

Research on Dilemma and Practical Path of Innovation and Development of Ideological and Political Work in Colleges and Universities

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Abstract: "What kind of university to run, how to run a university, for whom to run a university" this question is the key. Exert the educational function and historical mission of ideological and political education in colleges and universities. Doing ideological and political work well is an important guarantee for the realization of the goal of cultivating people in colleges and universities. Based on the reality, this paper analyzes the necessity of the innovation and development of ideological and political work in colleges and universities, the existing problems and reasons of the innovation and development of ideological and political work in colleges and universities, and probes into the development path of ideological and political work in colleges and universities.

Keywords: students' ideological and political work, innovation and development, dilemma, path

Introduction

In the new era, as quite a few people's value concepts have some deviations under the restriction of the concept of market economy benefits, such as overemphasis on monetary interests, freedom and rights, and even serious egoism and individualism, these problems have put forward higher requirements for the task of teaching and educating people in colleges and universities. In order to achieve the goal of cultivating people by virtue, It is imperative to innovate the new path of ideological and political work in colleges and universities, and innovation in ideological and political work is an important step.

1. The necessity of innovative development of ideological and political work in colleges and universities

1.1 Training qualified socialist successors requires innovative development of ideological and political work in colleges and universities

The question of what kind of university to run, how to run it and for whom to run it has always been the direction of colleges and universities. The fundamental task of colleges and universities is to train builders and successors of the socialist cause. This is the starting point and goal of every college teacher's work, and it is also the glorious historical mission entrusted to college teachers by the Party and the people. College teachers are not only imparting knowledge and skills, but also ideological educators. They bear the responsibility and obligation to spread the Party's socialist teaching concept. College teachers should start from their own duties, actively participate in school ideological education, actively

carry out ideological classroom teaching concepts, and do a good job of educating people in the process of implanting knowledge and skills. College teachers should actively participate in college thinking and political work, do a good job as a teacher's demonstration and guidance, guide and guide students from the ideological perspective, help students establish a big picture, encourage students to take the initiative to care about national affairs, take the initiative to learn and understand the history of the country, improve the ability to distinguish right from wrong, carry out the task of moral cultivation and cultivate qualified successors for the all-round development of morality, intelligence, physical beauty for the motherland.

1.2 The reform and development of college education need to strengthen the innovation of ideological and political work in colleges

Along with the reform of college education in China, the further expansion of the scale of running schools and the further expansion of the space of running schools, all kinds of education are rising gradually. In order to keep up with the pace of The Times and comply with the requirements of The Times, the structure of talents and disciplines trained by colleges and universities will be adjusted. Classroom construction, textbook content, teaching methods need to be further reformed, and teaching quality needs to be further improved. With the deepening of reform and development, there will inevitably be some new problems and new situations, all of which require the ideological and political work in colleges and universities to provide a strong political, ideological and organizational guarantee. Therefore, in this situation, colleges and universities need to innovate their ideological and political work, better serve the goal of running a college, and enhance the effect of the reform and development of college education.

1.3 To ensure the socialist direction of running a university, it is necessary to strengthen the innovative development of ideological and political work in colleges and universities

In the face of increasingly complex new forms, how to ensure that colleges and universities adhere to the socialist direction of running schools and ensure the smooth progress of all work has become a new topic and new challenge for colleges and universities to solve urgently. At present, the competition between countries in the world is becoming more and more fierce, various ideas and cultures collide with each other, and the struggle between ideologies is becoming more and more fierce. How to hold its own position in the struggle has become an important test for the Communist Party to rule. Ideology is about flags, about roads and about national security. Along with the reform and opening up, people's life has changed a lot. These changes also affect people's ideas, moral consciousness and value orientation to undergo new changes. All kinds of non-Marxist ideas try to take this opportunity to erode people's consciousness. In response to this problem, universities and colleges that undertake the fundamental task of cultivating morality and educating people should attach great importance to it, follow the Party's lead, stick to the socialist direction of running schools, continue to strengthen ideological and political work, carry out research and construction projects on Marxist theory, seize hot issues, persist in using Chinese theory to explain China's practice, and promote the latest Marxist theory into textbooks, classrooms and minds. To integrate scientific theory with education and teaching. In response to this requirement, colleges and universities should promote the innovation and development of ideological and political work in an all-round way, so as to ensure that colleges and universities adhere to the socialist direction of running schools and carry out the fundamental task of cultivating morality and educating people.

2. Existing problems and reasons for the innovative development of ideological and political work in colleges and universities

Ideological and political work in colleges and universities is an important part of ideological work. At present, great progress and achievements have been made in the innovation and development of ideological and political work in colleges and universities. However, due to some reasons, there are still some problems in the innovation and development, which have not fully given play to its functions.

2.1 Ideological and political work management department management solidified

At present, the ideological and political work in colleges and universities is mainly led by the student work Office, and the person in charge of student work and the counselor in charge of each department. In this way, a consensus has been formed that ideological and political work is only related to the class teacher, counselor and the staff of the student work Office, and has nothing to do with other teachers, which results in the ideological and political education work can not form the whole process, the whole chain of education. In the daily ideological and political education, should establish the consciousness of everyone's responsibility, each teacher is responsible for the ideological and political education work, especially the ideological and political teachers should join the ideological and political work, in the daily teaching, into the ideological and political education, only the full participation, the whole process of participation ah, in order to really put the ideological and political work in colleges and universities down to the small. Maximize the effect of its innovative work.

2.2 There are two sides in students' ideological and political work

At present, there exists such a phenomenon among college students. On the one hand, students actively apply to join the Party organization and have high enthusiasm for joining the Party, but they have little enthusiasm for participating in the ideological and political education organized by the school. Students lack the initiative to participate in ideological and political theory courses, regard ideological and political theory courses as irrelevant "water classes", and regard participation in party classes as a task. This inconsistency between thought and action leads to the inability of ideological and political education to effectively improve students' political theory level and accomplishment, and inevitably leads to the quality and inefficiency of ideological and political work. Therefore, in order to improve the innovation and development of ideological and political work in colleges and universities, we must solve the two-sided problem and innovate the teaching methods of ideological and political theory courses to make them easy to understand. Mobilize the enthusiasm of students to learn, let students really teach the significance of ideological and political education classes, set up lectures, guide students to get closer to positive forces through the power of example, comprehensively improve their own cultivation, innovate practical activities, improve students' sense of participation and identity of ideological and political education. Only in this way, ideological and political work can really play its function of educating people, and serve the goal of establishing moral education for people.

3. The path of innovation and development of ideological and political work of college students

"Reviewing the history of more than 40 years, we find that the grass-roots party organizations at all levels fighting on the front of higher education have won one class victory after another in various works of ideological and political education in colleges and universities, which has greatly promoted new development and achieved many good results"^[1]. To promote the innovative development of ideological and political work in colleges and universities, efforts should be made in four aspects.

3.1 We should attach great importance to the innovative development of ideological and political work

To do ideological and political work well is an important guarantee for the realization of the fundamental task of fostering morality and educating people. Colleges and universities and their teachers must fully realize the importance of ideological and political work and take it as the top priority in their work.

Only by improving the ideological understanding can we carry it out better in practice. As the future successors of the motherland, college students must buckle the first button of life, establish correct ideals, beliefs and socialist core values, in order to correctly guide life, study and practice, to develop themselves in an all-round way, to grow into talents, and to consciously shoulder the historical responsibility of realizing the great rejuvenation of the Chinese nation^[2]. Therefore,

innovating ideological and political work in colleges and universities requires schools, teachers and students to pay enough attention to the importance of ideological and political work innovation and development.

3.2 We should make good use of the main channel of ideological and political theory courses

To promote the innovative development of ideological and political work in colleges and universities, we need to make good use of the main channel of ideological and political theory courses^[3]. The ideological and political theory course is the main channel for the dissemination of Marxist theory and ideological and political education for students, so we should attach importance to the theoretical education in the classroom. The ideological and political theory course is the key course of "cultivating morality and cultivating people".^[4] Its teaching goal and task is to guide students to strengthen the four self-confidence, and integrate students' patriotism, determination to strengthen the country, and trip to serve the country into the cause of socialism with Chinese characteristics, building a strong modern socialist country, and realizing the great rejuvenation of the Chinese nation. Ideological and political theory courses play an irreplaceable role in shaping souls and cultivating new people, which provides an important guarantee for cultivating socialist builders and successors. Therefore, the innovation and development of ideological and political work in colleges and universities must keep and make good use of the main channel of ideological and political theory course.

3.3 We should innovate the development platform of ideological and political work

The innovation and development of ideological and political work in colleges and universities needs the support of platforms. Colleges and universities should keep up with the pace of The Times, build a new carrier for the innovation and development of ideological and political work in the background of the Internet era, and actively use WeChat public accounts, Weibo user terminals and emerging short video platforms to carry out ideological guidance^[5]. Relying on the play of young college students and learning power platforms, enhancing the timeliness, interest and convenience of ideological and political work to promote the improvement of students' learning results, and promote the consolidation of socialist core values and Marxist theories in the whole school, colleges and universities as the cultivation base for outstanding practitioners and practitioners in various industries and fields in the new era. Its leading role in shaping students' consciousness and the party's moral cultivation is particularly important. The university should actively build a new platform and mechanism for the innovation and development of ideological and political work in colleges and universities, innovate working methods and ways, and make every effort to promote the joint improvement and progress of the innovation and development of ideological and political work in colleges and universities.

3.4 We should improve the construction of ideological and political work teams

The innovative development of ideological and political work in colleges and universities ultimately depends on the implementation of the work force of the university. How to improve the team construction is an important issue to deal with well in the innovation and development of ideological and political work in colleges and universities. The improvement of the team construction needs to be completed in high quality under the guidance of the right direction. We can start from three aspects.^[6] First, colleges and universities can integrate ideological and political education with cultural development by adhering to an all-round, whole-process and whole-staff education, adopting a major ideological and political model and adjusting their organizational structure. Second, attach importance to the construction of ideological and political teachers in colleges and universities. Strengthen the cultivation of ideological and political teachers in colleges and universities, from teaching methods, language organization and expression ability, work innovation ability, theoretical education ability and other comprehensive training of this professional team of ideological and political teachers. Thirdly, we should attach importance to the training of young teachers, constantly improve their ideological and political theory level and work ability, attract them to play a leading role in the ideological and political work of the school, expand the strength of the school work and provide team guarantee.

4. Conclusion

Under the new situation, ideological and political workers in colleges and universities should base themselves on the

new era, study new problems with new ideas, actively practice Marxist theory, comprehensively improve their professional ability, promote the innovative and efficient development of ideological and political work in colleges and universities, make college education form a joint force, effectively realize the goal of "cultivating moral and human", and make new contributions to the training of high-quality talents for the country.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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