

The Challenges and Reform Ways of Ideological and Political Education in Colleges and Universities

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Abstract: In the current new era, the education in colleges and universities has entered a new stage of the development. Instead of focusing only on professors with knowledge and skills, it has also begun to pay attention to the content of ideological and political education. The current ideological and political education in colleges and universities emphasizes the implementation and practice of the spirit of the 19th National Congress of the Communist Party of China, and plays an important role in the cultivation of ideological and political education. However, in the new era, the responsibility of colleges and universities for the ideological and political education of students is even more arduous. We need to face challenges positively and improve teaching methods and approaches. This paper will analyze the specific challenges faced in the ideological and political teaching of colleges and universities, and propose corresponding reform measures.

Keywords: colleges and universities; ideological and political education; challenges; reform approach

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0 Introduction

The current dual stage of social and economic transformation and the invasion of foreign culture have brought about tremendous changes in the environment of China's colleges and universities. Although most of the college students already are adults, the ideological concepts are still not stereotyped, and they are easily influenced by the external environment. Under the environment of social reform and diversified culture,

the ideological concepts of college students are also likely to be shaken, which is the development of ideological and political education in colleges and universities bringing huge challenges. Therefore, colleges and universities need to grasp the pulse of the times according to the characteristics of the times, pay attention to the summarization of experience and the expansion of ideas, and promote the transformation and development of ideological and political education in colleges and universities.

1 First, the characteristics of college students' ideological and political education in the new period

With the societal development, not only the economic level has been greatly improved but also the social culture has shown a diversified development trend^[1]. Urban and rural development, changes in Regional Strata, and rapid circulation of information have caused various cultures to collide and promote many new cultures. This is also a product of the new era, which is related to the changes in all aspects of society and socialism. A collection of different ideas and concepts are formed in the development of modernization. College students are the key training objects of the society and the core strength of socialist development. Therefore, college students need to pay attention to the concept of life and the cultivation of values while receiving education^[2]. Students in colleges and universities are the period of stereotypes of ideas. If this stage is influenced by bad thoughts, students will easily develop wrong ideas. Under the new situation, students have diverse identities not only students but also cultural inheritors and innovators. College students generally have higher cultural quality and

self-cultivation, while curiosity and acceptance of new culture are relatively strong. However, due to the shallow social experience of students, under the influence of multiculturalism, student's life outlook and values will collide and be impacted. The reform of teaching mode and the change of interpersonal relationship will cause confusion in students' mind by judging and selecting social and cultural concepts through past experience. Therefore, in the diversified cultural background, the ideological and political education work in colleges and universities also needs to emphasize the students' ideals and beliefs, so that they can always adhere to the mainstream culture of the society under the impact of diversified culture, and will have personal and societal interests. The combination of these interests can bear the heavy responsibility given by society and the times^[3].

2 Second, the challenges and problems in the ideological and political education of colleges and universities

2.1 Cultural challenges in the ideological and political education of colleges and universities

With the development of the new economic era, the blending and colliding trends of various ideologies and cultures are becoming more and more obvious, and there are also obvious changes in ideological ideology. Undergraduates face the transformation of social economy and the impact of diversified thoughts, and are prone to loss and drifting state (the results of the survey are shown in Table 1). The tremendous changes in the social environment and the changes in ideological values have intensified the contradictions among students, especially under the pressure of life, study, and employment. The ideological concepts, values, and ways of thinking of college students have diversified development trends. It poses a serious challenge to the growth of students.

2.2 The impact of networking on students' ideological concepts of ideological and political education in colleges and universities

With the advent of the information age, the Internet has gradually become a necessity in people's life, study, and work, and students are increasingly dependent on the network (student mobile phone application survey is shown in Table 2). The popularity of the Internet

Table 1. State survey table of students facing diversified ideological conflicts (n=200)

	Lost self	Have clear ideas	Follow the tide
Number of people	86	95	19
Percentage	43.0	47.5	9.5

and smart terminals has brought great convenience to students' learning and information acquisition, but it also has a certain negative impact on students' ideological concepts and values^[4]. The information that students access through the Internet is diversified, including many negative news such as pornographic pages, violent news, and antisocial speech. These negative information will lead students to be misguided and make students' ideas as well as behaviors and so on, to be greatly affected, which has brought many uncontrollable factors to the ideological and political education curriculum in colleges and universities.

2.3 The effect of ideological and political education in colleges and universities is gradually weakening

In the process of accepting information, college students often complete through multiple channels. The traditional ideological and political education is too monotonous and general, which leads to the ideological and political education flowing in the form and cannot play a proper educational role for the healthy growth of students. College students' interests are generally more extensive, their thinking is more active, and they have higher cultural quality and accomplishment^[5]. With the broadening of the horizon, the traditional education method of the textbook can no longer meet the learning needs of students, leading to weakening of the ideological and political education (Table 3 for specific investigations), which affects the physical and mental health of students.

2.4 Challenges of foreign culture in ideological and political education in colleges and universities

With the global integration of the economy, foreign cultures and new social cultures in China have formed a huge impact on the mainstream culture, which makes the values of college students face new challenges. The impact of foreign culture on students' thinking will lead students to form a non-mainstream ideological and political concept in ideology. Due to the influence of bad ideas such as egoism, hedonism,

Table 2. Survey on mobile phone usage frequency (n=200)

	Use the phone once every hour	Use it once every 2 h	Use it for 3 h–5 h	Use it once for >5 h
Number of people	123	42	31	4
Percentage	61.5	21.0	15.5	2.0

Table 3. Ideological and political education effect weakening questionnaire (n=200)

	Thinks that the role of ideological and political teaching is a greater number of people	Understanding the role of ideological and political teaching percentage	Thinks that ideological and political teaching has no effect
Number of people	31	67	102
Percentage	15.5	33.5	51.0

and money worship, students' thoughts fluctuate and form viewpoints and behaviors that are contrary to mainstream ideology^[6].

3 Second, the reform approach of ideological and political education in colleges and universities

3.1 Give full play to the advantages of ideological and political classroom education

First of all, focus on the selection of teachers and improve the overall quality and teaching level of ideological and political teachers. With the development of science and technology, students have more ways and means to acquire knowledge. They no longer rely entirely on teachers' explanations. If teachers still put their own frameworks in the textbooks, the content taught will not meet the needs of students^[7]. Therefore, to do a good job in ideological and political education, college students must constantly update their knowledge and education concepts and improve their business capabilities. Secondly, ensure that the content of ideological and political classroom education is consistent with the pace of social development. The core of ideological and political education of college students needs to focus on the spirit of patriotism, promote the construction of moral culture, enhance the overall quality of students, and promote healthy development of students. At the same time, in the process of ideological and political education, it is necessary to pass the teaching of excellent traditional culture, enrich students' knowledge and mind, enhance students' ability to solve problems independently, and distinguish between right and wrong, and be free from external bad information and thoughts, and always adhere to mainstream culture and mainstream thinking.

3.2 Building a three-dimensional ideological and political education model

The practice of theoretical education in college students' ideological and political teaching is a very important means and method. It has important significance for college students' understanding of China's national conditions and the perception of social responsibility. Through the study of ideological and political teaching, we will cultivate students' persevering quality and strong sense of social responsibility. According to the characteristics of college students, we will carry out practical activities, incorporate the students' ideological and political practice activities into the syllabus, and clarify the specific practical course time and class time^[8]. At the same time, colleges and universities need to provide effective guarantees for the development of practical activities, pay attention to the construction of training bases, and build a professional teaching team and a guarantee mechanism for ideological and political practice education. It also should pay attention to the application of Internet technology, make use of students' dependence on the Internet, and strengthen the ideological and political education of students. To stimulate students' interest in participation, we can open a discussion board on the learning network platform, mainly for national political affairs and social hotspots. This module needs to be managed by a dedicated instructor and provide positive guidance to students, eliminating the bad ideas of students.

3.3 Establishing the concept of ideological and political education that advances with the times

With the development and improvement of education, the core values of socialism have become the guidance of ideological and political education in colleges and

universities. Teachers need to be able to guide students to establish healthy ideas and positive learning and ecological attitudes with correct ideological and political concepts. According to the characteristics of students, adhere to the people-oriented education, pay attention to the cultivation of high-quality, high-capacity talents, and do a good job in the students' enrolment, school and pre-graduation thinking and social responsibility education. In the teaching of ideological and political education, we must not only combine the diversified cultural environment but also need to pay attention to the students' ideological dynamics, so that students can clarify their social responsibilities and good professional ethics before graduation. A reasonable ideological and political dynamic discriminating mechanism is adopted for students in different periods, and timely feedback is given to students' specific situations^[9]. At the same time, it analyses the causes of students' bad mental state, and implements targeted ideological and political education according to the needs of students to help students establish a correct outlook on life and values.

3.4 Improve the selection of ideological and political teachers

The ideological and political teachers' team is the backbone of ideological and political education activities, and also the inheritor and lecturer of ideological and political theory knowledge. Therefore, the professionalism and professional quality of ideological and political teachers also directly affect the effect and quality of education. In the construction of ideological and political teachers, in addition to the promotion of teachers' professionalism, it is also necessary to strengthen the cultivation of teachers' professional quality and responsibility, so that the teachers can continuously enrich their knowledge, broaden their horizons and bring more students. The ideological and political education knowledge consistent with the times can guide the students' ideological concepts in the right direction in response to the current social hotspots^[10]. At the same time, colleges and universities need to pay attention to the combination of work and rest of teachers' work, provide some beneficial activities for teachers' research and teaching time, strengthen the exchanges between teachers, relieve teachers' stress and nervous spirit,

and lay the foundation for better realization of the next teaching work and business improvement.

4 Conclusion

Ideological and political education in colleges and universities is a relatively systematic curriculum education system. Under the development of the new period, the influence of social economic transformation, network technology development, and foreign cultural shocks, the students' ideological concepts are also vulnerable to bad influences. Political education poses challenges, so colleges and universities must actively respond to these challenges and improve ideological and political education to promote the healthy development of students' physical and mental health.

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