

# Optimization for Ideological and Political Education of College Students in the New Era

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**Abstract:** With the change of the times, the ideology of college students in the new era is constantly changing. Based on the background of a complicated, variable domestic and overseas environment and the optimization for ideological and political education of college students, several suggestions were proposed in the following to optimize the ideological and political education of college students: (1) strengthening the leadership of local party committees and governments; (2) grasping the teaching of "two classrooms"; (3) focusing on "education"; (4) integrating into the practical life of college students; (5) sticking to walking with "two legs" in counselors' work.

**Keywords:** New era, Optimization, Ideological and political education, College student.

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## I. Introduction

With the acceleration of the process of economic globalization, the infiltration channels and opportunities of western countries' ideology, culture, values and lifestyle to our college students have increased greatly. At the same time, the rapid transformation of domestic economic system, the diversity of social life and the complexity of college students' growing environment make the values and behavior of college students more and more complex and changeable, which poses a serious challenge to the ideological and political education of college students [1]. The ideological and political education of college students should really shoulder the great responsibility of educating people, and fully realize the new strategic requirements of the Central Committee. The whole society should pay attention to the work complement, expand the channels of educating people and purify the educational environment. Especially, as the frontier battlefield of Ideological and political education of college students, colleges and universities should change their educational concepts and optimize them in a timely manner. Educational means and work force should be adapted to the new requirements of popularization of higher education and economic and social development. This paper puts forward some ideas on optimizing the construction and development of Ideological and political education system for college students.

### 1 Strengthening the leadership of local party committees and governments

"Opinions on Further Strengthening and Improving Ideological and Political Education of College Students" (hereinafter referred to as "Opinions") by the State Council of the Central Committee of the Communist Party of China points out that "facing the new situation and new situation, ideological and political education of college students is not sufficiently adapted, and there are many weak links. The leaders of some places, departments and schools do not attach enough importance to the ideological and political education of college students and have few methods. The joint efforts of the whole society to care for and support the ideological and political education of college students have not yet formed [1]. The "Opinion" further points out that: "We should establish and improve the leadership system and working mechanism of the Party Committee under unified leadership, the Party, the government and the masses under joint management, the relevant departments shouldering their responsibilities, and the whole society vigorously supporting, so as to form a strong joint force of the whole Party and the whole society concerned about and supporting the ideological and political education of college students" [2,3]. On the one hand, the paper emphasizes that the whole society should pay attention to the healthy growth of college students and forms the joint efforts of local Party committee and government, schools and all members of society to carry out ideological and political education for college students. On the other hand, it requires that the ideological and political education of college students should be carried out effectively under the guidance of local Party committee and government. Therefore, strengthening the leadership of the Party committee and the government, mobilizing the participation of the

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whole society, establishing a scientific working mechanism and creating a new educational environment are the important basic points of ideological and political education of college students.

The main body of Ideological and political education for college students is pluralistic. The local Party committee and government should give full play to its leading and guiding functions.

Firstly, from the perspective of integrating social resources to serve the ideological and political education of college students, the organizational leadership system for carrying out substantive work should be constructed. The system requires that the functions of local Party committees and governments be effectively transformed, and that rowers be the helmsmen. In addition to permanent institutions, specialized personnel and clear responsibilities, the system should naturally extend to all aspects of society and effectively connect with local colleges and universities.

Secondly, we should make great efforts in system building, team building, site and facilities building, Party and League organization building and fund investment, so as to provide good conditions for ideological and political education of college students. As far as funding is concerned, apart from the timely and full allocation of the per capita business expenses of the students in the affiliated colleges and universities, we should actively establish a special budget system for the ideological and political education funds of college students, and supervise the special use of the funds for the ideological and political education of college students.

Thirdly, the local Party committee and government should strive to broaden effective channels of educating people. For example, efforts should be made to strengthen the construction of the main channel of Ideological and political education for college students in the region, to strengthen the construction of social practice mechanism and hardware guarantee for students, to actively guide and serve the daily education management of college students, and to vigorously strengthen the research work of Ideological and political education for college students.

Finally, the local Party committee and government should do its utmost to purify and beautify the social environment of ideological and political education for college students. First, we should actively mobilize all social forces and citizens, actively cooperate with and support the work system of university reproductive workers, participate in the training of university talents and the management of universities; second, we should make great efforts to strengthen the cultural construction and public opinion atmosphere, and strengthen the comprehensive management of the surrounding environment of the campus, especially the management of the surrounding culture, entertainment, rental housing and other places.

## **2 Grasping the teaching of “two classrooms”**

"Opinions" clearly points out that adherence to the combination of political theory education and social practice is one of the important basic principles to strengthen and improve the ideological and political education of college students. In-depth analysis of the principle, it is not difficult to draw the following basic judgment: the ideological and political education of college students exists in at least two classes, one is the indoor classroom, and the other is the outdoor classroom. Indoor classroom includes ideological and political theory courses, philosophy and social sciences courses and other professional classes, in which ideological and political theory courses are the main channel to carry out ideological and political education for college students. Outdoor classroom mainly refers to the main position of ideological and political education for college students outside the classroom, which is also called the second classroom by colleagues, such as campus cultural activities, network ideological and political education, student party activities, students' psychological health education and counseling, students' work-study assistance, students' employment and entrepreneurship, students' social practice and voluntary service, etc. Outdoor classroom has the characteristics of strong autonomy, flexible way and easy operation. It is an educational position between tangible education and intangible education, which is more open in time and space and can carry more rich and colorful educational content and form. It is an effective extension and supplement of indoor classroom.

Compared with classroom teaching in which students learn professional knowledge and skills, ideological and political education should be both teaching and indispensable whether it exists in indoor classroom or outdoor classroom. This is an important prerequisite to ensure the sustainable advancement of ideological and political education of college students. Since the ideological and political education of college students is an indispensable classroom teaching in colleges and universities, it requires colleges and universities to make the following efforts from reality: firstly, to establish a complete ideological and political education system for students, which includes educational objectives, educational contents, educational approaches, educational methods, educational research and so on; secondly, to improve the quality control mechanism of ideological and political education for students, including improving teaching Educational management system, clarifying the quality standards of main educational links, strengthening the monitoring of educational process and promoting the management of educational credits, etc. thirdly, providing good conditions and guarantees, such as investment in funds, construction of educational activities facilities, campus safety and stability, etc. fourthly, establishing a professional and specialized work force of Ideological and political education for

students, including strengthening Party and government cadres and cadres of the Communist Youth League in schools. The selection, cultivation, management and use of teachers, counselors and head teachers in ideological and political theory courses, philosophy and social sciences courses, and the establishment and implementation of the construction plan of specialized teams in accordance with the requirements of superiors, etc. fifthly, the establishment of a scientific evaluation system of students' ideological and political education work, which fully embodies the principles of clear guidance, visibility, measurability, easy operation and emphasis on incentives. In a word, the ideological and political education of college students is an indispensable part of the ideological and political education of college students. We must systematically think about and improve the work system so that it can truly embark on a scientific and standardized track.

### **3 Focusing on "education"**

Whether education emphasizes "teaching" or "education" is the core standard to distinguish traditional education from modern education. Traditionally, education emphasizes the status and role of educators, so there is the saying that "teaching is not strict and teachers are lazy"; in modern sense, education emphasizes people-oriented educational thought, and focuses on solving the problem of why and self-internalization. It pays more attention to educated people's conscious acceptance of education, as Lan Ye said in the "Introduction to Education" [4]: "Education lies in 'education', while in modern sense, education emphasizes people-oriented educational thought, and in solving the problem of why and self-internalization. It's not about teaching. For the ideological and political education of college students, although "teaching" is indispensable, more attention should be paid to "education", especially "self-education" of students, so as to improve the effectiveness of Ideological and political education. First of all, students are not only educated, but also the main body of self-education. Student workers should regard students as an individual with independent personality, respect their personality, status and personal experience, safeguard their dignity, stand in an equal position with students to understand them, change the old educational model, dilute the traces of "teaching", understand students' inner world in many ways, and give full play to their main position in learning and life. Secondly, we should actively establish and improve the mechanism of students' self-education and change heteronomy into self-discipline. The first is to establish and improve student self-education organizations, such as student party organizations, student unions, student associations and self-discipline committees; the second is to build a platform for student self-education, such as allowing students to participate fully in school scientific research, management and service activities; the third is to improve the incentive mechanism for student self-education, including comprehensive improvement of student awards and scholarship regulations and evaluation priority system; and the fourth is to optimize student self-education. The evaluation model overcomes the practical limitations of traditional evaluation, and makes innovations and breakthroughs in its ideas, contents and methods. Thirdly, we should strengthen typical demonstrations and strive to create a campus atmosphere of mutual assistance. In reality, the ideological and political education of college students is not enough to set up advanced models and actively play its guiding function. To a large extent, it still stays at the level of "most of them did fairly well", which makes a large area of students "lack of navigation aids" and "over conceited". Therefore, under the guidance of "Socialist Core Values", the ideological and political education of college students in the new era must foster advanced models, develop the style of learning and mutual assistance, and strive to create a positive and positive cultural atmosphere so that college students can grow up in the "high-quality environment".

### **4 Integrating into the practical life of college students**

Xingzhi Tao, a famous educator in China, pointed out that "life is education". Education originates from life, and education exists in life at the same time. This is especially true of college students' ideological and political education, which needs to be integrated into life and real. In the ideological and political theory classroom and the actual work of student education management in colleges and universities, the author deeply feels that the current ideological and political education of college students is still relatively lack of life and lack of work. To effectively promote the ideological and political education of college students, the key is to make it real, so that college students can reflect on and improve their true feelings. First, educational objectives should be visible. In the past, traditional education focused on high-level ideals, beliefs and ideological indoctrination, and lacked the hierarchy of educational objectives, which made people feel a little mysterious and difficult to start. We should start from being a good citizen and set visual educational goals step by step in grading the school year, so as to achieve the ultimate goal of training qualified builders and successors. Secondly, the content of education should be realistic. For example, the ideological and political theory course in colleges and universities should not simply "from concept to concept, from point of view to point of view", but dissect the typical cases around it in a sound and tangible way. Thirdly, persistence should be emphasized in the process of education. For ideological and political education, process attitude and process method are very important. First, the ideological and political educators of students must "devote themselves to education" and "believe that students are educable and fertile"; second, students' ideological and political education should be tireless and insistent; third, education methods should be targeted, adhere to the combination of generality and individuality,

and combine the same thinking with the different thinking; fourth, the educational measures should have brand power. In order to make ideological and political education of different types of colleges and universities more vigorous, it is necessary to take the road of characteristic education measures in accordance with school conditions, and to educate students and stimulate their fighting spirit by creating brand. At the same time, the ideological and political education with its own characteristics is more attractive. Finally, the ideological and political education of college students must be fully integrated with solving students' practical problems. First, schools should vigorously improve the management level, improve the quality of service and expand the scope of service; second, ideological and political education of college students must be integrated into solving students' practical difficulties, such as learning, interpersonal communication, love, economic difficulties, psychological pressure, employment problems and so on, so that students' ideology can be sublimated in the process of solving contradictions.

### **5 Sticking to walking with "two legs" in counselors' work**

Counselors are the main force of ideological and political education and the backbone of ideological and political education and management of college students [5]. They undertake a series of work closely related to students' growth, such as daily education and management of college students, employment guidance and service, psychological counseling and life counseling. Document of the Ministry of Education clearly points out that counselors are an important part of the teaching and management teams in colleges and universities. They have several ideas for optimizing the ideological and political education of college students and the dual identity of cadres. Therefore, college counselors must adhere to the "two-legged" approach: first, to do a good job in the implementation of specific work, and second, to properly "detach" and research and improve.

Promoting work in an orderly manner is the duty of counselors. Counselors must start from paying attention to students' needs and respecting the rules of students' growth and development, insist on deepening the front line, insisting on equal communication, adhering to classified guidance, adhering to good faith demonstration, adhering to patience and meticulousness, in order to exchange students' understanding and support with sincerity, stimulate students' enthusiasm for life with optimism, and promote the initiative of work with innovation and change. At the same time, colleges and universities should also strengthen the management, assessment and incentive of counselors, and avoid marginalizing their work. Appropriate "detachment", research and improvement, that is, counselors should do a good job of students' specific counseling work, at the same time, from the daily details of the specific affairs of the appropriate detachment, abstract the specific work, its analysis and research, in order to improve the work of counselors. Many counselors hold the idea that scientific research is more a matter for professional teachers and researchers, as long as they do well in routine education and management. As everyone knows, counselors are also one of the components of teachers. The work of counselors itself needs further study. The research level of counselors is directly related to the improvement of academic qualifications, the evaluation and employment of professional titles, and the sustainable development of individuals in the future. Therefore, counselors should set up the concept of lifelong learning, actively carry out scientific research, and strive to align their academic qualifications and professional titles with those of front-line professional course teachers. Remember not to complain blindly about "too many things, too complicated", time is squeezed out. At the same time, we should believe that "the science of studying humans must be more interesting than the study of frogs" and "it is our own business to insist on walking with two legs".

### **Conflict of Interest**

There is no conflict to disclose.

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