conforms to the current development trend of higher education. Guiding ideological and political education in colleges and universities with the basic idea of "three-wide education" is helpful to solve the problems of ideological and political education in the main role of education, long-term education mechanism, education system structure and other dimensions. Therefore, an in-depth study of the core connotation, essential characteristics and logical path of the "three-wide education", a systematic analysis of the current practical difficulties faced by ideological and political education in colleges and universities, and on this basis, the implementation path of the optimization of ideological and political education in colleges and universities from the perspective of "three-wide education" is proposed to optimize and improve the quality and effectiveness of the current ideological and political work in colleges and universities. It has very important theoretical significance and practical value.

2. The theoretical implication of the optimization of ideological and political education in colleges and universities from the perspective of "three-wide education"

In a broad sense, the concept of "three-wide education" is a systematic education concept integrating objectives, principles and measures, emphasizing the basic efficiency of joint education in the process of education; In the narrow sense, it is an educational method mainly used in the field of ideological and political education, emphasizing the combined effect of the whole staff, all aspects and the whole process in the process of education, and the joint management, bringing together a strong ideological and political education force. The internal parts of its theoretical system are interrelated and intertwined, and there is an inseparable internal logic between them.

2.1. The core connotation of the concept of "three-wide education"

The core meaning of "three-wide education" lies in "putting moral education and cultivating people in the central link of education and teaching, and rising to the fundamental standard for testing and measuring all work of the school" [1]. Specifically, it is mainly divided into three aspects: whole-person education, whole-process education and all-round education, with the purpose of promoting the object-oriented all-round development and growth of ideological and political education. The proposal of its educational concept not only reflects the state's great attention to the ideological and political training of students, but also provides a new practice for the innovation and reform of ideological and political education in colleges and universities. From a specific point of view, the three aspects of whole-person education, whole-process education and all-round education are each part but interact with each other, and an integrated ideological and political education system is built on the basis of the implementation of the fundamental task of moral education.

Firstly, the full staff education from the literal level of analysis, "full staff" refers to the cover of all teachers, teaching assistants, functional department personnel, logistics support personnel, all students and other groups. "Educating people" is an object oriented comprehensive education of morality, intelligence, physical beauty and so on, so that they can really grow into talents after education and training. In other words, whole-person education requires extensive planning and coordination of all college personnel to participate in the ideological and political education work of students, extensive cohesion, and in-depth promotion of the construction and improvement of the ideological and political education system.

Secondly, whole-process education is a standardized requirement for the time dimension of college education, which refers to the continuous education for all aspects of college students' growth [2], that is, ideological and political education should run through the whole process of college students' study and life, emphasizing that ideological and political education in colleges and universities should not only stop at a certain period of knowledge transfer in the classroom. It should cover all periods of time, such as after class and after leaving school. In addition, it should also combine the personalized characteristics of college students in different stages of development, combined with educational means such as curriculum ideology and politics, social practice, and infiltrate the educational elements into all aspects of college students' study and life, highlighting the characteristics of continuity and continuity of ideological and political education.

Thirdly, the goal of all-round education is to cultivate compound talents with all-round development of morality, intelligence, physical fitness, the United States and labor, to fully explore and integrate all the advantages of educational resources available inside and outside the school, to broaden the radiation field of ideological and political education in colleges and universities, and to give full play to the main channels of classroom teaching, relying on multiple places such as classrooms, laboratories, dormitories, schools, families, society and other multiple scenes. To build a comprehensive ideological and political education system such as theoretical teaching, experimental activities and social practice, so as to improve the effectiveness and pertinence of ideological and political education work, so as to promote the growth of college students.

2.2. The outstanding characteristics of the concept of "three-wide education"

By analyzing its internal elements, it can be found that the whole-staff education emphasizes "whole-staff participation and collaborative education", answers the question of "who trains people", clarifies the main body of ideological and political education, and highlights the characteristics of collaborative education; Whole-process education advocates "whole-process layout and continuous education", answers the question of "when to train people", defines the time dimension of ideological and political education, and highlights the characteristics of continuous education. All-round education focuses on "building a system and systematically educating people", answers the question of "what kind of people to cultivate", clarifies the spatial dimension of ideological and political education, and highlights the characteristics of systematic education.

First of all, the concept of "three-wide education" highlights the characteristics of synergy in the level of education subjects, resources and means. First, as a means of collaborative education, "three-wide education" requires the school to bring together the efforts of various groups of education, jointly commit to the ideological and political education in colleges and universities, and build a new pattern of collaborative education with full participation; Second, in terms of resource allocation, the "three-wide education" requires opening up all education channels, linking all departments of the school and all fields

of society, fully tapping and coordinating advantageous education resources, and making them inclined to the field of ideological and political education. Third, the concept of "three-wide education" focuses on expanding basic education means, requiring the gathering of classroom knowledge education, scientific research special education, practice comprehensive education, network diversified education and other education methods to promote students' all-round growth and talent.

Secondly, the concept of "three-wide education" presents the characteristics of continuity in the time, space and concrete means of education, which is mainly caused by the stage and particularity of the growth law of the object of education. First, the gradual progress of the cultivation object determines the continuity of the cultivation time. To a certain extent, students' outlook on life, values, behavior habits and conceptual cognition are largely related to what they see, know, think and realize in their personal growth and development. Therefore, the ideological and political education work in colleges and universities must run through the growth and development of students and the education of schools, and form a link and closed loop in the time dimension of education. Shape the whole process of continuous education pattern. Secondly, the diversity of the development direction of the object determines the continuity of the cultivation space. Ideological and political education also attaches great importance to the complementary combination of classroom theory and after-class practice, requiring education activities to be extended to different practice fields, so that students can receive ideological and political education in different activities such as classroom learning, social practice, science and innovation competition, volunteer service, and realize the positive interaction between theory and practice.

Finally, the concept of "three-wide education" highlights the systematic characteristics in the level of education elements. The theme of "three-wide education" concept is to cultivate talents, the specific requirements of education are full participation, the whole process of effort, all-round design, the internal elements of each other independent, interrelated, inseparable, complement each other, is the goal of education, ideological understanding and practical requirements of the internal unified value category. The operation force of the basic education mechanism of "three-wide education" is not only dependent on the construction and development of a single link, but the system operation result of the integration and complementarity of various internal elements. In the optimization work of ideological and political education in colleges and universities under the vision of "three-wide education", we should follow the basic attributes and unique efficiency of each element, scientific layout and rational use, so that they can coordinate and supplement and work together.

2.3. The internal logic of the concept of "three-wide education"

The basic idea of "three-wide education" is composed of three prescriptive elements, such as the subject of education, duration and coverage, which have their own systems, but there are interwoven and complicated internal logical relations. The development of ideological and political education in colleges and universities from the perspective of "three-wide education" requires us to further clarify the connotation of many elements of the "three-wide education" education system, and more importantly, to coordinate and grasp the internal relations between the elements, as well as the role and status of each element in the overall education system, so as to better play the advantages and roles of the "three-wide education" education force. Under the new era background, college education should be organized around the basic task of cultivating people by virtue. The concept of "educating people by three aspects" takes cultivating people by virtue as the core task, fully integrates and mobilizes educational resources, and makes educational subjects, duration, coverage and other elements connect and interact with each other to form a powerful force of ideological and political education. "Whole" is the important benchmark and core of the concept of "three-wide education" in colleges and universities in the new era. We should closely focus on this key to clarify the internal logical relationship of whole-person, whole-process and all-round education.

Specifically speaking, all staff education is a standardized requirement for the ideological and political education work team in colleges and universities. All faculty and staff in colleges and universities are the main elements of education activities, and are responsible for formulating education goals, designing education plans, optimizing education links and other specific tasks, which are the key factors determining the results of the final education work. Cooperate with each other, communicate and connect, and build up the ideological and political education model of "full participation"; The whole process of education is a standardized requirement for the time element of ideological and political education in colleges and universities. It is governed by the subject element, which runs through the education project according to the growth law of the cultivation object, and builds a "sustainable" ideological and political education model. All-round education is a standardized requirement for the elements of the work space of ideological and political education in colleges and universities. According

to the development needs of the cultivation objects and specific educational resources, it is comprehensively cultivated and improved to build a "three-dimensional" ideological and political education model. All-round education and whole-process education also constitute a dual dimension comprehensive education criterion covering the horizontal time and vertical space of ideological and political education work, and become an interactive bridge connecting the subject and object of education. The internal components of the concept of "three-wide education" are independent but interrelated. Only by fully tapping the endogenous functions of each element, making them closely combine and interact with each other, and establishing a comprehensive cultivation system of "three-wide education" can we truly realize the ultimate goal of ideological and political education in colleges and universities.

3. The realistic dilemma of the optimization of ideological and political education in colleges and universities from the perspective of "three-wide education"

The optimization of ideological and political education in colleges and universities from the perspective of "three-wide education" is a systematic project that needs long-term layout and scientific planning. This requires that in daily work must be accurate research and judgment, landing effective. However, at present, the educational strength of some colleges and universities is relatively scattered, and a good situation and a strong educational force of "full education, whole process education and all-round education" have not yet been formed. Among them, there is not only a deep understanding of the basic concept of "three-wide education" at the subjective level, but also the impact of external environment changes, historical development inertia and other objective reasons, resulting in the quality and effectiveness of its education work to a certain extent, there is still a gap between the expected goal.

3.1. Full staff education - The strength of the education team needs to be strengthened

The basic concept of whole-person education requires that ideological and political education work in colleges and universities should not only be carried out by counselors, full-time teachers of ideological and political courses, and personnel of educational administration departments, but also administrators of functional departments, party and government cadres, parents of students, and relevant personnel of social enterprises should participate in the reform process of ideological and political education in colleges and universities, so as to fully gather advantageous main resources for education and make them effectively linked. Form a joint force for educating people and effectively improve the effectiveness of educating people. However, in reality, due to the low efficiency of personnel deployment, lack of teachers, and unequal coordination of main body resources, the education force of the whole personnel education system is insufficient, which hinders the optimization and improvement of ideological and political education in colleges and universities. To be specific:

Firstly, the internal motivation of full-time teachers of ideological and political courses is insufficient. Influenced by the weight orientation of teacher evaluation, especially the promotion and title evaluation system, some teachers attach importance to scientific research achievements and teaching achievements, but pay little attention to the effectiveness of ideological and political education. In addition, there is no clear quantitative standard to measure the effectiveness of education, and most teachers focus on the overall index task evaluation, which leads to the phenomenon that teachers tend to emphasize knowledge imparts and neglect knowledge education. Secondly, the incentive mechanism of ideological and political theory teachers in colleges and universities is mainly rigid constraint and interest-driven, and lacks the driving force to actively participate in the education work.

Secondly, the education responsibilities of some functional departments and managers are not clear. Although the staff and other managers of the functional departments of colleges and universities shoulder the responsibility and mission of full participation in ideological and political education, due to their different responsibilities, different degrees of correlation with specific education objects, and few clear requirements for the investigation of their education effectiveness, their own understanding of education responsibilities is unclear, and it is difficult to effectively perform the specific education responsibilities and missions. The reason is that under the management mode of traditional departments and departments, each department inevitably causes the concept of local work due to the fixed and flat scope of authority, and lacks the understanding of the new concept of education.

3.2. The whole process of education - the integration of all aspects of education needs to be improved

The basic principle of whole-process education requires that ideological and political education

should be integrated into the whole process of daily college teaching and teaching and the whole stage of students' growth and development, in other words, the elements of ideological and political education should be internalized into professional courses, and the radiation period of ideological and political education should cover each period of students' growth and development. Both of these processes involve how to achieve effective integration and dynamic cohesion. As for the former process, although the ideological and political education work and daily teaching work have certain similarities in the education function level, but in the concrete realization of the logic and methods are different; In terms of the latter process, the key to its effective connection lies in whether it can open up the connection vein of ideological and political education in primary and secondary schools, and whether it can effectively integrate the ideological and moral cultivation of students during the school period with the cultivation of personal cultivation during the non-school period, which includes the integration and interconnection of multiple elements such as education principles, goals and means. It also involves the law of ideological and political education work, the law of citizen's ideological and moral development and other fields of education, which contains many elements and involves a wide range of imaginable. Due to the limitations of the above problems, the integration of all aspects of the whole process of education needs to be further improved.

Firstly, in terms of the integration process of ideological and political education elements and professional courses, the internal logic of its interconnected development and the practical path of collaborative effort still need to be further studied, especially the lack of theoretical analysis, resulting in a logical separation between daily ideological and political education work and ideological and political education guidance in professional course teaching. Due to the differences in the discipline logic, value norms and practice of different professional courses, the mining of the elements of ideological and political education in the current professional disciplines shows a simple characteristic rather than a regular purview. In addition, as far as the integration process of daily ideological and political education and professional ideological and political teaching is concerned, although there are some similarities in the education goals and value purview, there are some differences in ways, methods, conceptual standards and other aspects, which lead to the failure to form a logical superposition effect when the two work together in ideological and political education.

Secondly, as far as the ideological and political education work is integrated into the whole stage of students' growth, the current ideological and political education work in some colleges and universities fails to reach the target effect in the coverage and radiation range in the time dimension. The arrangement of distributed theory courses does not conform to the objective law of gradualism and stages in the cultivation of ideological and political morality of college students, and cannot form a systematic and scientific environment for the cultivation of ideological and political theory literacy. As a result, most senior students only attach importance to the rational exploration of professional disciplines and the improvement of skills, and lack the organic interconnection of disciplinary knowledge and ideological and political education.

3.3. All-round education - all education channels need to strengthen interaction

All-round education involves multiple fields such as in-class and off-class, online and offline, on-campus and off-campus, etc. These fields have different educational advantages, follow different educational principles, and have different emphasis on educational concepts, goals, and means. In the process of collaborative education of ideological and political education in colleges and universities, all kinds of education Spaces need to strengthen interaction to achieve "complementary integration" and maximize the integration of multi-channel education forces. This requires that the ideological and political education work in colleges and universities should focus on the comprehensive development of students' morality, intelligence, physical fitness, the United States and labor, and strive to create a multi-dimensional education platform, infiltrating and integrating various elements of ideological and political education into the multiple activity space where students are. However, in the concrete practice process, it is not easy to coordinate and synthesize the education efficiency of different types of fields, take into account the interest demands of different education subjects, and generate relatively systematic and complete education norms and value pursuit. As a result, there are still problems such as poor connection, insufficient interaction and insufficient integration of various education resources in the current all-round education project.

Firstly, the coordination of education between class and class is not good. In recent years, with the popularization and practice of the basic concept of "three-wide education", colleges and universities have made great progress in the process of promoting the integration and development of professional courses and ideological and political education elements, and diversified teaching plates such as curriculum

design, experimental exploration, engineering practice, and social practice have initially formed exercises, but some professional courses still remain at the level of theoretical knowledge teaching. Lack of deep integration of professional knowledge and practical application;

Secondly, the interaction between online and offline collaborative education work is not enough. Online and offline are two different educational fields in which students are located, each with different educational characteristics. In the current practice of ideological and political education, online and offline are only understood as two different teaching modes, and the knowledge points of offline teaching are simply transferred to online classes, and students only passively switch the educational scene, without realizing interactive and optional knowledge acquisition in online classes. In other words, the current online and offline two fields of ideological and political education model differences, efficiency play and other issues are still lack of systematic research, should scientifically grasp the different advantages of the two fields of education, and organic integration with ideological and political education elements, forming a "1+1 > 2" for significant performance.

4. The practice path of optimizing ideological and political education in colleges and universities from the perspective of "three-wide education"

To effectively resolve the thorns and barriers in the optimization of ideological and political education in colleges and universities from the perspective of "three-wide education", we need to start from the aspects of system mechanism, basic layout and platform construction, promote the deep integration of "three-wide education" and ideological and political education in colleges and universities, and create a dynamic education environment with full participation, whole process cohesion and all-round effort.

4.1. Improve institutions and mechanisms, and pool the joint efforts of education subjects

As for the whole ideological and political education system, although the elements contained in it, such as educating ideas, subject resources, object pursuit and value orientation, are not the same and have their own systems, they are interwoven with each other and interlinked to form a complete ideological and political education complex. In the process of concrete education, only when the sub-elements run in an orderly manner, coordinate and supplement, can the ultimate education efficiency of the whole system be brought into play. As an independent value category, in order to make each element of education relatively orderly, in addition to ensuring the orderly arrangement of its internal structure, it also needs the passive institutional constraints of the whole education system. Therefore, it is necessary to start with improving the relevant system and mechanism, improve the relevant system around the organizational operation mechanism, the responsibilities of education subjects, supervision and assessment standards, and scientifically handle the relationship between education subjects at different levels, so as to achieve the long-term goal of gathering the joint efforts of education subjects and optimizing and improving ideological and political work.

Firstly, improve the institution system of college education. Focus on the basic orientation of education, strengthen the guarantee function of scientific management for moral cultivation, study and sort out the educational elements of each management post in the school, clarify the educational responsibilities and requirements of each functional department, and promote all teachers to focus on ideological and political education. We should strengthen the top-level design of ideological and political education through scientific research, discussion and exchange, and improve the system, so as to improve the pertinence and adaptability of relevant educational elements and policy requirements. But also according to the situation of the position, the preparation of the job description, clear the content, path and standard of the management and education of each position, strengthen the requirements of education, and clarify the responsibility of education.

Secondly, improve the teacher evaluation system. Select and strengthen ideological and political education assessment and evaluation teams at all levels, improve the evaluation and incentive supervision mechanisms for ideological and political teachers, and attach importance to the application of assessment results; Establish a dynamic post adjustment mechanism commensurate with the development of the school, and set up a mobile training center for ideological and political teachers. Adhere to the teacher's ethics as the first standard of teacher evaluation, strictly introduce the recruitment of teachers and talents into the political assessment, establish and improve the teacher's ethics assessment system, bring the ideological and political performance and educational function into the scope of post assessment and evaluation, stimulate the internal motivation of the backbone team to participate in the ideological and political education work, and create a vivid situation of all staff education.

4.2. Make scientific planning and layout to realize interconnection and integration in the whole process

The optimization and improvement of ideological and political education from the perspective of "three-wide education" not only stays in the simple adhesion of various education elements, but also effectively condenses multiple education resources in the path of scientific logic, making it an internal unity connected and supplemented with each other, and penetrates its burst ideological and political education forces through the multiple activity scenes of education and various stages of growth and development of the education object. To achieve the full coverage of all aspects of ideological and political education, and shape the whole process of education.

Firstly, promote the simultaneous construction of "ideological and political curriculum" and "curriculum ideological and political curriculum". Colleges and universities should closely focus on the central task of promoting morality and cultivating people, focus on the basic goal of students' all-round development of morality, intelligence, physical fitness, the United States and labor, make an overall plan for ideological and political curriculum goals, improve the ideological and political curriculum system, coordinate and promote the construction of ideological and political curriculum content, and improve the teaching and research mechanism through centralized lesson preparation, unified training, overseas study, on-site teaching, practical teaching, off-campus expert teaching and other forms. Comprehensively improve the ideological and political teaching level. At the same time, we should also solidly promote the ideological and political construction of the curriculum, combine the academic characteristics of the school, optimize the relevant curriculum Settings, deeply explore and use the ideological and political elements contained in each course and teaching methods and the ideological and political education functions carried by them, and pay attention to exploring the compatibility and correlation between the educational resources and the subjects and objects of education. Efforts should be made to solve the integration problem between ideological and political education elements and professional courses, and between different types of ideological and political education elements, and work hard to improve the degree of integration and interconnection. It is also necessary to take the actual results of "three-wide education" as the key standard to investigate and measure the ideological and political education work, and promote the optimization and improvement of the work with the result orientation.

Secondly, the scientific layout of ideological and political theory courses, so that it runs through the whole process of students' growth and development. Scientific research and judgment, careful planning, adhere to the full coverage of ideological and political theory education, and ensure that students receive ideological and political theory education at all stages of the school period "without interruption". Specifically speaking, it is necessary to keep up with strategic development, situation development, current political hot spots, etc., combined with the actual needs of education objects, continue to add special ideological and political theory courses in senior grades, actively carry out multi-channel and diversified ideological and political education activities, and realize the logical unity of conventional ideological and political education and curriculum ideological and political education. It is necessary to improve the integration and correlation of ideological and political work in each stage of the growth and development of college students, and realize the all-round coverage of ideological and political education on the development process of students' growth and talent.

4.3. Actively build a platform to promote the effective integration of all-round education resources

The optimization of ideological and political education in colleges and universities from the perspective of "three-wide education" needs to rely on various educational resources from different education scenes. Ideological and political education resources not only involve different education subject elements such as ideological and political teachers, counselors, parents and social personnel, but also are affected by different education scenarios such as national policy guidance and social environment changes. The complex diversity of its internal constituent sub-elements determines the uncertainty of its final education effectiveness. Therefore, in order to achieve a substantial jump in the efficiency of ideological and political education, we must actively build a relevant education platform, promote the orderly allocation and efficient integration of educational resources, and shape a vivid situation of all-round education.

Firstly, to build a two-way interactive platform between theoretical education and practical teaching. Ideological and political education can not only stay in the transmission of professional theoretical knowledge, but also should cover positive value guidance and practical exploration of learning to apply. Specifically, colleges and universities should encourage students to deeply integrate classroom

knowledge with extracurricular practice activities, actively integrate academic curriculum resources, enterprise internship resources, management service resources and other educational resources inside and outside the school, gradually promote the ideological and political education big data analysis platform, and effectively use social practice, innovative education, volunteer service, military training, second class report card and other carriers. While promoting the effective allocation and integration of multi-party education resources, we will create a new pattern of practical education covering in-class and off-class, online and offline, on-campus and off-campus.

Secondly, build the "three-wide education" propaganda media matrix. Media platform is an important window to show work dynamics. For ideological and political education, publicity work shoulders the responsibility and mission of displaying image, gathering people's hearts and educating new people [3]. By building an all-round and multi-channel media publicity matrix, it can not only fully connect multiple education resources, but also achieve the practical effect of focusing on displaying and communicating ideological and political education work in colleges and universities. We should focus on the interpretation, transmission and innovation of the concept of "three aspects of education", focus on the core task of education, through various online social media and mainstream media platforms, and strive to enrich the ideological and political content of new media, create high-quality online education projects, and build a comprehensive ideological and political education media publicity matrix.

5. Conclusion

"Three-wide education" is an important starting point to further promote the optimization and upgrading of ideological and political education in colleges and universities in the new era. In order to effectively promote the ideological and political education work in colleges and universities, it is necessary to clarify the education principle, value orientation, outstanding characteristics and other issues on the basis of scientifically grasping the basic concept of "three-wide education". In view of the current practical difficulties in promoting the "three-wide education" project in colleges and universities, From the aspects of gathering the joint efforts of education subjects, realizing the interconnection of the whole process, promoting the effective integration of all-round education resources, etc., the ideological and political education efficiency is maximized.

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