

A study on the effective ways to cultivate the ideological and political quality of higher vocational students

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Abstract: In a rapidly changing social environment, higher vocational education bears the heavy responsibility of cultivating practical talents. With the development of the economy and society, higher vocational students should not only have a skill, but also pay more attention to the shaping of ideological and political quality. This article aims to explore the effective ways to cultivate the ideological and political qualities of higher vocational students, analyze the existing problems in the ideological and political education of current higher vocational students, and propose targeted solutions, such as enhancing the practicality of courses, enriching campus culture, promoting social practice activities, and implementing personalized education paths, etc., in order to provide beneficial educational directions and methods for the comprehensive development of higher vocational students.

Key words: higher vocational students; ideological and political quality; cultivation; effective ways

1 Introduction

Higher vocational colleges, as an important part of higher education, bear the mission of cultivating high-quality technical and skilled talents. In the context of the new era, the cultivation of ideological and political qualities of higher vocational students is particularly important, which is related to the comprehensive development of students and the formation of future capabilities. At present, with the rapid development of society and the impact of value diversification, the ideological and political education of higher vocational students faces new challenges and needs, and urgently needs to explore more effective educational ways to improve students' ideological and political qualities and cultivate more qualified builders and reliable successors for society [1].

2 Current problems in the cultivation of ideological and political qualities of higher vocational students

2.1 Theoretical education and practical application are disconnected

At present, there is a general problem of disconnection between theoretical education and practical application in ideological and political education in higher vocational colleges. Students often receive a lot of theoretical indoctrination, but lack the opportunity to apply these theoretical knowledge to practice. Due to the lack of a practical operating environment, students find it difficult to transform abstract political theories into concrete action guides. This situation leads to a lack of enthusiasm for students in the study of theoretical knowledge, and even forms the wrong concept of

separation of theory and practice, affecting the effectiveness of ideological and political education.

2.2 Student individual differences and single education mode

Higher vocational students have diverse backgrounds, but higher vocational colleges often adopt a unified ideological and political education mode, ignoring the differences between individual students. Different students have different backgrounds, values, interests, and ways of receiving information. The single education mode can hardly meet the needs of all students, leading to a discount in the educational effect. In addition, the lack of targeted educational content and methods also makes it difficult to stimulate students' internal motivation, making ideological and political education formalized and perfunctory [2].

2.3 The influence of social environment on students' ideological and political quality

The social environment has a profound impact on the ideological and political quality of higher vocational students. In a diversified social background, students come into contact with complex and changing information, and many value concepts intersect and collide. If the school's ideological and political education cannot be closely integrated with social reality, students may have confusion about values and lack a sense of identity. Negative information and wrong trends in society may also erode students' ideological and political qualities, and schools find it difficult to effectively guide them.

3 Effective ways to cultivate the ideological and political quality of higher vocational students

3.1 Enhance the attractiveness and practicality of ideological and political theory courses

On the one hand, in order to enhance the attractiveness of ideological and political theory courses, teaching methods must be innovative. Teachers can use interactive teaching methods such as multimedia teaching, situational simulation, role-playing, debate competitions, etc., to stimulate students' interest in learning. For example, through the flipped classroom mode, students can learn theoretical knowledge independently through the network platform before class, and more discussions and practical exercises in class can enhance students' understanding and application of knowledge. In addition, the application of information technology, such as online educational resources, virtual reality (VR) technology, etc., can provide students with immersive learning experiences, so that students can better absorb and understand ideological and political theories [3].

On the other hand, combining theoretical knowledge with actual cases is an effective way to enhance the practicality of ideological and political theory courses. While teaching theory, teachers can introduce cases closely related to students' daily life and future career, such as social hot issues, historical events, typical character deeds, etc., so that students can deepen their understanding of theory in discussion and analysis. For example, by analyzing the ideological and political problems behind a social event, students can not only learn relevant theoretical knowledge, but also develop critical thinking skills and the ability to solve practical problems. In addition, industry experts and outstanding alumni can be invited into the classroom to share their practical experience and understanding of ideological and political qualities, so that students can recognize the importance of ideological and political qualities in personal growth and career development.

3.2 Strengthening campus culture and ideological and political climate

3.2.1 Enrich campus cultural activities

Campus cultural activities are an important means to improve the ideological and political quality of higher vocational students. Through organizing rich and colorful cultural activities, students' ideological and political literacy can be effectively improved. For example, holding speech contests, knowledge competitions, and theme class meetings with patriotism and socialist core values as the theme can cultivate students' national concept and sense of responsibility in a relaxed and happy atmosphere. At the same time, carrying out volunteer service activities, social practices, etc., can let students experience the importance of serving society in actual actions, develop good citizen consciousness and social

responsibility. In addition, through celebrating traditional festivals, commemorating major historical events and other activities, students' recognition of national culture and respect for history can be enhanced. The design of these activities should be close to students' life, interest and needs, both interesting and educational, to improve student participation and educational effect.

3.2.2 Enhance the guiding role of campus media

Campus media plays a crucial role in shaping a good ideological and political atmosphere. Higher vocational colleges should strengthen the management and innovation of campus media content, use various forms such as newspapers, radio, television, campus websites and social platforms, etc., to publicize the key content of ideological and political education. By reporting positive information such as typical cases, model characters, and excellent teams in the school, students' learning enthusiasm and desire for imitation can be stimulated. At the same time, campus media should also carry out online discussion meetings, special lectures, real-time news reports and other activities, so that students can interact and communicate with each other while receiving information, and improve their thinking ability. Campus media should also keep up with the times, follow social hotspots, guide students to correctly understand and deal with social phenomena, and cultivate their critical thinking and correct values.

3.3 Promote social practice and volunteer service activities

3.3.1 Build a diversified practice platform

In order to effectively cultivate the ideological and political quality of higher vocational students, a diversified social practice platform needs to be built. These platforms can provide students with a transition from classroom theory to social practice. Schools can establish cooperative relationships with enterprises, communities and public welfare organizations, and create various forms of practice opportunities such as internships, research, social surveys, and project cooperation. For example, activities such as "going into enterprises" and "three rural activities" can not only allow students to experience social operations firsthand, but also allow them to learn and promote socialist core values in practice. In this way, students can enhance their sense of social responsibility and historical mission in the process of solving practical problems.

3.3.2 Guide students to participate in social services

Guiding students to participate in social service activities is an important means to improve their ideological and political quality. Higher vocational colleges should encourage students to participate in volunteer services, such as supporting education, helping the elderly, poverty alleviation, environmental protection and other activities, to cultivate students' sense of social responsibility and dedication through these activities. In order to allow students to participate in a wider range of social services, schools can cooperate with government departments, non-governmental organizations and volunteer groups to provide more service platforms and opportunities for students. In addition, schools can motivate students to participate in social services through measures such as setting up volunteer service credit courses and setting up volunteer service scholarships. Schools should also track and evaluate students' social service activities, so that each service of students can become a practical course for improving their ideological and political quality, thereby promoting their comprehensive development.

3.4 Exploration of personalized ideological and political education path

3.4.1 Pay attention to student individual differences

In the process of ideological and political education, paying attention to the individual differences of students is an important strategy to improve the effectiveness of education. Each student's growth background, interests and hobbies, value concepts, cognitive level and learning ability are different. These differences have a profound impact on the

cultivation of students' ideological and political quality. Higher vocational colleges should establish student files, recording the basic situation, learning performance and ideological dynamics of each student, to understand the characteristics and needs of the student group through data analysis. Teachers in the teaching process should adopt differentiated teaching strategies, implement personalized guidance and tutoring for different types of students. At the same time, by organizing group activities with distinctive themes and diverse forms, students with different specialties and interests can find a growth path suitable for them, thereby improving their personal ideological and political quality.

3.4.2 Adopt personalized guidance plan based on a full understanding of student individual differences

Adopting a personalized guidance plan is the key to effective ideological and political education. Higher vocational colleges should design personalized education plans for different students, provide customized learning materials and activity plans. For example, for students who are interested in theoretical learning, they can provide in-depth theoretical discussions and special lectures; for students with strong practical ability, they can provide more social practice and volunteer service opportunities. Educators should adjust and optimize educational methods and content according to students' personality characteristics, learning status and feedback information, to ensure that educational activities can attract students to participate and promote their ideological and political quality. In addition, schools should also use professional services such as psychological counseling to help students solve problems encountered in learning and life, provide targeted psychological and ideological and political guidance, and promote the comprehensive and healthy development of students.

4 Conclusion

Through this study, it can be recognized that innovating ideological and political education methods, strengthening campus culture construction, promoting social practice and service, and implementing personalized education are the key paths to improve the ideological and political quality of higher vocational students. Future higher vocational education should pay more attention to the exploration and practice of these aspects, promote the comprehensive development of students in morality, intelligence, and physique, and cultivate more high-quality technical and skilled talents that meet social needs.

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Conflicts of interest

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