

An Interpretation of College Students' Ideological and Political Education

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Abstract

The socialist ideology with Chinese characteristics in the new era is our long-standing guiding ideology in the future. Facing this new change, the new change in the ideological and political education of higher education is to continuously innovate ideological and political teaching methods. For college students who are most affected by new media such as the Internet and have the closest contact with network information technology, their thinking and behavior patterns and their value pursuits have more or less changed, which has affected the identity of ideological and political education. . Studying the identity of ideological and political education among college students since the media age is not only the need for ideological and political education to keep up with the times, but also the need for continuous development of university students themselves. This article starts with the theoretical construction of ideological and political education identity, analyzes the status quo and reasons of ideological and political education identity of college students in the new era from the media background, and proposes effective countermeasures to enhance the identity of ideological and political education in the new era.

Keywords

New era; ideological and political education; college students; countermeasure analysis.

1. Introduction

Under the background of the new era, the construction of socialism with Chinese characteristics, rapid economic development, continuous social stability, and continuous improvement of scientific and technological innovation capabilities, the current psychological and behavioral concepts of college students are incomparable, which directly stimulates the content and concepts of ideological and political education for college students. Changes in the guiding ideology, how to enhance the identity of college students in ideological and political education is particularly important.

2. Analysis of the Causes of the Impact of the Ideological and Political Education of College Students in the New Era

(A). Self-media challenges ideological and political educators

The traditional ideological and political education is dominated by the educator. The educator has the absolute right to speak. The ideological and political education classroom is only carried out in a one-way form of educator teaching and student learning, which is completely unequal. However, the emergence and popularization of the media has allowed ideological and political education to break through the constraints of time and space, and also provided an equal interaction platform for college students. Students' consciousness of equality and subjectivity has gradually risen. They respect authority but disobey authority. However, some educators are unaware of this and still maintain their authority and control the leading position of the entire ideological and political education. The subjectivity of students has not been given due

respect. However, such educators are extremely likely to cause rebellious psychology among college students, and their identity with ideological and political education will be greatly reduced.

(B). Educational content does not fit well with student needs

The most important thing for college students to identify with ideological and political education is to identify with the content of ideological and political education, but in fact, the content of education can not meet the needs of students, which greatly reduces the motivation of students and causes students to disagree. The content of ideological and political education textbooks has problems such as lack of pertinence, lack of depth and breadth, and divorce from reality. It is extremely mismatched with students' thirst for knowledge, and new problems faced by students in real life cannot be answered. For example, the analysis of the increasing polarization of society and the breeding of officials' corruption are just a few slogan-type theoretical analyses that will make students think that they are avoiding problems and avoiding contradictions. For a long time, the legitimate interests and needs of college students have not been valued in ideological and political education. They only blindly stipulate the values and behaviors of college students with idealized ideological standards. This approach will cause them to resist. It also runs counter to the basic principle of historical materialism in which material interests determine ideological motivation.

(C). Educational methods are not closely integrated with the times

At present, the traditional education method of classroom knowledge infusion still accounts for a large proportion in the process of ideological and political education. It pays too much attention to classroom teaching, but ignores the extracurricular practice of college students. On the one hand, this kind of teaching method is relatively single, rigid, and lacks interest, and it has not kept pace with the times. On the other hand, it is difficult for students to become interested in such courses, and the lack of energetic classrooms inhibits students' subjective initiative. They express their dissatisfaction with ideological and political education through the media. Such negative emotions are quickly spread among college students. , Formed a stereotype of ideological and political education, impacting the sense of identity of ideological and political education.

(D). Inadequate supervision of self-media environment in schools

The free and open self-media carries a wide variety of information, both good and bad, from positive and healthy to negative and decaying. It also spreads information very fast and spreads a wide range. Some false information flooded the self-media platform, confusing people's cognition, and even caused students' collective panic. At this time, the school's supervision and management of the self-media environment is particularly important, but in fact, the school's supervision system of the self-media environment is not perfect. Without a special supervision department and professionals, it is impossible to clean up and filter spam information in a timely manner. information. This makes college students susceptible to the influence of untrue public opinion, and their ideological concepts are easily shaken, which undermines the college students' recognition of ideological and political education.

3. Analysis of the Countermeasures to Strengthen the Identity of College Students' Ideological and Political Education in the New Era

3.1. Internal Enhancement

(A). Improve media literacy

College students are the group that uses the media the most and the fastest. At the same time, they are also at the critical stage of forming a stable worldview, outlook on life, and values. They are not mature enough and lack social experience. Therefore, they must have the correct

analysis to choose the media. Information ability to improve one's media literacy. On the one hand, it is necessary for schools to provide media literacy courses to allow students to understand relevant knowledge in the form of compulsory or elective courses. They can also develop students' ability to identify, screen, and integrate online information through extracurricular activities such as knowledge lectures and social practice. On the other hand, college students, as publishers of information, also need to be responsible for their actions and speeches, so they must cultivate their moral judgment. In this way, we should correctly understand ideological and political education and reshape the identity of ideological and political education.

(B). Persist in self-reflection and self-education

The main body of the ideological and political education identity is college students. The ideological and political education identity activity can only be completed if it is acknowledged and accepted by the college student as a subject and used to guide its own behavior. This largely depends on the internalization and absorption of college students, and on the exertion of college students' subjective initiative. Therefore, college students must adhere to self-education and self-reflection, that is, by constantly knowing themselves, negating themselves, and rethinking the existing ideologies and political views, in order to form a firm belief that guides their ideology and value pursuit and completes them actively Identity with ideological and political education.

3.2. External Assistance

(A). Improve the comprehensive quality of ideological and political educators

The primary task of an ideological and political educator is to spread the theoretical knowledge of ideological and political education to the educated, so the educator must have a solid theoretical foundation. Especially when the information channels of educators are no longer dominant, the amount of information held by educators and educators is gradually approaching, which places higher requirements on the theoretical quality of ideological and political educators. On the one hand, educators must arm their heads with the results of ideological and political education theories that keep pace with the times, and they must also practice these theories in behavior. Only in this way can the educators effectively resolve the doubts of the educated and become the correct guide for their value judgment and choice. On the other hand, the theory of ideological and political education is not rigid and dogmatic. Educators must combine theory with practice, help students analyze and solve practical problems, and improve students' ideological and political education identity.

(B). Enhance the epochal and realistic nature of educational content

With the rapid development of society and the ever-changing world situation, the old and empty ideological and political education content has not adapted to the development of the times. In addition, under the new situation, the ideological concepts of college students have changed greatly. Real needs. Therefore, the content of education must keep pace with the times and seek truth from facts. We can proceed from two aspects: First, on the basis of adhering to the main theme of socialist values with Chinese characteristics, keep abreast of changes in domestic and international economic and political situations, and make corresponding adjustments and enhancements to the content of ideological and political education. The second is to grasp the ideological dynamics of college students in a timely manner, to understand the ideological confusion of college students, to update the content of education, and to meet the interests of college students. In this way, college students can truly feel the changes in the world, greatly enhance the credibility of ideological and political education, and greatly enhance their sense of identity. For example, when the Sade incident broke out, many colleges and universities grasped this social hotspot in a timely manner, and transmitted positive and rational messages to students to guide students to form a correct public opinion orientation.

(C). Create a self-media interactive education model

The advantages of self-media can not be denied by anyone, and it is also an irreversible trend to apply self-media to ideological and political education activities. On the one hand, because the self-media has established an efficient and fast online communication platform between educators and educated people, breaking the space-time constraints of the original education model, and conducive to the establishment of a two-way communication mechanism and a feedback mechanism; The self-media is a popular form for students. Using the self-media platform as a classroom supplement for ideological and political education can easily resonate with students, and to a certain extent can prevent students' rebellious psychology. School ideological and political workers can set up public accounts and official Weibo through self-media apps such as WeChat, Weibo, etc., to promote social hot topics, and allow students to freely express their views and opinions. At present, most universities have opened official Weibo, which played a prominent role in building bridges with students and guiding correct values when some major events occurred.

(D). Establish and improve self-media management and supervision mechanism

Since the media is a virtual open space, the information dissemination is very free and fast, which also leads to poor credibility of the information, making college students who are too experienced and immature thoughts extremely vulnerable, and cause value confusion. Therefore, it is urgent for the school to establish and improve the self-media supervision and management mechanism. First of all, schools should increase investment in training a group of professional supervision teams, effectively monitor the campus media environment, do a good job of monitoring complex information and diverse public opinion, and filter bad information in a timely manner. Secondly, it is necessary for schools to strengthen the construction of self-media supervision system. On the basis of strictly implementing the relevant laws and regulations of self-media, colleges and universities can formulate some self-media operation and use systems that are suitable for their own schools. Finally, schools should strengthen public opinion guidance. In addition to educators, it is more important to give play to the exemplary role of "opinion leaders" and indirectly guide the student group to choose the correct perspective.

4. Conclusion

The ideological and political work of colleges and universities in the new era has certain epochal and urgency. It requires us to fully implement the study in accordance with the latest spirit of the Party Central Committee in ideology and to actively innovate methods and methods in specific education. Optimize the personnel training and evaluation system and mechanism, further strengthen and improve the ideological and political education of college students, and open up a new situation for college students' ideological and political education in the new era.

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