

# Research On The Optimization Strategy Of The Mainstream Ideological Education Path Of College Students In The New Era

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**Abstract:** In recent years, under the high attention of the country, the ideological and political education in colleges and universities has achieved remarkable results, but the teachers, the relationship between the subject and object of education and the penetration of multiple values and other problems still seriously affect the effectiveness of mainstream ideological education. This paper analyzes the existing problems and reasons in the mainstream ideology education of college students, and explores new ideas from three aspects: strengthening the construction of counselors, reforming education methods and cultivating students' information literacy ability, so as to find practical ways to help college students resist decadent culture and wrong thoughts and strengthen the mainstream ideology.

**Keywords:** College students, Mainstream ideological education, Optimization strategy.

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## I. PROBLEMS EXISTING IN THE MAINSTREAM IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS

### 1.1 There is still a certain gap between the quantity and quality of the teaching staff and the requirements set by the state

Teachers are the main undertakers of ideological and political theory courses in colleges and universities, as well as the main force of mainstream ideological education in college students. According to the investigation, there is still a significant gap between the number of ideological and political educators in colleges and universities and the goal required by the state. Although the ideological and political education team in most colleges and universities has been significantly strengthened in recent years, there is still a certain distance from the national requirement of "strong politics, professional expertise, strict discipline and correct style"[1]. The shortage of resources for teachers of ideological and political theory course is bound to bring heavy teaching tasks. Teachers lack time and energy to improve their own quality, and cannot learn the latest theory of socialism with Chinese characteristics in a timely, profound and thorough way, which can be seen in the teaching effect. The insufficient number of teachers leads to the heavy teaching task of teachers, which seriously affects the professionalism of teachers and the ability of classroom organization[2]. It is difficult to teach and learn, and it is even more difficult to research and innovate.

### 1.2 The relationship between subject and object of education restricts the educational effect

According to the investigation, the status inequality of teachers and students is widespread in the ideological and political education in colleges and universities, which is mainly manifested in the imposition and dominance of teaching content and teaching methods. In terms of educational content, teachers either have the situation that they mainly indoctrinate according to the text, or they give priority to the values with their own emotional judgment[3]. The subjective authority of educators is exaggerated, students' right to choose and practice is ignored, and the communication and interaction between the subject and object of education cannot be effectively implemented. In terms of educational methods, theoretical education is the dominant method, which is basically a textbook type of instruction. Teachers carry out propaganda and education of mainstream ideology through the teaching of basic principles and ideas. In addition, the trivial and complicated teacher evaluation makes teachers do not have enough time to understand students, students cannot maximize the experience of teachers' emotions, attitudes and values, the core part of ideological and political education is "diluted", resulting in little effect.

### **1.3 The impact of multiple values on college students**

College students are different from primary and middle school students in education, their individual quality has been high and low before entering the school, the belief problems mainly concentrated in the following three aspects: first, theoretical understanding is not deep, political belief is not firm. Most students can view the construction of socialism with Chinese characteristics from the perspective of development and are full of confidence. However, some students still have doubts about why they should firmly believe in Marxism and what is the ideal and belief of science. Second, advocating individual interests first, the collective consciousness is weak. Under the influence of Western values, many college students only pay attention to self-realization, and put more weight on the realization of personal ideals and goals[4]. They lack the social consciousness and responsibility that college students should have. For example, the choice of elective courses is not driven by interest, but by social needs; The motivation of joining the Party is no longer a simple communist belief, but to increase the bargaining chip of employment. These profit-oriented thoughts make many college students lose the beautiful innocence of youth and move toward utilitarianism[5].

## **II. ANALYSIS OF THE CAUSES OF PROMINENT PROBLEMS IN THE MAINSTREAM IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS**

### **2.1 There are defects in the management of the counselor team**

Counselors are not only highly educated and high-quality talents, but also professional talents with knowledge of Marxist theory, ideological and political education and psychology. Although each college has been basically formed is given priority to with counselors, professional team of teachers under the ideological and political education, but in fact, colleges and universities in the counselor team selection, development is still not enough attention, number of full-time instructors proportion deficiencies, wages, title evaluation and full-time teachers there are difference, lack of sense of belonging, lead to the counselor group team great mobility, It is difficult for existing practitioners to have both excellent political quality and good professional quality, and it is difficult for scientific research and innovation. In the actual education work, most counselors are busy with teaching affairs management and have no time to enrich themselves, so it is difficult to improve their professional ability. The comprehensive effect of multiple factors makes the post of instructor become the springboard to enter the university, and the high frequency of personnel flow makes the development of this work lack of continuity and inheritance. It is difficult to care for students, serve students and dedicate students. Without the support of the guidance team, the mainstream ideological work of college students is difficult to proceed smoothly.

### **2.2 The focus of ideological and political education is unbalanced**

Theoretical education method, comparative education method, typical education method and self-education method are the main means of ideological and political education in colleges and universities at present. Students learn ideological and political theoretical knowledge through the classroom and test their "acquired" values through exams. Although values can be taught and learned through education, the students' active practice right and subject's choice are ignored in the whole process of education. In the process of ideological and political education, many teachers only pay attention to the imparts of knowledge and skills, and ignore the initiative of students, which makes it difficult for the educational content to enter the mind and heart, and seriously affects the teaching effect. As Wilwig Jins said, teachers must deeply penetrate into the relationship between teaching materials and education in the process of education. In particular, value education should focus on "inspiration" rather than "teaching". Teachers should have unique opinions on educational content rather than "neutral" reading from the book, so as to achieve good effects of education.

### **2.3 The influence of social ideological trends and the penetration of multiculturalism**

In recent years, western new liberalism ideological trend has been from the past "peaceful evolution" in the latent cultural means of political and economic evolution of liberal values, more powerful than the drab, conservative traditional Chinese culture, has been popular and loved by many young people, not only transfer the student's concerns, this also leads to some students, the phenomenon of the western values. The investigation shows that neoliberalism, egoism, historical nihilism and other ideological trends have exerted a profound influence on the mainstream ideological education of college students. Modern media has easy to understand information and strong commercial atmosphere, among which there are some edge cultures with both elegance and lowbrow. These edge cultures are extremely confusing and corroding young college students with immature values. Driven by interests and influenced by western values, many students' original ideal and pursuit will be changed by social interests when they are faced with multiple challenges such as going to school and getting a job. It can be seen that the influence of these trends of thought cannot be underestimated.

### **III. THE PATH ANALYSIS OF STRENGTHENING THE MAINSTREAM IDEOLOGICAL EDUCATION OF COLLEGE STUDENTS**

#### **3.1 Strengthen the professional construction of the counselor team**

First of all, improve the evaluation and reward system for ideological and political educators, especially for counselors. All colleges and universities should strengthen the evaluation of counselors, incorporate the evaluation of counselors into the same reward system for educators, allocate the quota according to proportion, combine with the results of school assessment, the counselors who have won the relevant provincial and municipal honors can be promoted to non-leading positions in the case of professional matching, and stimulate the work enthusiasm of counselors. Secondly, improve the salary and status of counselors among faculty members. According to their own conditions, colleges and universities set up counselors' post allowances, special allowances, etc., and give preferential policies in terms of allowances and commendations, so as to enhance the attractiveness of the post, facilitate the recruitment of talents, and strengthen the ideological and political education team. Finally, in the professional title evaluation, the guidance indicators should be set up separately to open up the promotion channels of guidance titles, effectively solve the problems of guidance counselors' rank and remuneration, and establish an efficient and stable guidance team.

#### **3.2 Reform educational methods**

The existing value education theory and practice courses contain enough rich educational content, scientific and reasonable educational content can play a better role only through good teaching methods. First of all, we should strengthen the combination of Marxist theory and Chinese excellent traditional culture. Without the guidance of Marxism, ideological education in colleges and universities will lose its direction. Ideological and political education workers to dig Chinese excellent traditional culture, and looking for love, the good faith, harmony, the source of the same values to nourish the socialist core values, deal with the outstanding traditional culture inheritance in the mainstream ideology education developed and creative transformation, promote the pioneering work of ideological and political education content. Secondly, we should pay attention to the implementation of emotional education and strengthen the combination of group education and individual education. Different from the imparting of natural science knowledge, the achievement of ideological and political education largely depends on the emotional interaction between teachers and students and students' familiarity and recognition of teachers. Teachers should respect individual differences and students' differences in cognition and psychological personality, guide different groups of students to catch up with the mainstream forces in time, let them learn to think independently, and at the same time, scientifically build the value relationship between individuals and society. Finally, pay attention to the promotion of hidden education to mainstream ideological education. In addition to classroom education, hidden education such as campus culture, teachers' ethics, family atmosphere and social education is easier for students to understand and accept. All kinds of hidden culture play a subtle role in education for students. Therefore, attaching importance to recessive education and making great efforts to create a good educational atmosphere are also the powerful supplements to explicit education.

#### **3.3 Cultivate students' information literacy ability**

In the face of multiple trends of thought, control and prohibition are the methods of treating the symptoms rather than the root causes. The main purpose of ideological and political education is to arouse, develop and enhance students' subjective consciousness, cultivate their critical thinking ability and information literacy ability, and establish correct values. The main quality of students is not only the key factor of ideological and political education, but also the core factor of their overall development. First of all, the state should establish the correct direction of public opinion at the macro level, increase the construction of media platforms, strictly control and punish bad we-media, improve the scientific, authoritative, credibility and influence of public opinion guidance, and make bad information and wrong public opinion have no place to hide. Secondly, colleges and universities should build and perfect the curriculum system of college students' information literacy. Through the basic research on the structure of the student group analysis, fully understand the problems between the subject and object of education, respect the quality of education subject hierarchy, diversity. Through data analysis and comparison, we can grasp the main contradiction, tailor the standard of information literacy, and effectively improve the effectiveness of ideological and political education. Finally, according to the professional characteristics of different colleges, information literacy related activities are held regularly to stimulate students to improve their information literacy consciousness. For example, information skills operation competition, micro video production competition, etc., will cultivate students' information literacy ability work into practice.

#### **IV. CONCLUSION**

In a word, the mainstream ideological education of college students is a huge theoretical project. To really do a good job in this work, we need to grasp the key period of the formation of college students' values and provide them with benign value orientation from all aspects.

#### **CONFLICT OF INTEREST**

There is no conflict to disclose.

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