

# Research on the Innovation Path of Ideological and Political Education in Colleges and Universities under the Perspective of New Quality Productive Forces

Ziyi Li<sup>1</sup>, Zixiang Li<sup>2</sup>

1. School of Marxism, Anhui University of Finance and Economics, Bengbu, Anhui, China

2. International School of Accountancy, Anhui International Studies University, Hefei, Anhui, China

---

**Abstract:** New quality productive force is an important force for promoting social progress. To cultivate and develop new quality productive forces, innovation is the core element, and education is an important way to cultivate innovative talents. As an important part of ideological and political education in colleges and universities, ideological and political education must undertake new missions, meet challenges, explore innovative paths for ideological and political education in colleges and universities from the perspective of new quality productivity, and cultivate new quality productivity talents with both innovative thinking and practical ability.

**Keywords:** new quality productive forces, ideological and political education, colleges and universities, talent training

---

## Introduction

General Secretary Xi Jinping pointed out: "According to the new trend of scientific and technological development, we should optimize the discipline setting and talent training mode of colleges and universities, and cultivate urgently needed talents for the development of new quality productivity and the promotion of high-quality development." [1] It provides an important guideline for cultivating new quality productivity talents. In this context, cultivating talents with innovative thinking, practical ability and good ideological and moral qualities is an important force to promote new quality productivity. Ideological and political education in colleges and universities must undertake a new mission, make full use of educational technology and educational resources, improve the effectiveness and pertinences of ideological and political education, cultivate high-quality talents, and meet the needs of the society for talents.

## 1. The challenge of ideological and political education in colleges and universities under the perspective of new quality productive forces

General Secretary Xi Jinping put forward: "According to the new trend of the development of science and technology, we should optimize the discipline setting and personnel training mode of institutions of higher learning, so as to train urgently needed talents for the development of new quality productive forces and the promotion of high-quality development." With the continuous development of new quality productive forces, the ideological and political education in colleges and universities is facing new challenges in cultivating the talents of new quality productive forces, which is mainly reflected in the complexity of the educational environment, the lag of the educational content and way, and the

arduous task of cultivating high-quality ideological and political course teachers.

### **1.1 The complexity of the educational environment**

With the acceleration of globalization and the rapid development of information technology, college students are faced with the cultural integration and the collision of values. The diversification and complexity of the educational environment lead to the increasingly obvious trend of diversification of social value orientation, and the patriotic concept of some college students gradually weakens, which is easy to breed bad customs such as hedonism, extravagance and utilitarianism. Secondly, the rise of new network media makes the path of obtaining information more convenient and the types of access to information more diverse, thus promoting various ways of thinking and ideas, new ideas and new phenomena emerge in an endless stream, and college students are easy to be affected by wrong ideas. Finally, college students have active group thinking and strong learning ability, and are easy to accept new things and new ideas. The traditional ideological and political education concepts and educational goals are not enough to meet the characteristics of the group development of college students, thus reducing the effectiveness of ideological and political education.

### **1.2 The lag of the content and mode of education**

The traditional ideological and political education in colleges and universities mainly focuses on theory, and the development of new quality productive forces has brought many new problems and challenges, which is difficult to meet the personalized needs of students. The ideological and political education in colleges and universities needs to update the content system, so that students can better deal with various problems in real life. In addition, although colleges and universities are continuing to promote the integration of digital technology and ideological and political education, the integration of ideological and political education and new media technology in colleges and universities still needs to be deepened.

### **1.3 The task of training high-quality ideological and political course teachers is arduous**

The development of new quality productivity requires teachers to have an interdisciplinary knowledge structure and innovation ability. First of all, we should pay attention to the differences of students' subjects, change the unified teaching objectives and similar teaching courses, and avoid the uniformity of ideological and political teaching. Secondly, we should pay attention to the main position of students. Some ideological and political teachers do not take students as the center and ignore the real learning situation of students. Finally, we should pay attention to cultivating students' innovative thinking and practical ability. Some ideological and political teachers attach more importance to classroom teaching than practical teaching, which has some disadvantages. Practical teaching is very important to cultivating students' innovative thinking and practical ability. Although classroom teaching can impart theoretical knowledge, practical teaching can enable students to apply theory to practice, stimulate innovative thinking, and improve their practical ability. Ignoring practical teaching makes it difficult for students to really understand and use classroom knowledge, which is not conducive to the development of their comprehensive quality.

## **2. The development of new quality productive forces and the promotion of ideological and political education in colleges and universities complement each other**

On the one hand, the development of new quality productive forces promotes the innovation of educational science and technology, provides a broader educational scene for ideological and political education, gives birth to many emerging industries and occupations, and provides more practical opportunities and scenes for ideological and political education. On the other hand, the development of new quality productive forces puts forward new requirements for talents, which requires innovative talents with both innovative thinking and practical ability. The goal of ideological and political education should also be changed according to the situation, the time, and the new according to the situation, constantly adjust and improve, enhance the pertinence and effectiveness, and carry out more targeted and effective educational activities according to the characteristics and needs of students. According to the Marxist theory of productive forces, human beings are the most critical and active factor in the productive forces, and the development of high-quality productive forces needs to train more innovative talents. In developing new quality productive forces, colleges and

universities can play an important role in cultivating innovative talents, and cultivate a team of innovative talents with feelings, dare to take responsibility, high quality and willing to struggle. In addition, the development of new quality productive forces makes the crossover fields between traditional industries and emerging industries, providing rich materials and cases for ideological and political education. By introducing cases and practical experience in cross fields, theoretical knowledge can be displayed more vividly and vividly, and stimulate students' interest and enthusiasm in learning.

### **3. The innovative path of ideological and political education in colleges and universities under the perspective of new quality productive forces**

#### **3.1 Updating the concept of ideological and political education**

Colleges and universities to new quality productivity theory innovation ideological and political education idea, guide students to understand its important role and significance in modern society, to set up the people-oriented education idea, pay more attention to the subject position of students, the cultivation of innovation consciousness and practice ability into the education target system, cultivate the students' innovative thinking and practice ability, help students realize self-worth."Innovative talent is the core element of new quality productivity",<sup>[3]</sup> ideological and political education in colleges and universities should set up diversified talent, cultivate students' critical thinking and creative thinking ability, constantly strengthen the practice teaching link, through social practice activities, encourage students to actively participate in scientific research projects and academic competition, exercise students in practice, cultivate all kinds of talent uniqueness and autonomy, from different levels meet the requirements of the development of new quality productivity.

#### **3.2 Optimizing the teaching content of ideological and political courses**

Colleges and universities should do a good job in the training of innovative talents, integrate the theory of new quality productive forces into the teaching of ideological and political courses in colleges and universities, strengthen the cognitive education of new quality productive forces, and promote students to become new high-quality talents with the requirements of new quality productive forces. Teachers of ideological and political courses should follow the Marxist theory of productive forces, explain the rich connotation of new quality productivity from multiple angles and levels, guide students to fully understand its connotation and practical requirements, and consciously shoulder the responsibility of "matters of national significance".In addition, colleges and universities need to strengthen the cooperation with various industries, take the needs of new quality productivity as the foothold, and jointly carry out ideological and political education practice activities, so that students can become the needed talents in practice.

#### **3.3 Innovating the ways and means of ideological and political education**

On the one hand, we should build a new environment of integrating ideological and political education in colleges and universities. Colleges and universities should build a digital-intelligent curriculum system and network teaching and service system with rich resources, and realize the training of top-notch innovative talents in digital education. At the same time, advanced technologies such as big data and artificial intelligence are used to accurately analyze students' ideological dynamics and learning needs, so as to provide more personalized education services for each student and meet their diversified learning needs.Colleges and universities, on the other hand, should strengthen the construction of interdisciplinary comprehensive curriculum, the ideological and political education and humanities, natural science, and other fields of discipline for integration, integration of knowledge and methods of multiple disciplines, cultivate students 'interdisciplinary thinking, broaden students' vision, help students to build knowledge system, improve the ability to solve the problem, help foster comprehensive development of high-quality talents.

#### **3.4 Establishing an ideological and political education model integrating industry, university and research**

"To accelerate the formation and development of new quality productive forces, scientific and technological innovation is the core element, education is the foundation and forerunner",<sup>[2]</sup> universities have the advantage of

interdisciplinary integration. Colleges and universities should be through the depth of the fusion, make ideological education and practice, foster innovative thinking and practice ability of high-quality talents, centered, industry demand oriented, build industry integration of ideological education mode, timely understand the industry demand and technology development trend, realize the optimal allocation of education resources and sharing, joint personnel training activities, make the students in practice have comprehensive ability of high-quality talents. In addition, it is necessary to strengthen the construction of teachers, cultivate teachers with both ideological and political theoretical knowledge, industrial development and scientific research practice, encourage teachers to participate in enterprise practice and scientific research projects, improve their practical ability and comprehensive quality, and provide a strong teacher guarantee for ideological and political education.<sup>[3]</sup>

#### **4. Conclusion**

Under the background of new quality productive forces, colleges and universities should undertake new mission, constantly improve the effectiveness and pertinacity of ideological and political education, develop new quality productive forces as the purpose, promote high-quality development as the goal, and constantly cultivate urgently needed talents with innovation ability, practical ability and good moral character.

#### **Conflicts of interest**

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

#### **References**

[1] Accelerate the development of new quality productive forces and steadily promote high-quality development [N]. People's Daily, 2024-02-02 (001).

[2] Lu Jianjun: Adhere to the deep integration of industry, university, research and the integration of educational scientific and technological talents to promote the development of new quality productive forces- -China Education Online [EB / OL]. (2024-04-22)[2024-06-29]. [https://news.eol.cn/xueshu/hui/202404/t20240422\\_2600180.shtml](https://news.eol.cn/xueshu/hui/202404/t20240422_2600180.shtml).

[3] Guan Peijun. Developing new quality productive forces and building a strong higher education country [J]. Jiangsu higher education, 2024 (05): 17-19.

#### **About the authors**

Ziyi Li (2001-), Female, Fuyang City, Anhui Province, master's degree student, research direction: Ideological and political education research.

Zixiang Li (2006- ), Male, Fuyang City, Anhui Province, Undergraduate student, research direction: Accounting.