

## Exploring the Strategies of Ideological and Political Education in Universities from the Perspective of “Great Ideological and Political Education”

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**Abstract:** Today, with the gradual deepening of China's education system reform, the importance of ideological education in universities has been further clarified. However, due to the deep-rooted influence of the traditional education system, many universities in China find it difficult to complete the construction of professional teams for ideological education in a short period of time. This has to some extent led to various shortcomings in the number, structure, and quality of ideological teachers in universities. The teaching of ideological and political education in higher vocational colleges should also reflect this feature, instead of simply adopting theoretical preaching, students should use practical means to prove the theory by analyzing practical problems and participating in practical activities in person, so as to improve their cognition and exercise their ability, truly realize the comprehensive development of ideological and political education work, and effectively improve the ideological, political, moral, and patriotic qualities of college students.

### 1. Introduction

With the further deepening of China's educational system reform, strengthening and improving the education of Ideology in colleges and universities has become an inevitable trend of educational development, which is of great practical significance to promoting the process of China's socialist modernization. Clearly recognize the importance and necessity of Ideology education, and widely promote it on university campuses to strengthen teachers' and students' awareness of Ideology education, thereby promoting their active and proactive participation in Ideology education work. On this basis, major universities should increase their efforts in the construction of Ideology education and fully recognize the advantages of modern online education, emotional will and practical actions, it can play a role in guiding college students' practical spirit and internal quality [1].

As the unity of truth and value, the Chinese dream undoubtedly plays a guiding and cohesive role for young college students in the process of ideological and political education. As far as its truth is concerned, it is embodied on the spiritual basis that the Chinese dream was put forward and realized, that is, the glorious ancient civilization of China for five thousand years[2]. The practical teaching of Ideology courses requires the establishment of students' subjective awareness, encouraging and supporting students to independently think and complete analysis and research on practical problems. Teachers mainly play an organizational and guiding role, and are responsible for checking the direction and effectiveness of practical teaching[3-4].

Ideological and political workers in colleges and universities should help young people sow and ignite their dreams, encourage young people to dare to dream, pursue dreams and be diligent in dreams, and cultivate every young person to add strong youthful energy to the realization of the Chinese dream. However, according to the actual situation of Ideology education in colleges and universities, it constantly exposes problems such as insufficient professional team construction and single teaching form, which must be paid attention to, otherwise it will inevitably affect the cultivation of high-quality talents in colleges and universities [5-6].

## 2. The Problems in Ideological and Political Education in Universities

The core of ideological and political education in universities is to cultivate socialist successors with the Four Haves. Having ideals and morality is not only the value connotation of the Chinese Dream for China has gradually achieved results, but the construction of ideological education has not yet reached a mature stage[7]. Currently, there are two main problems in the ideological education work of universities, as shown in Figure 1.

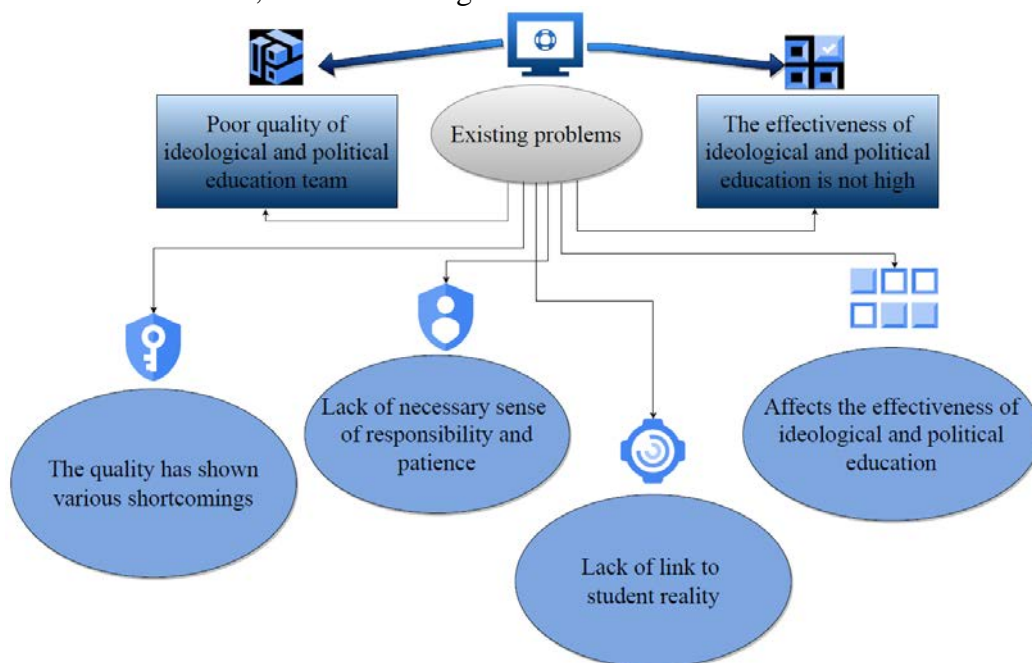


Fig.1 Problems in Ideology Education in Universities

Therefore, this chapter will conduct research on the problems existing in the ideological education work in universities, in order to provide support and guidance for the effective implementation of ideological education work in universities.

### 2.1 Poor Quality of Ideological and Political Education Team

Today, with the gradual deepening of China's education system reform, the importance of ideological education in universities has been further clarified. However, due to the deep-rooted influence of the traditional education system, many universities in China find it difficult to complete the construction of professional teams for ideological education for the purpose of implementing national policies, and the internal motivation and depth of conducting practical teaching research are clearly insufficient[8]. It should become an inevitable choice to exchange ideas and educate them through their preferred communication methods. At the same time, Ideology education work can also utilize online forums, especially campus online forums, for ideological and political education.

The phenomenon of “spiritual desert” commonly exists in universities, as well as the current situation of interpersonal indifference. The development of information networks has gradually isolated students, and most students live in virtual online socializing. However, there are very few interpersonal interactions, exchanges, and interactions in reality, and they are showing a sudden decline trend. Obviously, if we do not truly change the traditional view on practical teaching of Ideology courses from a conceptual perspective, it is difficult to imagine that practical teaching of Ideology courses can make progress in teaching concepts, subjective understanding, material guarantee, and mechanism construction [9]. Some university ideology teachers lack awareness of the importance of ideology education and simply consider it as a task to complete. Many of them lack the necessary sense of responsibility and patience, leading to a gradual trend towards formalization of ideology education.

### 2.2 Ideological and Political Education is Not Effective.

In China's education system, the imperfect construction of ideological and political disciplines is real, and the uneven teaching quality of Ideology is its main problem. Ideology education activities based on this are difficult to combine with some hot current events in society and lack of links with students' reality, which leads to the lack of effectiveness and pertinence of Ideology the teaching of ideological and political education in higher vocational colleges should also reflect this feature, instead of simply adopting theoretical preaching, students should use practical means to prove the theory by analyzing practical problems and participating in practical activities in person, so as to improve their cognition and exercise their ability. It not only brings us convenience, but also profoundly changes the software and hardware environment around us, and also has adverse effects the reality of students, is also an important topic that is often discussed and new, and there is no experience to follow for most higher vocational colleges [10]. Through different ways of encouragement, every student with personality can display his special skills and fully affirm himself. Among them, college students' associations should shoulder the important task of campus culture construction.

The teaching of ideological and political education in higher vocational colleges should also reflect this feature, instead of simply adopting theoretical preaching, students should use practical means to prove the theory by analyzing practical problems and participating in practical activities in person, so as to improve their cognition and exercise their ability. It not only brings us convenience, but also profoundly changes the software and hardware environment around us, and also has adverse effects.

### **3. Ideology Education Strategies in Universities from the Perspective of “Great Ideological and Political Education”**

#### **3.1 Strengthen the Construction of Ideological and Political Education**

Clearly recognize the importance and necessity of Ideology education, and widely promote it on university campuses to strengthen teachers' and students' awareness of Ideology education, thereby promoting their active and proactive participation in Ideology education work. On this basis, major universities should increase their efforts in the construction of Ideology education and fully recognize the advantages of modern online education. The practical teaching of Ideology courses requires the establishment of students' subjective awareness, encouraging and supporting students to independently think and complete analysis and research on practical problems. Teachers mainly play an organizational and guiding role, and are responsible for checking the direction and effectiveness of practical teaching. Therefore, college students can further strengthen their faith in compared with ordinary colleges and universities the reality of students, is also an important topic that is often discussed and new, and there is no experience to follow for most higher vocational colleges, starting from every small success and hidden detail, and using learning as a ladder of progress to improve their practical abilities. Therefore, the path of ideological and political education in universities can be obtained as shown in Figure 2.

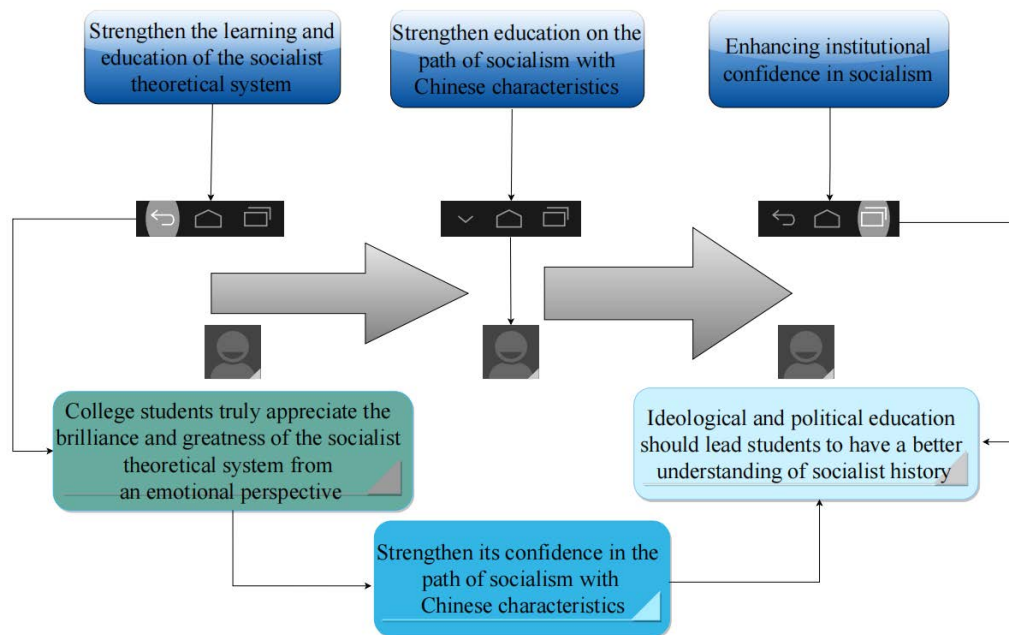


Fig.2 The Path of Ideological and Political Education in Universities

Teachers impart correct political concepts to students, instill correct ideological concepts in them, and correct and guide their erroneous ideological concepts and values, thereby shaping students' correct “three perspectives”. At the same time, universities should also increase and accelerate the construction of professional Ideology education teams, organize Ideology teachers to carry out relevant learning and training activities, enhance the educational skills of Ideology teachers, enhance their professional literacy, enable them to improve themselves through training and communication, and urge them to provide better Ideology education services for college students.

### 3.2 Strengthen the Effect of Ideological and Political Education

Incorporating the education of Ideology into the compulsory courses, starting from combination of Ideology education with social hot current affairs and students' reality, and then carrying out planned, targeted and targeted ideological and political education. Only in this way can we integrate the latest relevant theories of Ideology education into Ideology education. Satisfying people's material and spiritual needs, fully developing people's personality potential and enriching and perfecting people's social relations are the value destination. This requires that the practice teaching of Ideology course can improve the individual's through different ways of encouragement, every student with personality can display his special skills and fully affirm himself. Among them, college students' associations should shoulder the important task of campus culture construction.

Therefore, ideological and political education is no longer just about thinking about what information to provide students, but more about how to guide students to make effective choices. That is, to guide college students to look at the policies and determination of the state and government to deal with various problems with a fair and equitable perspective with an equal mentality and equal status. At the same time, its real-time news information and rich social conditions satisfy the curiosity of college students. Students search for relevant news content they want to know through mobile phones, computers and multimedia devices. In addition, the development and application of mobile phone software, such as Weibo and WeChat, have met the social networking some university ideology teachers lack awareness of the importance of ideology education and simply consider it as a task to complete. Many of them lack the necessary sense of responsibility and patience, leading to a gradual trend towards formalization of ideology education mode of Ideology education, we should integrate and innovate, actively carry out academic seminars with other universities, learn from their superior experience in Ideology education, and apply it in combination with our own Ideology education practice, so as to strengthen the effect of Ideology education in colleges and universities in many directions.

### 3.3 Improve the Cultivation of Professional Abilities

The improvement of professional abilities through practical teaching of Ideology courses is usually manifested in two aspects: on the one hand, through social practice of “school enterprise integration”, students' professional ethics and sense of corporate responsibility are cultivated, and good professional ethics quality is often manifested as certain professional abilities. On the other hand, the improvement of students' ability to base themselves on reality and solve practical problems can help them quickly adapt to job requirements and increase practical experience. To some extent, it poses daunting challenges for college students, and opens up new opportunities. Therefore, pursuing advantages and avoiding disadvantages exchange and education with them through their preferred communication methods. At the same time, Ideology education work can also utilize online forums, especially campus online forums, for ideological and political education. For example, they can often post on forums stories and deeds of political propaganda that they are willing to accept but not rigid, which subtly affects their thoughts.

### 4. Conclusions

The phenomenon of “spiritual desert” commonly exists in universities, as well as the current situation of interpersonal indifference. The development of information networks has gradually isolated students, and most students live in virtual online socializing. However, there are very few interpersonal interactions, exchanges, and interactions in reality, and they are showing a sudden decline trend. Correctly understand the essence of socialism and effectively resist the bad ideas such as money worship, hedonism and narrow individualism in capitalist society. Make them study hard scientific and cultural knowledge, improve their comprehensive ability, aim high, do great things, and strive for the socialist cause for life. On the basis of the original mode of Ideology education, we should integrate and innovate, actively carry out academic seminars with other universities, learn from their superior experience in Ideology education, and apply it in combination with our own Ideology education practice, if we do not truly change the traditional view on practical teaching of Ideology courses from a conceptual perspective, it is difficult to imagine that practical teaching of Ideology courses can make progress in teaching concepts, subjective understanding, material guarantee, and mechanism construction unity and mutual assistance in some links of practical outward bound training, thus stimulating students' cooperative spirit, improving students' initiative in receiving education, and thus improving the implementation of Ideology education in colleges and universities.

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