Exploring the Path of High-quality Development of Ideological and Political Education in Colleges and Universities in the New Era

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Abstract: The ideological and political education of colleges and universities is related to the success or failure of the work of cultivating morality and cultivating people, and whether colleges and universities can cultivate qualified builders and reliable successors of the socialist cause with Chinese characteristics. In the new era, ideological and political work is facing a severe test. How to improve the quality of college students is an important task before us. In order to achieve high-quality development, we must follow the development law of The Times, base on the purpose of personnel training, and on the basis of observing the law of education and teaching, innovate the education model, improve the curriculum system, establish a collaborative education mechanism, and improve the quality of teachers.

Keywords: new era, ideological and political education, path exploration

Introduction

At the present stage, ideological and political education is mainly based on the requirements of social development, pay more attention to value shaping, to guide values into people's ideological world, so as to strengthen the construction of ideology. Therefore, according to the requirements of social development, the quality of ideological and political education in colleges and universities is emphasized, attaching importance to moral education, strengthening the education of ideals and beliefs, tempering the noble conduct of college students, and building high-quality talents needed by the country to become the realization of social consensus. In this regard, the improvement of the quality of ideological and political education in colleges and universities lies in seizing the critical period of college students' training, critically inheriting the traditional excellent resources, exploring the elements that can accelerate the modernization of education, improving the educational structure, and promoting its balanced and full development. At the same time, it is necessary to train talents for social development, promote ideological and political education and the scientific, intelligent, high-quality modernization of the new era in line with the pace, improve awareness, so as to fully grasp the process of social development, and realize the integration of education and society in the era.

1. Constructing the discourse theory system and strengthening the ideological and political education discourse "bones"

"The construction of ideological and political education discourse theory system is an important symbol of the maturity of ideological and political education discourse theory."[1] The theoretical system is like the "bones" of the discourse of ideological and political education. We must strengthen the construction of the discourse theory of ideological

and political education in an all-round way to strengthen the "bones"of the discourse of ideological and political education.

The first is the historical dimension. Although the discipline of ideological and political education was founded not long ago, the activity of ideological and political education has existed since ancient times. At present, the academic research on it is mostly confined to the historical stage since the founding of New China, with the reform and opening up, especially since the new period, as an important time node. Due to the inability to break through the constraints of time and space, it is difficult for its research to carry out long-term historical retrospection, which leads to the limitation of the research on the discourse mode, discourse characteristics and discourse experience of ancient ideological and political education in China. Since the founding of New China, revolution, construction, reform and development have become the main themes of ideological and political education discourse in different periods. The constant change and development of ideological and political education discourse need to be systematically sorted out and summarized. Therefore, it is necessary to strengthen the combing and research of the history of ideological and political education discourse, understand the reasons for discourse changes in different historical periods, sum up the discourse rules and experience in different historical periods, so as to take history as a mirror and lay a deep historical foundation for the construction of current ideological and political education discourse theory.

Second, there is the reality dimension. Under the background of the new era, it is also facing severe challenges, and the construction of its theoretical framework needs to respond to reality. First, to deal with the challenges of globalization and build an international vision of ideological and political education discourse. With the deepening development of globalization, various cultures collide with each other and various thoughts of thought stir each other, and non-mainstream social thoughts take the opportunity to enter. In particular, Western countries continue to use discourse hegemony to carry out ideological penetration, interfering with and affecting the value judgment of young college students, and the dominant position of ideological and political education discourse with Marxism as the core is constantly under attack. Therefore, it is necessary to strengthen the communication between domestic and foreign universities in the discourse of ideological and political education, "to form an international discourse power that matches China's comprehensive national strength and international status"[2] to fully do a good job in the translation and dissemination of Marxist theoretical achievements to achieve "going global" theoretical achievements. Second, we should deal with the challenge of all media and expand the communication channels of ideological and political education discourse. In the all-media era, whole-person, whole-process, whole-effect and holographic media have changed the discourse field of ideological and political education, and the role of discourse subject has been impacted. Faced with the fragmentation of discourse content and the impact of discourse communication media, ideological and political educators in colleges and universities need to integrate the concept of all-media from the background of The Times. With the help of various media channels, discourse communication is actively carried out with rich discourse content and flexible discourse expression methods.

Finally, the practical dimension. Practice is the fundamental source and destination of discourse, and the discourse theory of ideological and political education must serve the reality. Therefore, the construction of its theoretical framework should not only build a theoretical system of scientific rationality from the perspective of theoretical philosophy, but also build a practical system of scientific ideological and political education discourse from the perspective of practical philosophy. On the one hand, it is necessary to clarify the prerequisite of theoretical interpretation of ideological and political education discourse. Ideological and political education discourse spreads mainstream ideology through speech to achieve the purpose of persuading and educating people, which is generated in the historical process of ideological and political education practice and constantly develops in concrete practice. On the other hand, it focuses on exploring the interactive relationship between the discourse theory system and the practical system of ideological and political education, applying Marxist practice view and methodology to examine the discourse theory system of ideological and political education in specific discourse practice, and clarifying the correlation between the theoretical system and the practical system.

2. Innovating the education model and building a collaborative education mechanism

Ideological and political education is a complex systematic project, which needs to form a systematic operating mechanism to effectively promote the implementation of education and teaching. To cultivate students',core quality as the guidance of innovative education model. To cultivate the core quality of students is the mission of ideological and political education in colleges and universities. "It is the fundamental task of ideological and political education in colleges and universities in the new era to train the builders and successors of socialism with all-round development of morality, intelligence, physique, art and labor."[3] Colleges and universities should adhere to the fundamental task of educating people, focus on cultivating students' core qualities, actively build a college ideological and political education system with Chinese characteristics, and integrate outstanding traditional Chinese culture, red revolutionary culture, and advanced socialist culture into the ideological and political education curriculum system. In the aspects of practical education, cultural education and collaborative education(Hereinafter referred to as "three-full education"), we should dig deep into rich connotations, strengthen research and exploration, and form a education model with Chinese characteristics and Chinese style, so as to cultivate students' core qualities.

In order to achieve high quality development of ideological and political education in colleges and universities in the new era, it is necessary to continuously optimize the mode of collaborative education under the premise of following the law of education and teaching and aiming at the mechanism of collaborative education. Colleges and universities should deepen the reform and innovation of ideological and political theory courses, which is an inevitable choice for the realization of high quality development of ideological and political education in colleges and universities. In this regard, we need to do the following points: First, to further deepen the understanding of the importance of strengthening the awareness of "three-full education"; The second is to further strengthen the consciousness of "three-full education"work hard; Third, efforts should be made to further build a collaborative education mechanism. It is necessary to build a collaborative education mechanism to realize the coordination between ideological and political courses and curriculum, between various departments and units in the school, between schools and society, and between schools and families, so as to achieve the goal of "educating all employees, educating people in the whole process, and educating people in all aspects"and achieve high-quality development of ideological and political education.However, some college students are also prone to some behaviors that do not meet the norms. At this time, colleges and universities need to establish a certain error correction system to prevent college students from acting out of line. The system of colleges and universities should punish the deviant behavior of college students properly, and reflect the positive guidance of college students in the system norms, correct the bad behavior, and form good behavior habits.

In addition, optimizing the education environment is also a key part of enhancing the high-quality development of ideological and political education. Education environment is a complex social system, including material environment, spiritual environment, institutional environment and organizational environment. It can be seen that the construction of education environment is a multi-level, multi-dimensional, multi-faceted comprehensive project. The high quality development of ideological and political education in colleges and universities should start from the optimization of education environment, which is an important focus and foothold of the high quality development of ideological and political education in colleges and universities. First of all, to optimize the education environment, we must strengthen the overall leadership of the Party, adhere to the socialist direction of running schools, and implement the fundamental task of cultivating virtues; Secondly, we should combine the material environment with the spiritual environment to create a beautiful campus culture and a good learning and living space. Finally, we must adhere to the system construction as a guarantee to establish a sound scientific and reasonable management system[4].

3. Improving the curriculum system and build a team of high-quality teachers

Curriculum ideology and politics is an important starting point for the high-quality development of ideological and political education in colleges and universities in the new era. First, we should set up the curriculum system scientifically. Schools should formulate scientific curriculum system setting standards, organic combination of ideological and political theory courses, public basic courses and professional core courses, overall optimization of disciplinary structure, so that

each course and ideological and political education content integration. Second, we must strengthen the construction of teaching staff. Colleges and universities should increase the training of ideological and political teachers, counselors and other personnel in accordance with the requirements of "three-full education", improve the teaching level and ability of ideological and political teachers, and give full play to the educational role of professional teachers in professional courses. Third, we need to optimize the evaluation system. Colleges and universities should take curriculum ideology and politics as an important standard to measure classroom teaching effect and students' ideological and political quality, incorporate curriculum ideology and politics construction into college talent training programs, and incorporate it into teaching assessment, teacher assessment and student evaluation system.

The high quality development of ideological and political education cannot be separated from the construction of teachers. The construction of teachers is the key to the high quality development of ideological and political education. Teachers are the core of ideological and political education in colleges and universities, which determines the quality and effect of ideological and political education and determines the success or failure of ideological and political education work. First, it is necessary to select and strengthen the team of ideological and political teachers, and form a team of ideological and political teachers with leading party and government cadres in colleges and universities, academic leaders in Marxist theory, and outstanding young and middle-aged backbone teachers as the main body. Second, we should strengthen the training of ideological and political teachers and improve their teaching ability and level of ideological and political education. The third is to continuously strengthen the training of the class teacher team, and constantly improve the work ability and level of class teachers.With the deepening of the research on the concept of ideological and political education, the academic circle's understanding of the concept has changed from one-way indoctrination to a two-way interaction process between educators and educatees, paying more attention to the inner ideological concepts and spiritual pursuit needs of the educatees, and emphasizing the practicality in the process of education. The content of ideological and political education, while adhering to the core ideas of politics, takes into account the individual moral needs and value pursuit of the educated, and realizes the dialectical unity of sociality and individuality[5].

4. Increasing network media literacy education for college students

Network environment has great influence on ideological and political education in colleges and universities. The current network environment is complex, and college students lack the ability to cope with the complex network environment, and are easily trapped by the negative information spread by the network. Network media literacy refers to the basic ability of network users to operate the network, the moral literacy of network behavior, legal consciousness and the consciousness ability of using network media correctly. Cultivating college students' network media literacy is conducive to college students consciously resisting the erosion of bad information on the network, and can carry forward and publicize the relevant laws and regulations of the network and create a harmonious and positive network environment. It is necessary to promote network media literacy education in colleges and universities so as to improve college students' ability to distinguish and recognize network information and use network media correctly. At the same time, the network media education also emphasizes the college students' network moral quality and related legal consciousness. Colleges and universities should pay attention to the significance of network media literacy to ideological and political education[6]. They can organize and compile textbooks related to network media literacy and set up general courses to improve college students' network media literacy education. Through classroom teaching, teachers disseminate the value and significance of network media literacy and related content to college students. It can also be combined with the practice of college students' network participation, and guide college students to form a fine style of civilized Internet access and rational participation in online public space discussions under the premise of adhering to the mainstream ideology. Colleges and universities can also publicize knowledge related to network media literacy to college students through school radio stations, WeChat public accounts, micro-blogs and other network social platforms, and hold related activities in the form of online and offline combination to attract college students to participate in, improve students' network media literacy, and enhance their ability to resist bad information from the Internet.

5. Conclusion

On the other hand, colleges and universities should improve the ability to examine the bad information in the campus network communication. Colleges and universities can use certain modern information technology means, and establish a full-time campus network information review team. The team can be composed of teachers and students to review all kinds of information spread in the campus network, reduce the space for the spread of Internet rumors and other bad information as much as possible, and create a harmonious and positive cyberspace environment.

Conflicts of interest

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

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