

Research on the Innovative Path of Ideological and Political Practical Education Model in Colleges and Universities in the New Era

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Abstract: With the development of the country and society, higher requirements for college students' professional quality and moral cultivation have been put forward. The purpose of teaching ideological and political courses in universities is to guide college students to solidly grasp ideological and political theoretical knowledge, continuously improve moral literacy, and become qualified successors of socialism. Practical teaching of ideological and political courses plays an essential role in educating and nurturing students. It can transform abstract theoretical knowledge into practical experiences that students can intuitively feel and understand. Through practical teaching, students can not only better understand and digest theoretical knowledge, but also apply this knowledge in real or simulated social environments, thereby gaining a deeper understanding of social phenomena and problems. Based on this, this article focuses on the analysis of the ideological and political practical education model and innovative path in universities in the new era.

Keywords: New era; Ideological and political education; Practical education model; Innovative path

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1. Introduction

With the country's increasing attention to the quality of higher education and society's changing demand for talent cultivation, ideological and political courses no longer aim to impart knowledge, but also act as a key link carrying the noble mission of cultivating morality and nurturing people. The enhancement of their strategic position is not only reflected in the country's emphasis on the setting of ideological and political courses, but also in their crucial role in cultivating new-era talents with firm ideals, beliefs, noble moral sentiments, and solid professional knowledge. Strengthening the mission of cultivating virtue and nurturing people has also endowed ideological and political education with richer connotations and higher requirements. In the context of the new era, ideological and political education should not only focus on imparting knowledge but also on cultivating and shaping students' ideological and moral qualities ^[1]. This requires ideological and political teachers to pay

attention to students' knowledge mastery and practical abilities in the teaching process. Based on this, this article focuses on the analysis of the ideological and political practical education model and innovative path in universities in the new era.

2. Significance of implementing the ideological and political practical education model in universities in the new era

2.1. Enhancing college students' ideological and political literacy

The ideological and political practical education model in universities in the new era adheres to the people-oriented concept, emphasizing the need for ideological and moral education as well as scientific and cultural education in the process of promoting the basic goals of education and achieving coordinated progress in the quality and health of college students. In the continuous development of ideological and political education concepts in universities, it is necessary to further enhance college students' ideological awareness through ideological and political practical activities, improving their ideological and political quality on the basis of comprehensive development, strengthening their sense of social responsibility, and cultivating their self-discipline in practice. The form and connotation of ideological and political education are innovated to further enhance college students' self-practice ability^[2].

2.2. Cultivating college students' humanistic literacy

The new era of ideological and political practice in universities has further enhanced college students' humanistic qualities, including personality cultivation and moral qualities. Especially in terms of national pride and cultural confidence among college students, it fully reflects the advantages of cultural confidence in the process of national development, and further enhances college students' humanistic literacy in combination with reality. By utilizing knowledge structure, personal taste, humanistic cultivation, etc., we can further enhance college students' aesthetic concepts, aesthetic cognition, and psychological qualities, improve their innovation ability, reflect their ideological height and cultural connotation in practical teaching, and further enhance their spiritual aesthetic and practical innovation abilities.

3. Issues in ideological and political practical education in universities in the new era

3.1. Disconnection between teaching content and the development of the times

With the rapid development of society, new social phenomena, technological advancements, and values continue to emerge. However, the teaching content of some ideological and political courses has not been promptly updated, resulting in students having difficulty accessing knowledge and information closely related to real life in the classroom. The inertia of the education system results in the retention of some traditional and outdated teaching content, while lacking the introduction and updating of new knowledge. The knowledge structure and cognitive limitations of teachers themselves may also become obstacles to the disconnect between teaching content and the development of the times. This disconnection not only affects the teaching effectiveness of ideological and political courses but may also have a negative impact on students' ideological growth and value shaping. In today's information and globalization era, students are exposed to increasingly rich and diverse information, and they crave content that is in sync with the times and has practical significance in the classroom. When the teaching content fails to meet this demand, students may feel disappointed and

resistant, thereby affecting their sense of identity and participation in ideological and political courses.

3.2. Monotonous teaching methods of ideological and political education

The traditional lecture-based teaching model still dominates. Although this approach characterized by teacher lecturing and students listening can systematically impart knowledge, it often lacks interactivity and inspiration, making it difficult to stimulate students' interest in learning and active thinking. With the rapid development of information technology, emerging teaching methods and tools such as online teaching, flipped classrooms, and case analyses have sprung up like mushrooms after rain. However, the application of these new methods in the teaching practice of ideological and political courses is relatively lagging and has not been fully explored and practiced. In the context of knowledge and information explosion, students' demands for learning methods and content are becoming increasingly diverse and personalized^[3]. They crave to experience more innovation and change in the classroom. Monotonous teaching methods lead to students feeling bored and resistant to course content, which can affect learning effectiveness. As an important public compulsory course in the higher education system, the innovation of teaching methods and means is of great significance for enhancing the status and influence of the discipline. However, due to outdated and conservative teaching methods, ideological and political courses have fallen into the dilemma of being stagnant and unable to make new breakthroughs and progress in academia^[4].

3.3. Formalization of ideological and political education in universities

Ideological and political education plays a guiding role in students' ideological and political development, promoting the formation of positive ideological and political beliefs among college students. However, from the perspective of social development background, as the main force of internet use, college students are influenced by the social environment and online public opinion, leading to their ideological consciousness being more diversified. However, the ideological and political education in universities is relatively traditional and cannot meet students' diverse ideological and political learning needs. Some students' ideological consciousness cannot be guided, which also affects the effectiveness of ideological and political education in universities. In ideological and political education, some teachers fail to understand this concept and still teach using traditional teaching concepts, which presents a problem of personification of ideological and political education and is not conducive to the quality of ideological and political education in universities.

4. Innovative paths of ideological and political practical education model in higher education institutions in the new era

4.1. Utilizing artificial intelligence technology to precisely customize educational content

Precision ideological and political education is a precise educational activity based on cutting-edge technologies such as big data and artificial intelligence, guided by precise thinking and concepts, to achieve ideological and political education. Transformative technologies, including big data and artificial intelligence, have laid a solid foundation for the precise implementation of ideological and political education in universities. The prerequisite for precise ideological and political education is to recognize that different individuals or groups have varying levels of ideological development and psychological conditions, thus we should adhere to the principle of "one key unlocks one lock" and overcome the phenomenon of simple generalization and uniformity. Therefore, the prerequisite and foundation for implementing precise ideological and political education include achieving precise identification of the personality traits, ideological dynamics, behavioral status, and other aspects of the

educational target, accurately grasping individual differences and special demands. Accurate customization of educational content is an important support for precise ideological and political education. It is necessary to clearly grasp the knowledge and skills required by college students in their learning, use appropriate educational methods and carriers, produce and allocate educational content according to students' needs, and accurately supply educational content that meets the development needs of educational objects ^[5]. Scholars point out that the mismatch between supply and demand is the main contradiction in ideological and political education in universities, mainly manifested as insufficient content fit, inadequate supply of high-quality resources, and excessive supply of standardization and homogenization, which makes it difficult to meet the educational requirements of the new era. Precise customization requires tailoring personalized teaching plans around college students' multidimensional and multi-level ideological development needs, achieving a dynamic balance between content supply and demand ^[6]. For example, in order to meet personalized needs, the course "Chinese Marxism and Contemporary" is divided into modules such as contemporary science and technology, contemporary capitalism, contemporary socialism, etc. The modules are taught by teachers from different fields, with a focus on "content is king" for precise identification of educational objects, a clear grasp of what students need for development, and an accurate supply of educational content that meets the development needs of educational objects ^[7].

4.2. Innovating the carrier of practical education and promoting the development of practical education

College ideological and political practical teaching promotes the promotion and dissemination of the spirit of volunteer service, which helps to enhance the value of ideological and political practical teaching. The education reform emphasizes the importance of ideological and political education for college students. It is necessary to use ideological and political education to cultivate youth with the courage to undertake social responsibilities and the mission of the times, provide macro decisions for ideological and political practice education in universities, and point out a firm development direction. Volunteer service activities embody the excellent spiritual character of the Chinese nation, which is a spirit of mutual assistance without seeking anything in return. The concept of unity and service is applied to the construction of a better society, and volunteers are promoted to carry out various volunteer service activities with the noble spirit of volunteer service ^[8]. There is no distinction in age, education, status, etc. Volunteers treat everyone equally, starting from small things and others' needs, and helping those in need without compensation, making this society full of warmth and friendship.

Due to the increasing emphasis on ideological and political practical education in universities by the government, most universities have established stable practical teaching bases and continuously increased investment, providing hardware facilities for these bases and laying the foundation for the development of ideological and political practical teaching for college students. Due to the uncertainty of time and location, it is difficult to maximize the teaching effect of practical education in college student volunteer service activities. Therefore, universities should provide assistance and guidance when carrying out volunteer service activities, arrange for college student volunteer service activities to be carried out in practical bases, and achieve educational resource sharing. For example, when college students engage in volunteer service activities such as community service, environmental protection and public welfare, cultural inheritance and promotion, schools should organize activities in practical teaching bases for students ^[9]. Students should apply their theoretical knowledge to practical projects and enhance their professional abilities, and students who perform well in

practice are rewarded to ensure the positive development of the concept of practical education. Universities can also build virtual social practice platforms to break the constraints of time and space, allowing students to simulate social practice activities through the Internet and provide ideological guidance and moral education. When implementing virtual social practice activities, we should take students' comprehensive development as the core, adhere to the goal of ideological and political practice education, fully leverage the advantages of information technology, and effectively promote the integration of college students' volunteer service activities with ideological and political practical teaching.

4.3. Establishing scientific top-level design for ideological and political practice education

In the new era of university ideological and political practical education, it is essential to establish a robust top-level design that includes a strong support system and effective cooperation mechanisms. This involves increasing emphasis on building “big ideological and political courses,” enhancing the awareness and ability to leverage various social resources, thoroughly exploring and transforming regional educational resources, and actively promoting the multidimensional integration of practical methods into ideological and political course teaching practices^[10].

First, establishing a leadership and management cooperation mechanism. Under the unified leadership of the Party committee, a specialized leadership group should be responsible for organizing and coordinating the integration of regional ideological and political resources. This group would develop strategic plans, mobilize the enthusiasm of all educational stakeholders, and provide clear guidance for ideological and political practice education. For instance, Hongqiao Middle School in Wuhan has established a leadership group for its educational community, involving relevant institutions and units in surrounding areas. The school has set up “Education Practice and Study Bases” in parks, museums, communities, and hospitals, signing cooperation agreements to create a long-term mechanism for practical study cooperation. These efforts provide critical support for teachers and students to conduct study and practice activities conveniently and effectively.

Second, improving incentive and guarantee mechanisms. It is crucial to develop mechanisms for team building, teaching management, student management, and assessment and evaluation in ideological and political practical education. Measures such as job promotion opportunities, financial security, and organizational safety should be implemented to encourage the active participation of ideological and political teachers. Recognizing their contributions and addressing their practical concerns will foster a supportive environment for ideological and political practice education in universities.

4.4. Enriching the content of practical courses and enhancing the effectiveness of practical teaching

In the context of the new era, the supply of ideological and political practical courses in universities is relatively single, which currently relies mainly on channels such as “Red Dream Building Journey,” community lectures, and volunteer services. Due to limited funding and a shortage of ideological and political teachers, these colleges appear relatively single in the supply of practical course content, and the topics selected by students in practical activities often lack depth, creating a sense of superficial engagement. Therefore, expanding practical teaching resources is particularly important. Private universities need to enhance their internal and external collaboration, actively establish close cooperative relationships with communities, enterprises, and red education bases, and provide students with more diverse practical opportunities and platforms. At the same time, to ensure the effective implementation of the integration of ideological and political education in primary,

secondary, and tertiary schools, it is possible to strengthen the linkage between schools and jointly promote the in-depth development of ideological and political education. In addition to actively utilizing external resources, universities should further tap into internal resources, encourage students to start from their own interests, and pay attention to new problems that arise in socialist construction, particularly the practical issues that young students are concerned about, such as employment issues, wealth inequality issues, and elderly care and medical issues. Students can present and report in class based on the selected topic, be guided to analyze and think deeply about these issues through heuristic education, and naturally draw conclusions through continuous inspiration.

5. Conclusion

In summary, the ideological and political practical education model and innovative path in universities in the new era guide the formation and development of college students' thoughts. With the development of online information, college students are in an information age with rich social trends and diverse ideologies. Their learning and living environment is constantly impacted by various ideas, which also poses significant challenges to ideological and political education and teaching in universities. College ideological and political course teachers should keep up with the development of the times, innovate ideological and political practical teaching methods, and improve college students' core ideological and political literacy. Only in this way can the sustainable development of the ideological and political practical education model be effectively promoted, thus contributing to the growth and progress of students.

Disclosure statement

The author declares no conflict of interest.

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