

Research on Improving the Affinity of Ideological and Political Education in Colleges and Universities in the New Era

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Abstract: The affinity of ideological and political education in colleges and universities is an important index to measure the effect of ideological and political education. The improvement of affinity is the internal requirement of ideological and political education in colleges and universities. In the current ideological and political education activities, facing multiple challenges such as insufficient attraction and weak effectiveness, the improvement of affinity is particularly necessary. To enhance the affinity of ideological and political education in colleges and universities, we should realize the organic unity of the affinity of ideological and political education content, the affinity of ideological and political teachers' personality and the affinity of ideological and political education form based on adhering to the principles of people-oriented, keeping pace with the times and interest.

Keywords: New era; Ideological and political education in colleges and universities; Affinity

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1. Introduction

The word "affinity" originated from the subject terms of chemistry and biology, and was gradually widely used in social sciences. The interpretation of the concept of "affinity" in the Chinese Modern dictionary is as follows: "The forces that interact when two or more substances synthesize a compound; It generally refers to the force that people are willing to get close to ^[1]." In educational practice, the affinity of ideological and political education mainly refers to "Under the guidance of educators, the charm, attraction and appeal of ideological and political education activities to the educators, as well as the familiarity, closeness and identity of the educators to the ideological and political education activities, which are the 'image representative' and 'temperament responsibility' of ideological and political education activities ^[2]." In order to give full play to the important role of affinity in ideological and political education, we should explore its necessity, construction principles and practical paths.

2. The necessity of improving the affinity of ideological and political education in colleges and universities in the new era

At present, ideological and political education in colleges and universities is facing multiple challenges such as insufficient attraction and weak effectiveness. Only by further improving the affinity of ideological and political education can we overcome these challenges and realize the due function of ideological and political education in colleges and universities.

2.1. The attraction of ideological and political education in colleges and universities is not enough

Teachers are the leaders in students' life and the lighthouse to open students' spiritual world. Teachers' words and deeds play a vital role in students' growth. Therefore, in the teaching process, students are easily attracted by teachers' knowledge and personality charm, and then have an interest in this course. However, in real life, the attraction of college ideological and political theory course to students is far lower than the ideal state, mainly in the following aspects. First, in the ideological and political theory classroom, students' initiative is not strong. There are many non-ideological and political theory students who are perfunctory. It is common to be late, leave early and be distracted in class. Second, the comprehensive quality of ideological and political theory teachers is not high enough to form an attraction to students. Teachers play a leading role in the teaching process. A knowledgeable and talented teacher with noble personality charm is easy to be recognized, convinced and worshipped by students. On the contrary, a teacher with low teaching level and no teaching characteristics is difficult to mobilize students' interest in learning. Third, the content and form of ideological and political theory course in colleges and universities are not novel enough to keep up with the pace of the times, which makes it difficult for students to have interest in learning, resulting in low student participation. The traditional ideological and political teaching is a kind of "indoctrination" teaching, which cannot adapt to the reality of students' enhanced autonomy. There is a "derailment" between the teaching content of Ideological and political course and the actual needs of students. The teaching form still adopts the traditional teaching mode of theoretical preaching, pays less attention to the individual needs of students, and has low attraction to students.

2.2. Ideological and political education in colleges and universities is not effective

The effectiveness of ideological and political education in colleges and universities is not only an important indicator of cultivating high-quality talents, but also closely related to social harmony and stability. Therefore, it is very important to improve the effectiveness of Ideological and political education in colleges and universities. However in real life, the effectiveness of ideological and political education has not achieved the expected effect. The main reasons are as follows. First, the wide use of network media has changed the traditional mode of information dissemination and weakened the information and discourse advantages of teachers. In the era of rapid development of new media, it is easy to cause confusion in information dissemination, and even some false news will spread on the network. The college students whose world outlook, outlook on life and values are not mature enough, it is difficult to make correct value judgment and value choice for the information on the network. Second, the emotion of teachers in Ideological and political theory course is not deep, they do not instill deep-seated thoughts and emotions into the teaching process, resulting in the teaching content floating on the surface and difficult to be effectively absorbed by students. Third, the assessment mechanism of ideological and political education is not perfect and cannot adapt to the development of the times. The assessment mechanism of ideological and political education in many colleges and universities follows the traditional text assessment, which cannot assess the teaching effect in an all-round way, resulting in formalism in work and perfunctory response of workers.

3. The construction principle of improving affinity of ideological and political education in colleges and universities

The principle of affinity of ideological and political education in colleges and universities is the criterion to be adhered to in order to improve affinity in the process of ideological and political education. The process of ideological and political education is a complex and systematic activity. To improve the affinity of ideological and political education in colleges and universities, we need to adhere to certain principles in order to improve the effectiveness of education and ensure the smooth progress of educational activities.

3.1. People-oriented principle

The principle of people-oriented is a subjective principle, which requires that all activities should be carried out around people-centered. Ideological and political education in colleges and universities adheres to the principle of people-oriented, which is to care about and cultivate students on the basis of respecting students. In the first place, to carry out ideological and political education activities, we should respect students and their personality, interests and emotions. Respecting students' personality can mobilize students' learning enthusiasm; Respect students' emotions can mobilize students' initiative; Respect student's interest can stimulate student's creativity. In the second place, we should take humanistic care for student. Humanistic care is an important method of ideological and political education, which can greatly shorten the relationship between teachers and students. Humanistic care focuses on a two-way interaction between educators and educators, rather than a one-way indoctrination from teachers to students. In the third place, Teachers can help students solve practical problems. Ideological and political education in colleges and universities is not a castle in the air, but to help students solve the confused problems in life on the basis of ideological education. Only by combining solving students' ideological problems with practical problems and responding to students' concerns can we enhance the appeal of Ideological and political education and arouse students' resonance.

3.2. Principle of keeping pace with the times

Nothing is complacent and stagnant. The same is true for ideological and political education in colleges and universities. Ideological and political education in colleges and universities should adhere to the principle of keeping pace with the times, which mainly means that the content and methods of education should advance and adapt to the times. On one hand, we should speed up the knowledge renewal of ideological and political education. In today's era, the renewal cycle of knowledge has been greatly shortened, and many new things and new knowledge emerge one after another. Educators need to constantly update and upgrade their own knowledge. Only in this way can they adapt to the changes of the times and shoulder the important task of preaching and teaching. On the other hand, the form of ideological and political education in colleges and universities should also keep pace with the times. In the new media era, the traditional education carrier has been difficult to attract students. Therefore, educators should make full use of new media technology to enrich educational carriers. Through the effective use of new media technology in educational activities, we can strengthen the connection and benign interaction between educators and educational objects, show the educational content in a way loved by students, and improve the pertinence and effectiveness of ideological and political education.

3.3. Fun principle

Enhancing the interest of ideological and political education can reduce students' sense of pressure in the learning process and enhance students' learning enthusiasm and initiative. Adhering to the fun principle of ideological and political education in colleges and universities, we should realize the organic unity of educators, educational contents and educational methods. First of all, educators should have a sense of humor. Humorous teachers can shorten the distance between them and students. An appropriate sense of humor can activate the classroom atmosphere and guide students to think actively. In order to maximize the educational effect, we should guide students to study with interest. Learning with interest is a pleasant and relaxed state, so teachers need to maintain an appropriate sense of humor in the teaching process. Secondly, improve the interest of teaching content. How to transform the original boring and abstract theory into vivid and visualize language, and let the theory enter the classroom and students' hearts, which especially tests the ability of an ideological and political teacher. Finally, adopt interesting teaching methods. The interesting and situational teaching method is more easily accepted by students. Therefore,

exploring interesting teaching methods is an important task for ideological and political educators.

4. Practical ways to improve the affinity of ideological and political education in colleges and universities

In order to meet the needs of the development of the new era, the ideological and political education in colleges and universities should enhance the affinity of ideological and political education. The affinity of ideological and political education in colleges and universities can be improved from the affinity of educational content, teachers' personality and educational form.

4.1. Adhere to people-oriented and improve the affinity of ideological and political education content

Ideological and political education is an important activity to train talents for the future. Therefore, the trained talents should also fully adapt to and promote the development of the future society. Affinity of ideological and political education is an educational empathy that produces emotional resonance and ideological resonance between educators and educators. Educators need to always focus on students in the process of practice, and the content of ideological and political education always focuses on students to meet the growth needs and expectations of students.

Firstly, in the composition of educational content, we should integrate the characteristics of the times into the content of the new times. Contemporary college students pay special attention to social hot issues, cutting-edge topics and topics related to themselves. Therefore, college ideological and political education should respond to these problems in time, so as to find the "resonance point" with students and attract students' attention to ideological and political theory courses.

Secondly, in the presentation of educational content, we should not only integrate the real emotion, but also have the depth of theory. Vilfredo Pareto once said: "Most human behaviors do not originate from people's logical reasoning, but from emotion ^[3]." Therefore, there should be emotional integration in the process of ideological and political education in colleges and universities. Only by substituting real emotions in the teaching process can we enter the students' hearts and clarify the students' real needs. At the same time, the content of ideological and political education should also have theoretical depth. The demand of contemporary college students for theory is diverse, and educators with solid theoretical foundation are more popular with students. On the contrary, the lack of theoretical foundation will eventually lead to the resistance and disgust of the educated.

Finally, we should highlight the humanistic care of ideological and political education in colleges and universities. Integrating humanistic care into ideological and political education activities is not only the requirement of the development of the times, but also the need to realize the all-round development of college students. College students are in a critical period of self-consciousness growth. The complex social environment is easy to have some adverse effects on students. Thus, in the teaching content of ideological and political education, we should also add some content closely related to students' life. Humanistic care is not only reflected in the care of students' material life, but also in the care of students' spirit, emotion and ideal.

4.2. Strengthen team building and improve the personality affinity of ideological and political teachers

Teachers' personality charm is very important to improve the affinity of ideological and political education in colleges and universities. The personality of an ideological and political educator is composed of multiple factors such as his knowledge, character and conduct. "What kind of teacher will teach what kind of students." Noble personality has strong appeal, infection and attraction. Therefore, to improve the personality affinity of ideological and political teachers, we should strive to strengthen the construction of

teachers and improve the comprehensive quality of teachers.

To strengthen the construction of teachers, we should do the following: First, we should improve the political literacy of ideological and political workers. Ideological and political workers in colleges and universities should have a firm position and distinct Marxist belief in order to influence and educate students to receive ideological and political education. The second is to improve the cultural literacy of ideological and political workers. Solid knowledge is the most basic requirement of ideological and political workers. Profound knowledge can not only enhance the teaching effect, but also greatly mobilize students' interest in learning. College students in the new era are quick thinking, full of exploration spirit, wide contact and good at independent thinking, which also puts forward higher requirements for the cultural literacy of ideological and political educators in colleges and universities. Third, improve the moral quality of ideological and political workers. The affinity of ideological and political theory teaching can be enhanced only by the teachers who are willing to pay great efforts and treat the teaching work with diligent teaching attitude. We should actively guide ideological and political workers to set a good example for students with their professional style of love and dedication, and obtain the recognition of students with their own personality charm. Only in this way can students "love their teacher," "believe in what their teacher says." and improve the influence of ideological and political education.

4.3. Innovate educational forms and improve the affinity of ideological and political education forms

It is not necessary to be upright and upright to carry out ideological and political education. Only by exploring and innovating more infectious forms of education can we improve the affinity and effectiveness of ideological and political education. According to the 48th statistical report on the development of China's internet network issued by China Internet Network Information Center, as of June 2021, the number of Chinese internet users was 1.011 billion, and the proportion of internet users aged 20-29 was 17.4%. Therefore, carrying out ideological and political education in colleges and universities through the internet can make full use of the internet as a platform to expand the audience and enhance the sense of the times of ideological and political education.

In the first place, strengthen the two-way interaction of ideological and political education. Compared with the traditional one-way authoritative teaching, the two-way interactive teaching method highlights students' subjectivity and enhances students' sense of participation. "Any fruitful education is ultimately realized with the help of specific carriers ^[4]." The interactive and virtual nature of the network can also enhance the interest of education. Educators can make full use of the network to realize two-way interaction with students, use information technology means to transform boring text information into vivid three-dimensional animation and video information, or use virtual space to enter students' inner world, understand students' most real thoughts, and make the content of ideological and political education more interesting to students in a more acceptable way.

In the next place, improve the pertinence of education through mobile phones and other mobile devices. Ideological and political education also needs to teach students according to their aptitude, which is difficult to achieve in the period of traditional education. However, with the popularity of mobile phones in student groups, different messages can be transmitted to students who need ideological and political education at any time and space, so as to achieve targeted and individualized teaching. At the same time, different students' interests and life goals can be investigated and analyzed by means of network questionnaire, which can carry out different ideological and political education activities.

Finally, integrate ideological and political education into practical activities. If an ideological education wants to play a real role, it must integrate into social life and let students perceive and understand the value of thought in practical activities. Therefore, the ideological and political education in colleges and universities should be based on the practice field of students' daily life and carry out educational activities

in a way loved by students. In the specific implementation process, we should find the common ground with students' ideological understanding and emotional communication, and improve the accuracy of ideological and political education.

Disclosure statement

The author declares no conflict of interest.

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