



# Innovative Research on The Integration of Ideological and Political Education Into College Students' Management

<sup>1</sup>Zhou Zi Wei and <sup>2,\*</sup>He ZhiYuan,

<sup>1</sup>Guangdong Sports Vocational and Technical College Student Office, Guangzhou, Guangdong China

<sup>2</sup>Guangdong University of Technology Student Office, Guangzhou, Guangdong, China

\*Corresponding author

**Abstract:** Based on the current situation of college students' ideological and political education, the article focuses on the interaction of ideological and political education activities from the positive transformation of educational methods; Constructing the refined system of college students' ideological and political education; In the work of ideological and political education, the paper discusses how to do a good job of ideological and political education in colleges and universities under the new environment from the aspects of attaching importance to the application of contemporary theories, modern media and traditional culture. College students should not only have professional knowledge, but also set up correct ideas. Ideological and political education is an important way to cultivate college students' correct moral concepts. To cultivate qualified modern talents, we must constantly strengthen, innovate and improve this education to cultivate qualified talents.

**Keywords:** Ideological and Political Education, college Students' Management

## I. INTRODUCTION

In the new era, the social environment, cultural environment and economic environment are undergoing unprecedented changes, which poses new challenges to the development of ideological and political education for college students. As ideological and political educators in colleges and universities, they need to actively change their educational concepts and methods, guide students from passive acceptance of education to active self supervision and restraint, and stimulate the enthusiasm of college students to actively improve their ideological and political cultivation. The scientific concept of development provides new theoretical guidance for the ideological and political education of college students. The Scientific Outlook on Development puts forward the requirements for promoting the all-round development of China's economy and society, expounds the major issues of why and how to develop, and clearly puts forward that development is the first important thing.

Adolescent college students have strong exemplary abilities, and even some students are difficult to distinguish between right and wrong. Most naughty students are not hopeless. They are just too curious and lack of restraint. As the executor of education, counselors and teachers' behaviors and habits will affect students. Therefore, counselors and teachers should set an example to improve their comprehensive quality. In contact with students, we should be good at guiding. Some researchers have found that many students will imitate some actions or habits of teachers. Ideological and political education is not a profound and obscure theoretical research, but an

educational content with strong practical color and application value.

## II. THE PROPOSED METHODOLOGY

**Only by combining educational theory with practice can the value of college students' ideological and political education be truly demonstrated.** This requires colleges and universities to create more opportunities for students to participate in reality and experience social life. In practice, they should guide students to understand the national conditions, understand the society, increase their talents, contribute to the society, and exercise their perseverance, so as to cultivate students' hard-working and indomitable spirit. Follow the law of college students' growth and self-development, put the ideological and political education of college students at the top of the school's work, put education through all aspects of school education and teaching, provide all-round services for college students' growth and development, and constantly explore new ways to do a good job of ideological and political work in colleges and universities by using the new ideas and new concepts of the Scientific Outlook on Development. The demand for compound talents in modern society is increasing. As an important part of our talents, college students should develop in an all-round way and demand themselves in strict accordance with our educational concepts and guidelines. It is difficult to evaluate college students' moral education, ideology and other aspects according to their achievements, but this aspect of education is indispensable.

It is very necessary to comprehensively cultivate the ideological and political management and improve the overall quality of college students. Therefore, counselors and teachers should set a good example for students. They should have lofty dedication, sense of responsibility and extensive knowledge to convince students of their own management. The management of counselors and teachers depends mainly on the implementation of the work. They must be able to do what they ask students to do. Students admire teachers who have real skills. Therefore, counselors and teachers should set an example and prove it to students with practical evidence.

**In the ideological and political education of college students, it is necessary to have a sophisticated operating mechanism to reflect the people-oriented education concept.** Relying on the advantages of perfect system management, further standardize the mechanism of ideological and political education. First, standardize the ideological and political education system, and improve the corresponding system management for the ideological reporting, hot spot empirical discussion, and ideological guidance in the education process. We should strengthen ideological and political education



through institutional constraints, and build an appropriate educational evaluation system to achieve the practice and transformation of educational achievements. The Opinions on Further Strengthening and Improving the Ideological and Political Education for College Students issued by the CPC Central Committee and the State Council clearly pointed out that "the main body of the ideological and political education work team for college students is the party and government cadres and Communist Youth League cadres of the school, teachers, counselors and head teachers of ideological and political theory courses and philosophy and social sciences courses."

**Therefore, building a good class atmosphere and style of study is the key. The class atmosphere and style of study directly affect the development of a class,** and even affect the development of every student. Nowadays, students are easily affected by the surrounding environment, so counselors and teachers should pay attention to the construction of class atmosphere and style of study. The refinement of college students' ideological and political education needs to reflect the refinement of the operation carrier, highlight the symmetry of information, strengthen the effectiveness of educational information, and then build an educational information platform for refined operation. Through the network information platform, the interaction of college students' ideological and political education is highlighted. Online communication between teachers and students, and between students can be realized through the network. Teachers can provide ideological and political education guidance on the network platform, especially through campus websites, professional plates, etc., to expand the coverage of ideological and political education. Adhere to the scientific concept of development and innovate the working methods of ideological and political education for college students.

There are many innovative methods for the ideological and political education of college students in the new era, but the ultimate goal is to solve the practical problems faced by college students. At present, we must first solve the problem of college students' economic difficulties, further improve the national student loan as the main funding system to ensure that every poor college student can successfully complete their studies; Secondly, we should help college students solve the problem of employment pressure. As a long-term plan, education plays an important role in the development of the whole country and nation. As the leaders of preaching and dispelling doubts, teachers play an important role. The effectiveness of ideological and political education is inseparable from the teachers' own level. The ideological and political education of college students requires not only the transmission of theoretical knowledge, but also the guidance of high-quality teachers. Class activities are one of the best ways to shape students. Class activities with educational characteristics can strengthen students' ideological, political and moral quality education. Therefore, some scholars say that class activities are the stage to cultivate and display students' comprehensive quality.

**Class activities are conducive to the improvement of students' comprehensive quality and the expansion of students' knowledge vision.** The counselors and teachers play a leading role in the planning of class activities. They should not only play the leading role but also be the directors. They should pay attention to guiding students to actively participate in the activities and be brave in innovation. Teachers need to master the corresponding information technology knowledge and skills, establish and manage new media communication groups,

conduct interactive discussions with students in the network, collect the latest educational resources from the network, make micro videos, PPT courseware, etc., upload the relevant processes and highlights of ideological and political activities to the network, and have a keen insight and guidance to the campus network public opinion.

College students are curious and like interesting things. The content of ideological and political education is not as rich and colorful as that of Internet communication, so it is difficult to attract college students, let alone attach importance to it from the bottom of their hearts. The strengthening of team consciousness is conducive to the development of class management. As a counselor, teachers should first improve the management regulations of the class, and encourage students to develop good habits. For example, formulate the Daily Code of Conduct and other measures. Then, the formation of the class committee is also crucial. A harmonious class committee team is conducive to the management of counselors and teachers and the transmission of positive energy. The innovative development of ideological and political education in colleges and universities is a gradual process, which needs to be implemented in every link of education, especially the selection of educational form, educational content and educational carrier. It needs to achieve dynamic development, keep pace with the times, and constantly adjust the form and content structure according to the needs of educational activities.

In the complex social environment of the new era, the ideological and political education in colleges and universities needs to dig deep into the profound connotation of traditional culture and guide students to feel the pace of development in the new era at the same time. Teachers are the leaders of education, but students, as the objects of education, play the main role in the whole process. Therefore, teachers need to fully respect the main position of students and attach importance to their personalized development. Although ideological and political education is an important goal of education, the main purpose of colleges and universities is to cultivate comprehensive talents. Therefore, we cannot simply and rigidly carry out unified management. Instead, we should attach importance to the ideological development of students, seek truth from facts and guide them according to the situation.

The counselors and teachers have the most contact with students, and they know more about the characteristics of students than the counselors and teachers. Class cadres are important members of the management of counselors, teachers and students. Finally, the management means of counselors and teachers should be constantly updated. In the process of class management, counselors and teachers play a decisive role. We should listen to the feedback of students more and not be arbitrary. The establishment of a good class requires that counselors and teachers put down their posture and enter the students.

## CONCLUSION

"Morality and all-round development" is the basic principle of ideological and political education in colleges and universities in the new era. In the development of educational activities, teachers should constantly update the educational concept, understand the era and expansion of ideological and political education, focus on improving their own ideological and political literacy, and highlight the people-oriented educational characteristics in the continuous improvement and improvement of educational models and methods, to carry out various forms of educational activities in combination with the



new ideological theory in the new era, and promote the steady improvement of the ideological and political quality of contemporary college students through the optimization of educational concepts, educational carriers and educational forms, so as to cultivate and transport more high-quality talents for the society.

### References

- [1] Yu, Yan. "On the ideological and political education of college students in the new media era." *Open Journal of Social Sciences* 10, no. 1 (2022): 1-14.
- [2] Li, Qiong, and Jian-Qing Ma. "China's research and prospects on discursive power of ideological and political education in internet environment." *International Journal of Wireless and Mobile Computing* 18, no. 3 (2020): 221-225.
- [3] Zhou, Ping. "Innovative Research on Ideological and Political Education in Colleges by Improving the Effectiveness." *International Journal of Social Science and Education Research* 3, no. 8 (2020): 244-249.
- [4] Liu, Xiaoyu, Xiaofu Liu, and Zhenpeng Guo. "Analysis on the thinking innovation of ideological and political education based on the theory of blockchain in the information age." In *2020 3rd International Conference on Smart BlockChain (SmartBlock)*, pp. 119-124. IEEE, 2020.
- [5] Hong, Juan. "Research on the Development of Innovation Path of Ideological and Political Education in Colleges and Universities Based on Cloud Computing and K-Means Clustering Algorithm Model." *Scientific Programming* 2021 (2021).
- [6] Sujing, Z. H. U., and C. H. E. N. Xiaoyu. "Research on the Implementation of Ideological and Political Education in University's Foreign Language Courses under the Great Ideological and Political Pattern." *The Theory and Practice of Innovation and Entrepreneurship* 4, no. 21 (2021): 82.
- [7] Xiaoyu, Zhu. "On the Construction of Network System of Ideological and Political Education in Universities." *Journal of Frontiers in Educational Research* 1, no. 3 (2021): 78-81.
- [8] Yalan, Li, and Zhao Qingjie. "The Application of Ideological Consultation in Ideological and Political Education in Colleges and Universities."
- [9] Chen, Dajia, Panpan Ren, Ping Liu, and Jing Huang. "Research on Ideological and Political Education under the Background of Modern Apprenticeship." *International Journal of Social Science and Education Research* 5, no. 5 (2022): 330-337.
- [10] Wang, Haibin. "On the Subject-Object Relation of Ideological and Political Education in the View of Marxism Practice." *Revista Argentina de Clínica Psicológica* 30, no. 2, 573-578 (2021).
- [11] ZHAO, Xiaojie. "Analysis on the Integration of Ideological and Political Education and Employment and Entrepreneurship Education." *The Theory and Practice of Innovation and Entrepreneurship* 3, no. 19 (2020): 85.
- [12] Zhangfang, Zhu. "Research on the Method of Combining Ideological and Political Education with Thanksgiving Education from the Perspective of Traditional Culture." (2019).