



Research on the Integration of Party Building and Ideological and Political Education in Colleges and Universities in the New Era

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Abstract: The ideological and political education of college students is the specific implementation of the school running concept of "educating people first, moral education first", the primary task of talent training in colleges and universities, and the key to the growth of college students. Colleges and universities in the new era are increasingly focusing on the overall development of students' comprehensive quality education as the core, and the collaborative integration of school party building and ideological and political education is conducive to the implementation of the fundamental task of establishing morality and cultivating people in colleges and universities; Help to ensure the socialist orientation of running schools; It is beneficial to improve the Party's overall leadership over colleges and universities; It is beneficial to enhance the vitality of college students' party building and the effectiveness of ideological and political education.

Keywords: *Party Building, Ideological and Political Education, New Era*

I. BACKGROUND INTRODUCTION

Colleges and universities should always adhere to and improve the Party's leadership over school work, actively promote the innovation of school party building, enhance the effectiveness of political work, and strive to achieve the interaction, penetration, inheritance and breakthrough of party building and ideological and political education. Firmly establish the "four kinds of consciousness" with learning characteristics, and realize the "integration and symbiosis" of personal value, student growth, ideological and political education and party building. The core issue of party building is to use Marxist theory to guide the practical activities of party building. The study of party building under the guidance of Marxist theory is the sum of 100 years of experience in party history and valuable experience in party building. To integrate the content of party building into ideological and political education in colleges and universities is not only an indispensable teaching requirement of ideological and political courses, but also the goal requirement of party building in the new era.

Party building in colleges and universities is a fundamental and strategic project to support the scientific development of China's higher education. Therefore, the leadership of the Party in colleges and universities can only be strengthened, not weakened, and can only be constantly improved in the process of improvement. Adhere to and improve the president responsibility system under the leadership of the Party committee, and break the decentralized and fragmented party building work pattern of "working independently" and "managing and sharing" in accordance with the principle of unified leadership of the Party committee and division of labor and cooperation between the Party and government, so as to

avoid the weakening of the "two skins" of party building and relevant functional departments in colleges and universities. In terms of development strategy, the ideological education work also emphasizes the innovation of the work, and emphasizes the understanding of students' ideological status from the perspective of students, digging out students' ideological problems at the current stage, and then solving them pertinently.

A. Research Status of Party Building and Ideological and Political Education

The two are similar in development strategies, emphasizing the change of the concept of work development, the consideration of the specific situation of college students, and the progressiveness of work methods. Party building in the new era is based on the Party's ideology, style and organizational construction, and the fundamental learning content is Marxism, the history of the Party's democratic revolution, Mao Zedong Thought, and the theoretical system of socialism with Chinese characteristics. The learning content of the ideological and political education curriculum in colleges and universities should cover these party building contents, and the party building work should be carried out in the curriculum. The book not only collects a lot of professional documents related to the development of party building and ideological and political education in colleges and universities, builds a substantial theoretical basis for colleges and universities to promote the deep integration of party building and ideological and political education, but also proposes a path for the integration of party building and ideological and political education in colleges and universities through scientific sorting and induction methods and modern research methods, which is highly readable and practical.

As the main part of colleges and universities and the reserve force of the Party organization, the formation of college students' ideology is not only closely related to the social and family environment, but also closely related to the indoctrination and guidance of educators. Therefore, educators, as the leading force in ideological and political education, should not only "teach them fish", but also "teach them fish", so that the educated can truly identify with the Party's line, principles and policies in ideology and fully support the Party's work in action. Most college teachers and students are active in thought, open in concept, and diverse in value. They are often easy to be induced and deceived by western ideology. Only through powerful and effective ideological and political education and giving full play to the guiding function of ideological and political education can they fully understand, identify with, and accept Marxism, so as to consciously adhere to, maintain, and consolidate the mainstream ideology of Marxism. We will promote the Party's mainstream ideology to achieve a conscious internalization from theory to action.



II. THE PROPOSED METHODOLOGY

Only in this way can the new requirements of strict governance of the Party be effectively carried out throughout the whole process and all aspects of party building in colleges and universities, organically integrated into all aspects of college construction, deeply integrated into the ideological and political education work system in colleges and universities, comprehensively improve the level of party building and ideological and political education in colleges and universities, try to avoid the marginalization of some ideological and political education in colleges and universities and the absence of discourse, and truly solve the directional and fundamental problem of party building in colleges and universities. In the face of the ideological problems of college students, we can effectively solve them through the coordinated development of party building and ideological education. In the process of carrying out various work, the two can play a role in promoting each other, give play to their advantages, constantly detect and make up for their development defects, and promote the continuous development of the two.

Ideological identity, theoretical identity, emotional identity. In terms of methods, the construction of mainstream ideology generally uses the external indoctrination method to strengthen the public's awareness and behavior awareness of the mainstream ideology through enlightenment, publicity and other ways. The ideological and political education in colleges and universities usually adopts the combination of education and self-education, and the combination of explicit education and implicit education.

In fact, in today's society where science and technology are highly developed and information resources are rapidly shared, the "intersection circle" between ideological and political education in colleges and universities and the construction of the Party's mainstream ideology not only exists, but also expands day by day, which is an important support for their interdependence. The emergence of the Internet, the rapid development of new media, and the widespread application of mobile devices have broadened the thinking of party building and ideological education. When carrying out the work of party building and ideological education, we can carry out various work by creating a platform for party building and ideological education by combining the characteristics of college students' higher use of the Internet.

At the same time, the early research was not enough when making major decisions, the opinions of teachers and students were not fully considered, the mechanism of democratic decision-making and scientific decision-making was not perfect, and there was a problem of "no decision" and "no decision". At present, young college counselors are mostly engaged in the work of student party building in colleges and universities. Compared with the professional background and deep theoretical foundation of ideological and political teachers, they lack work experience and have insufficient knowledge of the fineness and methods of ideological and political education. Therefore, we should deeply integrate the party building of the school with the ideological and political education of college students, adhere to the leadership of the party's political construction and the guidance of the party's ideology, establish the educational thought of "teaching is in the teacher, education is the life", so that the ideological and political education teaching can form a good educational situation in which teachers lead and students are the main body, and promote the

healthy development of higher education in the scientific direction.

The struggle and contest for discourse power in the ideological field between countries are becoming more intense. In the new era, college students shoulder the heavy responsibility of national development and national rejuvenation, and consolidate and enhance college students' recognition of Marxist ideology, which depends on the deep integration and coordinated development of party building and ideological and political education in colleges and universities in the new era. Due to the similarity between their goals, development strategies and contents, building the same platform, setting up multiple modules according to content categories, and enriching the content of party building and ideological education under the modules can effectively ensure that the two can play a synergistic role.

In addition, college students in the new era have a strong comprehensive ability. When building the platform, they fully adopt the opinions of college students, ensure that the content of the platform meets the development needs of college students, and stimulate the vitality of party building and ideological education. The report of the 19th National Congress of the Communist Party of China pointed out that the grass-roots organizations of the Party are the basis for ensuring the implementation of the Party's line, principles, policies and decisions. Colleges and universities must pay great attention to the construction of the cadre team of grass-roots party organizations, attach great importance to the selection and training of party members and cadres, strengthen the ideological construction of party members and cadres, and fully stimulate and mobilize the sense of responsibility and dedication of party members and cadres.

CONCLUSION

For ordinary student groups, we should give full play to the role of the main channel position of the ideological and political theory course, carry out campus cultural activities with rich content, and guide publicity with new media and other carriers that students can easily accept. The development of the party building work in colleges and universities is an important measure to deal with the popularization of political education in the new era, and also an effective way to cultivate the party loving spirit and patriotic feelings of college students. College students are the new force of rejuvenating China under the leadership of the CPC. Only through the integration of ideological and political education and party building can college students strengthen their awareness of party building and truly improve their political literacy.

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