

Ideological and Political Education Management of College Students under the New Period

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Abstract: Under the new period, the ideological and political education management of college students has offered important guidance for their future employment. In that case, it is imperative to intensify the studies on this issue. Since colleges and universities are relatively special fields in the society, the problem of college students' ideological and political education becomes even more complicated. In order to conduct research related more effectively, the work probed into the current situation of ideological and political education management of college students under the new period and proposed the idea that education must conform to realities to boost the ideological and political education of college students.

1 INTRODUCTION

It was once clearly stated in the 16th central document, On Further Strengthening and Improving the Ideological and Political Education of College Students, that concept education is the core of college education, aiming to cultivate all-round college students with ideal, ambition, patriotism and collective love. That is because college students are valuable human resources for socialist modernization drive. While enhancing students' abilities and qualifications, it is also necessary to strengthen the ideological and political education so that students are able to contribute to the party development and socialist progress, thus improve the quality of the whole society. Nevertheless, with the continuous development of economy in the recent years, the monolithic ideological and political level of college students has slightly declined to some extent, while the education situation has a quite significant influence on students' future comprehensive development (Zhou Danwei, 2012). On this account, colleges and universities have attached more importance to the ideological and political education. As a result, with contents related enriched, teaching methods improved and teaching body well trained, ideological and political education has achieved increasingly prominent effects, which also exerts a profound impact on students. The work made an analysis of the current situation in the beginning, and further figured out the

effective measures for improvement to help enhance the level of college students' ideological and political education management.

2 CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION MANAGEMENT OF COLLEGE STUDENTS UNDER THE NEW PERIOD

2.1 Resultant Force of Ideological and Political Education Management Has Not Formed

Economic development facilitates the transformation of education. Since the opening up and reform, the ideological and political education of college students has witnessed continuous progress and the educational system has also been improved constantly. However, as the reform focus gradually transfers to the economic aspect, the economic development appears to be more crucial while the situation of ideological and political education of college students are being neglected by colleges and universities. Recently, the issue has again aroused public concern as the construction of socialist spiritual civilization is being presented. Colleges and

universities have accomplished great progress in the discipline construction, curriculum design and teaching evaluation. In the meantime, the ideological and political education management is also advancing ahead (Ma Xinping, 2010). But on account that there is still a long run to go before the development of ideological and political education, any kind of support from the society is desperately needed for the problem solving. Thus, a resultant force can be generated to facilitate the development of ideological and political education more powerfully. Nevertheless, in face of varying economic situation and sophisticated social problems, such a resultant force has still not taken shape. Without an effective resultant force from the college, family and society and merely relying on the power of college, it can by no means fulfill the objective of ideological and political education. In sum, forming a resultant force is vitally important.

2.2 Incorrect Ideological and Political Management Misleads Students

Due to the continuous advancement of economy, society, science and technology, the emergence of various communication media makes it far more convenient for students to have access to information of whatever direction. Today, as the opening up and reform develops in depth, students are exposed to all sorts of thoughts in the world. A variety of capitalist ideas are being extended in China, which is continuously eroding students' thoughts. Most college students, having not embarked on society before, do not acquire adequate life experiences, so it is likely for them to give respects to the so-called thoughts of capitalist democracy and freedom. They will tend to take it for granted that China's socialism is relatively lagging behind the western capitalism. Thus, students' ideas will tend to go to extremes so that their outlooks on life and values are being damaged and that it is easier for them to generate an aversion to socialist society, which goes against the construction of a harmonious society as a whole. For this reason, it seems to be more important to strengthen the ideological and political work on college students.

2.3 Teaching Faculty of College Ideological and Political Education Remains to be Improved

To enhance college students' ideological and political level, it depends on not merely the self-improvement of students' learning level, but also

instructions by highly qualified teaching faculty. Only with active cooperation between students and teachers can students achieve greater progress. At the request of various central documents and policies, colleges and universities have fostered a group of well-qualified workers on ideology and politics who are now striving in the front position of college ideological and political education. They have trained a multitude of talents for the society and have become the dominant force in the field. However, in spite that workers on college ideological and political education have boosted their quality, due to the low payment and unclear prospects, problems of absentmindedness, tremendous liquidity and strong temporary concepts follow by. Such ideas and concepts have affected the talents cultivation plan of political educators as well as the perfection of related educational work. As a result, an obvious decline appeared in the level of teaching faculty, which is truly adverse to the development of ideological and political education.

2.4 Implementation of College Students' New Concepts of Ideological and Political Education Develops Relatively Slowly

An increasing number of research accomplishments arise as more attention and support are paid to the cause of college ideological and political education. This provides more theoretical exchanges and makes contribution to the further development. However, when applying these research fruits into real practice, some teachers in colleges and universities simply superficially interpret one single concept instead of conducting in-depth research before application, and just go through the motions of teaching. Actually, the ideological and political work is only taken as a soft task that is being ignored and even misunderstood. The fact is that colleges are laying emphasis on increasing the scale of running, level of discipline construction and employment rate, but neglect the seemingly unrelated ideological and political education work. For this reason, the implementation in reality confronts with a backward situation. Students are impeded from receiving correct ideological and political education, which counts against the socialist construction.

2.5 Innovation, Timeliness and Pertinence of College Ideological and Political Education Still Wait Strengthening

Living in such a complex modern society, college students at present are exposed to a variety of new thoughts and ideas. In order to further ensure that the ideological and political education goes on smoothly among students, domestic colleges and universities are making different efforts. They are striving to make innovations to advance with the times so as to promote the educational development, including infrastructure improvement, creative working methods and approaches, taking full use of novel network technology and so forth. Although they have endeavored to achieve a solid and effective result, the transformation of anything can by no means be accomplished overnight. There still lacks creativeness and pertinence in the current ideological and political education work. For example, teachers in some colleges and universities continue to give lectures in the traditional way utilized decades ago, and even adopt the dated theories into actual teaching. Thus, there appears a phenomenon that imparts the ideological and political education from the society. In addition, some of this work also fails to coincide with students' actual characteristics, so they are not germane to students' lives or realistic enough to facilitate students' development.

3 IMPROVEMENT MEASURES FOR IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE NEW PERIOD

3.1 Cooperation between Society and Family in Ideological and Political Education

Due to the inadequate resultant force among society, family and college, the development of ideological and political education merely counts on colleges, which is unfavorable for the sound development of college students and prone to alienate their ideological status with the society. Therefore, the education department should actively call for family and society to actively cooperate with colleges as well as provide with various support both materially and spiritually. For example, college students should

receive family education at home; The society should raise the status of college students and help colleges with infrastructure construction of ideological and political education. In other words, colleges should be provided with financial support so as to rapidly establish cooperation among society, family and college in the development of college ideological and political education. Thus, students can achieve highly effective progress.

3.2 Establishment of a Stable Teaching Faculty of College Ideological and Political Education

With continuously reduced professional teachers in the respect of ideological and political education of college students and constant professional talents flow, the quality of teaching faculty is gradually weakened so that the ideological and political education received by college students is not stable or in a high-level. Since qualified talents can never be cultivated in such a way, it is of significance to stabilize the construction of teaching faculty. All the colleges should pay full attention to the ideological and political education with more investment and an increase of wages for talents. Meanwhile, the salary system and promotion system should be perfected to meet the requirements of professional ideological and political education workers. Only in this way, will the ideological and political education talents be willing to stay in the work to give full play to their superiority, and help college students to form a correct ideological and political concept, and finally lay a correct thought foundation for their future development as well as make sure of the smooth process of ideological and political education.

3.3 Active Construction of Campus Culture and a Harmonious Campus Cultural Environment

It is the basic work of ideological and political education to build a campus culture and optimize the teaching environment, because an active campus cultural environment can positively promote the development of students' thoughts, be helpful for them to consciously accept the influence of campus culture and also promote the development of ideological quality level. The college should make more efforts to clean up the campus cultural environment. It can enrich the school's academic atmosphere through various academic exchange activities as well as facilitate the construction of harmonious environment in college by carrying out a

variety of recreational activities. This kind of combination is in favor of the germination of students' innovative thinking, which can provide a better situation for the sound development of college students and more powerful conditions for the development of college students' personalities. Consequently, a harmonious culture environment also provides students with a better atmosphere for academic research, which is beneficial to students' academic exchanges and can help them develop themselves rapidly and comprehensively in practice.

3.4 Use of the Internet Teaching to Provide a New Carrier for the Ideological and Political Work

The methods of traditional ideological and political education work is kind of monotonous and boring, unhelpful to arouse modern students' learning interest and unfavorable for students to gain more advanced political theories. In order to improve the level of ideological and political education in college, teachers are required to provide students with more efficient and advanced political theories, and arouse the students' interest in learning ideological and political knowledge. Additionally, teachers should also constantly explore new teaching methods and innovate them constantly. As a newly-emerging industry in recent years, the Internet is an essential part of the development of every industry. In the teaching of ideological and political education in college, the teacher needs to learn about the proper use of the Internet for teaching, arouse the students' interest and communicate with students more deeply. In addition, when using the Internet, teachers should make a strict regulation to prevent the problems of internet in college. Then the college needs to build a complete network over the campus in order to help the students get more resources, also meet the needs of the students.

3.5 Pertinence Improvement of Ideological and Political Education

The traditional way of ideological and political education only refers to teach some relevant political theories in class, which is divorced from reality at present. The ideological and political education in college is expected to affect the students' moral values rather than teach students' bookish political ideas. In the ideological and political education, it must be taken into consideration that college students are about to enter the society. As a result, the education must aim at their learning properties

so that college and society can be connected organically. Through the moral practice, students can fully understand the importance of ideological and political education and further recognize the serious situation of job-hunting. So their outlooks on life and values can be improved. In addition, for the sake of the students' psychological health and political ideas, teachers should help students to solve practical problems of life in the process of political education, which can further strengthen the pertinence and timeliness of ideological and political education in college.

4 CONCLUSION

There is still a long way to go before improving the management of college students' ideological and political education. Joint efforts of various social aspect are needed and students are required to consciously resist the negative thoughts. For college students, it is quite necessary to fully understand that the ideological and political education has a lot to do with students' own sound development, full employment, and self-improvement. Therefore, only if all the aspects are improved and settled can students study better. At present, however, there are still some problems in college students' ideological and political education, which are the inevitable outcome of social development. Hence, colleges and universities should take proper and reasonable solutions to improve themselves according to the correct rules of social development. In order to help students to accept more advanced educational ideas and come up with correct political thoughts, furthermore, teachers should strive to cultivate brilliant talents available for the socialist modernization construction and simultaneously encourage those talents to make his own contributions to the stability and prosperity of China.

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