

Probing into the significance of ideological and political education in universities to the cultivation of college students' quality

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ABSTRACT. *Ideological and political education and quality training are important parts of college education, which play an important role in cultivating outstanding young people with all-round development of morality, intelligence, physique, aesthetics and labor. In particular, under the background of multi-cultural development, college students must have sound ideological and moral qualities and political thoughts, so as to thrive under the impact of multi-culture. This paper analyzes the significance of university ideological and political education to the cultivation of college students' quality, and puts forward specific measures to strengthen university ideological and political education to cultivate college students' quality.*

KEYWORDS: *University; Ideological and political education; Quality education; Important significance*

1. The relationship between ideological and political education and college students' quality cultivation

1.1 The aim of quality training is consistent with the cultural connotation of Marxist theory

Marxism is an important content of ideological and political education in universities, one of the important theories for the cultivation of college students' quality, and a scientific theory verified by the communist party of China [1]. College students study Marxism in order to have a clearer understanding of their own development and future orientation. Arm college students with knowledge and skills, keep pace with The Times, develop and innovate, so as to better devote themselves to the great cause of socialist construction. The university is committed to the quality of college students. It is mainly to cultivate the spirit of pioneering and enterprising, continuous innovation and brave practice of college students, which is consistent with the cultural connotation of Marxist theory.

1.2 Quality education needs the guidance of Marxist theory

China is a socialist country and the basic condition of its ideology is Marxist theory. Therefore, no matter which kind of education or which discipline should follow the guidance of Marxist theory [2]. The object of university education is students from all over the world, who have regional differences, religious differences, cultural differences, language differences, etc. Universities actively carry out ideological and political education in order to avoid ideological confusion in quality education and other educational work. Therefore, quality education needs the guidance of Marxist theory.

2. The importance of university ideological and political education to the cultivation of college students' quality

2.1 To help college students set up the correct three outlooks

Ideological and political education in universities can help college students establish a correct outlook on life, values and world outlook, and provide correct guidance for college students to conduct themselves [3]. The establishment of scientific outlook on life, values and world outlook is helpful for college students to find the correct direction and motivation of life struggle and make unremitting efforts for the determined goal. At present, with the rapid development of social economy and the continuous improvement of people's material standard of living, college students have gradually developed many negative thoughts such as inertia, greed, selfishness and utilitarianism when enjoying affluent material life. These people are addicted to the virtual world of the Internet and live in the unrealistic fantasy all the time. When choosing their future career, they often tend to consider salary, position and so on. They have a weak sense of social responsibility and lack the spirit of down-to-earth and hard work. Too low or too high a goal of life is not conducive to college students to correctly grasp the direction of their own progress, cannot well realize the value of life. Therefore, it is necessary to strengthen the ideological and political education of college students, so as to improve the quality of college students. Helping them set up a correct outlook on life, world outlook and values, set up a correct life goal, improve the sense of citizenship and social responsibility.

2.2 The important influence of ideological and political education on college students' moral quality

Strengthening the ideological and political education of college students will help them form better moral qualities. Due to their poor moral quality and weak sense of integrity and legal system, some college students will do things against morality and law, leading to the tragedy of life. Therefore, it is necessary to strengthen the quality education of college students, improve their ideological and political consciousness, and enhance their sense of social morality and professional ethics. College students have improved their ideological and political awareness and quality. In the future employment process, they will always adhere to the principle

of integrity and justice and fill out their resumes truthfully. They will seriously do their part and will not cheat or use improper ways to destroy the contract with the enterprise.

2.3 The important influence of ideological and political education on the intellectual quality of college students

Strengthening the ideological and political education of college students is helpful to improve their intellectual quality. In the process of ideological and political teaching, students learn to struggle hard and be perseverant, understand the good life is by their own sweat and efforts. Laziness and opportunism can not lead to success. Nowadays, many college students are addicted to games and chatting on social platforms, and they are not interested in listening to lectures in class. Most of their time has been occupied by mobile phones and computers. Therefore, after the end of university, students will find themselves actually accomplished nothing. Not only have higher levels of knowledge and abilities not been acquired, but previously inherent knowledge has also been forgotten. The low intellectual quality of college students is largely caused by their low ideological and political level. Strengthening ideological and political education in universities can change students' bad mentality of being lazy and opportunistic and help them develop a down-to-earth and hardworking learning attitude. College students strive to learn scientific and cultural knowledge and skills, exercise innovative thinking ability, and use knowledge and experience to solve problems [4].

2.4 The important influence of ideological and political education on college students' aesthetic quality

Strengthening ideological and political education of college students is conducive to improving their aesthetic quality, which is mainly reflected in improving their ability to discover, distinguish and create beauty [5]. In contemporary college campus life, it is not difficult to find that many college students' aesthetic level is not high. They are keen on superficial fast food culture, and loathe the rich historical heritage of traditional culture. It has become a fashion for students to dress up in strange clothes and pursue foreign goods, but they ignore the really valuable things. Through ideological and political education, students should establish correct life values and aesthetic standards. Through ideological and political education, students are good at discovering beauty, understand the real boundary between beauty and ugliness, and consciously choose beautiful and nutritious things and stay away from those ugly things. Through ideological and political education, students can improve their ability to resist bad temptations and actively create beauty.

2.5 The important influence of ideological and political education on college students' labor skill quality

Strengthening the ideological and political education of college students is helpful to improve their labor skills. Through ideological and political education, college students establish correct labor values and know that labor is the most glorious. And they are willing to put it into practice to learn advanced labor skills. The individual cannot leave the collective, and always realize the individual value in the collective. College students improve their ideological and political consciousness, will consciously participate in the activities of collective organizations and communities to contribute to the development of their own strength. At the same time, strengthening college ideological and political education can help students set up a correct concept of career, so that college students can be down-to-earth and pragmatic when choosing jobs. At work, they can always stick to their posts. They constantly improve their professional skills and professionalism, to adapt to the changing economic market.

3. Concrete measures to strengthen university ideological and political education to cultivate college students' quality

3.1 Optimizing ideological and political education in universities

The content of ideological and political education in universities should keep pace with the era. With the progress of the times and continuous innovation and development, ideological and political education in universities with the brand of the era adapt to the development of college students quality training needs. New ideas and the prosperity of socialist culture, the new era of socialism with Chinese characteristics, new ideas and the growth of new youth, and many other contents can become important contents of ideological and political education in universities in the new era [6]. College ideological and political education should pay attention to combining the actual situation of college students and designing scientific and reasonable teaching content and teaching plan. Experts outside the university can be invited to give lectures to educate college students in ideological and political theories. We should learn from the excellent experience of ideological and political education in other universities to enrich the content of ideological and political education in our university. In terms of curriculum planning, the school should adhere to the focus of campus culture education and innovation, adhere to the organic combination of theoretical education and practical innovation, adhere to the Internet teaching and other advanced teaching methods, and adhere to the all-round, multi-angle education. Do a good job in the investigation of ideological and political education, and add more scientific and feasible course contents through comparative analysis.

3.2 Enrich ideological and political education activities in universities

In the process of ideological and political education in universities, schools should enrich ideological and political education activities, and better convey the teaching ideas of ideological and political education through various forms of

teaching activities. Deepening the content of theoretical teaching and realizing the combination of theoretical education and innovative practice are more in line with the contemporary teaching philosophy. On the one hand, hold a conference to discuss the content and direction of ideological and political education. At the meeting, students will be introduced to China's national conditions, policies and strategic guidelines, so that they will have a more comprehensive and profound understanding of the development path of socialism with Chinese characteristics. College students' national self-confidence and pride can be improved, and their national cohesion can be enhanced. Students, as the main body, should be encouraged to communicate with each other. Guide students to actively learn scientific and cultural knowledge, improve their own self-cultivation, and consciously devote themselves to the great cause of socialist construction. On the other hand, we should actively carry out social practice activities, such as military and political training, volunteer services, community production and labor services. In practical activities, students can get deep into the society, so as to better devote themselves to the society and cultivate their practical ability and innovation ability.

3.3 Innovating means of ideological and political education

In the process of ideological and political education in universities, schools should speed up the innovation of ideological and political education means to attract students' attention with content and methods closer to students' actual life. Ideological and political education should focus on college students. Educators should have an in-depth understanding of the ideological and political cultivation of college students, so as to formulate appropriate ways to subtly change students' ideological and moral cognition. We can use QQ, WeChat, weibo and other popular social software to create a unique education platform belonging to ideological and political education. Students are encouraged to actively participate in the topic interaction on the platform, share their experience to others to realize resource sharing and communication. At the same time, the relevant departments of the school should speed up the construction of campus security network, to help students filter out some bad information, so as to avoid the poisoning of college students' minds. Fourth, helping students to improve the ability to identify bad information and ability resist bad temptation. Fifth, encouraging the students to display the innovation creation ability in the ideological and political education content creation to help them become creators of green culture.

4. conclusion

Strengthening the ideological and political education of college students is conducive to promoting the physical and mental health and stable development of college students, as well as helping college students to strengthen quality training and promote the all-round development of college students. In view of the current situation of college students' ideological and political education, effective measures should be taken to optimize the content of college ideological and political

education. Enriching the ideological and political education activities in universities, innovating the means of ideological and political education, and accelerating the pace of ideological and political education in universities are the top priorities.

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