

# Exploration on Innovative Ideas of Ideological and Political Education in Private Colleges in the New Era

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**Abstract:** Private colleges and universities are an important part of China's higher education system. They have trained many outstanding talents for the development of society, which not only promotes the development of China's education, but also promotes the development of China's society. In the new era, there are more and more network information, which has brought great impact on students' thoughts. Under this social background, private colleges and universities must enhance students' ideological realm by strengthening ideological and political education, and help them establish correct life values. Therefore, this paper expounds the great challenges encountered in ideological and political education in private colleges and universities in the new era, and the current situation of ideological and political education in private colleges and universities, and then analyzes and discusses the innovative path of ideological and political education in private colleges and universities in the new era.

**Keywords:** Private colleges and universities; Ideological and political education; Innovation path

## 1. Introduction

Carrying out ideological and political education in private colleges and universities is helpful to cultivate more high-quality talents for the society. However, from the current situation of ideological and political education in private colleges and universities, there are still some problems to be solved. Therefore, we should strengthen practical exploration and seek effective innovative ideas of ideological and political education to enhance the effectiveness of ideological and political education in private colleges and lay a foundation for cultivating more high-quality talents.

## 2. Great challenges in ideological and political education in private colleges and universities in the new era

### 2.1 The impact of global economic integration and cultural diversity

With the promotion of global economic integration, China's economy has also developed rapidly, and its position in the international arena has also improved significantly. However, with the development of global economic integration, more and more foreign cultures have followed, which has brought certain impacts on the traditional culture of the Chinese nation and people's thoughts. At the early stage of reform and opening up, western culture began to permeate into Chinese cultural and intellectual circles, which made the institutional and cultural self-confidence of Chinese people begin to waver. However, the decadent ideas such as individualism and hedonism advocated by western countries constantly influence the national ideology, which brings great challenges to the ideological and political education in China. College students, in particular, have not yet established firm values of life, and at the same time, they lack awareness of discrimination and judgment, and are easily influenced by bad culture and thoughts. If college students lose their cultural self-confidence and accept unfavorable factors in foreign cultures obediently, it will inevitably affect the personality development of college students.

### 2.2 The impact of utilitarian education

Education can train excellent successors for the construction of socialism with Chinese characteristics, but in today's society, the competition for further studies and employment is becoming

increasingly fierce, which makes education gradually appear utilitarian. Under the background of the rapid development of society and economy, some new contradictions and problems are bound to appear, which are mainly reflected in the fact that people begin to pursue excessive material needs, and at the same time, on the spiritual level, Chinese people's values begin to become single, and they begin to excessively pursue interests, and everything is mainly money. Therefore, under this social background, education is more influenced by utilitarianism. Originally, education is to cultivate diversified talents, but because of the alienation of educational philosophy, education can only evaluate talents by examination ability, while students' mental health, moral quality and personality cultivation are not as competitive as examination ability and examination scores. Education is only always imparting examination skills, and does not attach importance to the cultivation of personality and morality, which makes some people take some unfavorable measures to seek examination skills and improve scores<sup>[1]</sup>. In particular, private colleges and universities have some profitable nature. In addition, they pay too much attention to the employment rate of schools. Therefore, in the process of education, they only pay attention to the improvement of students' skills, but not to ideological and political education.

### ***2.3 The impact of network culture in the new era***

After entering the new era, new media has been paid more and more attention, which has created a more convenient teaching platform for colleges and universities to carry out ideological and political education, and at the same time, made students enter a more complex ideological and political education environment. College students in the new era are mainly "after 00". They have been influenced by the Internet since childhood, especially after entering the new media era. More and more network culture has had a profound impact on their way of thinking and behavior habits. However, in the new media era, the information on the Internet is varied, the students are still in the development stage, the outlook on life and values have not yet been formed, and the ability to distinguish right from wrong and judge needs to be improved. In addition, there is no clear law to restrict the network culture, so the credibility of the network culture in the new media era is very low<sup>[2]</sup>. However, the long-term immersion of college students whose judgment ability has not been finalized will inevitably affect their personality development, which is not conducive to establishing a correct outlook on life and values.

### **3. The current situation of ideological and political education in private colleges and universities in the new era**

In recent years, private colleges and universities have gradually shown a good development trend, which has also increased the driving force for the improvement of the overall teaching level of China's education system. Compared with public schools, private colleges and universities also shoulder the heavy responsibility of cultivating high-quality, high-ability and high-quality compound talents needed by social development. In the process of the development of private colleges, ideological and political education for students has become an important part of the education system of private colleges. Judging from the current development of private colleges and universities, their advantages and disadvantages coexist in ideological and political education. Advantages are mainly reflected in: First, the characteristics of private colleges and universities are more prominent, focusing on the construction and inheritance of school culture, training more practical talents for the society, so as to enhance their own education level and level, thus increasing the driving force for the development of higher education in China. Second, having a strict teaching system and mature educational management standards is conducive to improving the quality of personnel training. Third, private colleges and universities have a strong regional color. School-enterprise cooperation is the main teaching mode to promote the common development of private colleges and local enterprises. School-enterprise cooperation is used to strengthen the combination of theory and practice, so that students have more practical opportunities, which not only improves the teaching effect, but also provides a broad space for students' employment. Shortcomings are mainly reflected in: First, private colleges and universities set up professional education to meet the needs of society and promote the development of professional curriculum education in schools. This teaching form only attaches importance to the cultivation of students' practical ability, but not to the ideological and political education of students. Second, it has a high teacher turnover rate, which reduces the teaching quality of private colleges and universities. Third, the students in private colleges are easily disturbed by utilitarianism, which is mainly because private colleges do not pay attention to cultivating students' professional quality and moral quality, which also affects the development of ideological and political education.

#### **4. Innovative path of ideological and political education in private colleges and universities in the new era**

##### ***4.1 Strengthen the emphasis on cultural soft power in private colleges and universities***

Driven by the development of global economic integration, the degree of social informatization in China has been continuously improved, which has increased the assistance for the promotion of China's hard power. However, while improving the hard power, we should also constantly improve our cultural soft power, so that the hard power and soft power can grow synchronously, which can provide help and support for the smooth development of ideological and political education in private colleges and universities in China. Cultural soft power can greatly enhance China's comprehensive national strength, so private colleges and universities should pay more attention to cultural soft power and regard it as the key content. The comprehensive promotion of cultural soft power in private colleges and universities can enhance students' cohesion, make them form centripetal force, provide power for private colleges and universities to achieve all-round development, and enable them to continuously improve their position in the market competition. For private colleges and universities, carrying out ideological and political education is an important link to show cultural soft power, and promoting cultural soft power is conducive to the development of ideological and political education. The two interact and develop synergistically, providing a broad space for the development of private colleges and universities.

##### ***4.2 Innovative teaching methods, enrich the teaching content***

Private colleges and universities use traditional teaching methods to carry out ideological and political education, and have not achieved good teaching results. Therefore, we should analyze and study the students' characteristics and academic conditions, and improve the effect of ideological and political education by changing teaching concepts and innovating teaching methods. First of all, we should enrich the current teaching content. In the process of carrying out ideological and political education, teachers should not only teach according to the syllabus, but also extend the classroom content and choose the appropriate teaching content according to the different characteristics and psychological conditions of the students. For example, students with psychological problems should be given psychological counseling first, so that they can overcome psychological barriers and promote the healthy development of body and mind. In addition, when formulating teaching contents, private colleges and universities should also incorporate civic education, faith education and life education into the content of ideological and political courses. Secondly, teachers in private colleges should abandon the traditional indoctrination education and innovate teaching methods. Teachers should attach importance to students' dominant position in the teaching process, give full play to their guiding role, and help students improve their ability to find, analyze and solve problems<sup>[3]</sup>. In addition, teachers should constantly explore teaching methods that are in line with students' development and easy to be accepted by students, such as making full use of multimedia teaching methods, constructing innovative ideological and political teaching mode in flip classroom, attracting students with vivid and interesting classroom teaching, enabling them to participate in teaching activities independently, so as to enhance the effectiveness of ideological and political education courses.

##### ***4.3 Build an excellent team of ideological and political teachers***

In order to improve the effectiveness of ideological and political education in private colleges, the key is to build an excellent team of ideological and political teachers, and to unite the strength of teachers, so as to quickly achieve the teaching goal of cultivating people by virtue. First of all, private colleges and universities should allocate enough teachers for ideological and political courses according to the number of students and the division of majors, and at the same time give teachers corresponding wages and benefits to ensure that teachers retain teachers to teach here for a long time. At the same time, private colleges and universities should continue to train and educate teachers, especially young teachers, so that they can become the backbone teachers of ideological and political courses, cultivate the main force of ideological and political courses in various ways, and strive to expand the ranks of teachers of ideological and political courses. In addition, we should build a perfect annual assessment system to encourage teachers to keep learning and enhance their enthusiasm for teaching. Secondly, to strengthen the team building of ideological and political courses, we can invite principals or party secretaries to teach ideological and political courses for teachers, so that they can learn more from them, so as to impart more ideological and political content to students<sup>[4]</sup>. In addition, it is necessary to enhance the ideological consciousness and political consciousness of counselors in an

all-round way, so that they can become important members of the ideological and political course team. Finally, strengthen the construction of ideological and political courses. The construction of excellent teachers of ideological and political courses can not make rational use of all the resources in the school, so that all the teachers of ideological and political courses in the school can unite together, and all the teachers in private colleges can actively participate in the teachers of ideological and political courses through strategies such as group wise action and teachers attacking hard, thus enhancing the appeal of ideological and political education in private colleges.

#### **4.4 Build ideological and political education platform, comprehensive observation of quality education**

In the new era, with the continuous development of network technology and information technology, it has been valued and applied by various industries, and colleges and universities have begun to introduce new media technology to implement teaching for students. Private colleges and universities should also make full use of the advantages of new media to build an ideological and political education platform, such as building school official website and Weibo, strengthening campus culture teachers, hiring professional teachers to communicate with students on the education platform, and proposing effective solutions to students' problems, so as to convey ideological and political content and enhance ideological and political education. In addition, from the perspective of new media, with the advantage of education platform, students' enthusiasm and initiative can be promoted, students can actively communicate with teachers on the communication platform, receive teachers' guidance and help, improve students' ideological and political level, and help them establish a correct outlook on life and values.

### **5. Conclusion**

To sum up, carrying out ideological and political education for students is the fundamental requirement under the concept of "cultivating people by virtue". Therefore, private colleges and universities should attach importance to ideological and political education, and unite all the forces and resources in schools to make efforts to enhance the effectiveness of ideological and political education. In the process of continuous practice and exploration, private colleges and universities can promote the smooth development of ideological and political education and effectively improve the quality and efficiency of ideological and political education by enriching teaching contents, innovating teaching methods, building an ideological and political education platform, and building excellent teachers of ideological and political courses.

### **Acknowledgement**

Fund Project: This paper is a phased achievement of the National Social Science Fund Project. Project Name: Research on the Development Strategy Choice of Local Universities under the Multi-system Logic Environment, Project No.: 20BGL233.

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