



# Realistic Challenges and Optimization Strategies in Ideological and Political Education in Colleges and Universities in the New Era

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**Abstract:** With the normalization of COVID-19 prevention and control, our society has entered the post epidemic era. The ideological and political education in colleges and universities is faced with challenges such as the sharp increase of students' psychological problems, the lack of teachers' information literacy, and the increasing difficulty in focusing on curriculum content. In order to better face the challenges, the ideological and political education in colleges and universities should be changed according to the situation, advanced according to the times, and new according to the situation, so as to optimize the way of ideological and political education in colleges and universities and enrich the content of ideological and political education in colleges and universities, break through the bottleneck of education and management, and cultivate talents with correct socialist core values based on efficient ideological and political education classes. This paper analyzes the characteristics of ideological and political education, the challenges it faces and the strategies it needs to optimize, so as to provide an improvement direction for the innovation of ideological and political education.

**Keywords:** *Optimization Strategies, Ideological and Political Education, New Era*

## I. BACKGROUND INTRODUCTION

With the normalization of COVID-19 prevention and control, our society has entered the post epidemic era, and the economic development of the whole society and people's daily life have gradually returned to normal. At present, the requirements for the all-round education objectives, diversified education methods and modern education content in colleges and universities are getting higher and higher. The challenges faced by ideological and political education in colleges and universities mainly come from students, teachers and courses. Under the background of the new era, in the process of actually carrying out ideological and political education, teachers need to recognize the impact of multicultural social background and network media on students' thoughts and behaviors.

Relying on the data interconnection and sharing platform provided by intelligent technology, the "Flipped Classroom" teaching mode is committed to building a three-dimensional information sharing platform and diversified information interaction modes, focusing on the personalized development needs of students, combining the precise design concept of teaching objectives, to conduct precise management of students' learning behavior process, and stimulate students' active learning and independent thinking. Under the continuous influence of the COVID-19, people are more advocating the pursuit of a healthy life and paying more attention to physical and mental health. Ideological and political education in colleges and universities should also make a more

comprehensive change in the goal of educating people, guide students to develop in an all-round way. The focus of educating people is not only to impart knowledge, but also to cultivate students' ability to absorb and apply knowledge.

After recognizing the root cause of students being misled by wrong views on the Internet, formulate targeted guidance programs. Teachers should focus on the ideological problems and dynamics of college students and constantly optimize teaching methods. It is not limited to the fixed teaching objectives and contents. We should consider the situation and follow the trend, and infiltrate the latest and most important knowledge into the ideological and political teaching. Lenin, the great proletarian revolutionary mentor, pointed out that "indoctrination" is a necessary means of ideological and political education. The mode of ideological and political education for college students in China was inherited from the former Soviet Union. This educational method and method played a huge role in the closed social environment in the planned economy era.

## II. RESEARCH STATUS OF IDEOLOGICAL AND POLITICAL EDUCATION

However, in the age when the Internet is increasingly developed and the information revolution is changing with each passing day, the traditional mode of ideological and political education must be reformed. The wide application of intelligent technology has promoted the comprehensive reform of college education, and has also brought a series of challenges for college ideological and political education, such as information gap, subject alienation, cocoon room effect, etc., which has made it fall into a dilemma of playing chess and become an information barrier to implement the "flipped classroom" model in college ideological and political education reform. In the context of modern education led by artificial intelligence, the necessity of changing the traditional education concept and teaching mode is all demonstrated by stepping out of the difficulties faced by the development of ideological and political education. The COVID-19 has posed a threat to people's physical health, but also affected people's normal mental health, resulting in emotional fluctuations.

New era, new problems, new measures and new results. We should always and everywhere pay attention to the mental health of college students, actively expand the content of ideological and political education for college students, create a civilized and healthy campus network culture, and pay attention to the ideological dynamics of students living in extreme poverty in an all-round way, so as to improve the governance ability and level of ideological and political education in colleges and universities in the new era from these four paths. As Professor Yuan Zhenguo of East China Normal University



said: "The future has come, and it will come." The innovation of science and technology will inevitably lead to educational reform. The reform of ideological and political education echoes the era of the development of new technologies and inevitably impacts the educational model and concept of traditional ideological and political education. Chen Baosheng, Minister of the Ministry of Education, once pointed out that "the ideological and political work in our colleges and universities is at a turning stage, and there are some major problems in the ideological and political work in colleges and universities, such as insufficient affinity and weak pertinence."

### III. THE PROPOSED METHODOLOGY

**This is not an easy task for teachers of ideological and political courses who are not computer majors.** Some teachers cannot use new media network technology freely, so they lack the ability to tap curriculum resources, and cannot do a good job in collecting information about public opinion trends and sorting out materials of current affairs and politics; Not familiar with the functions of social platform software, and not fully prepared, which affects the classroom interaction between teachers and students, and the teaching effect is poor. By creating a harmonious and interesting ideological and political classroom, we can attract students to return to the classroom. In the process of focusing on ideological and political teaching interaction, teachers should abandon the traditional single and rigid teaching form. Give play to the advantages of teaching materials and classes, and not be limited by the existing models and established thinking.

We should teach students in accordance with local conditions and their aptitude, so as to give full play to the value and educational function of ideological and political education. Colleges and universities shoulder the sacred mission of cultivating qualified builders and reliable successors of socialism with Chinese characteristics. The work of ideological and political education in colleges and universities must meet the requirements of educational management reform in colleges and universities, which requires both theoretical indoctrination and practical education. On the other hand, the external manifestation of the game between emerging technologies and traditional concepts is the separation of both in class and out of class. The "millennials" have been born in the information age. They have been exposed to a wide range of information and pay close attention to current affairs. However, the traditional classroom teaching content may still be based on outdated current affairs materials as case materials, which will obviously make students feel boring.

**We should guide students to learn how to see opportunities and turn them into opportunities in a crisis,** and contribute to the overall promotion of epidemic prevention and control and economic and social development. We should guide students to cultivate the "Four Consciousness", strengthen the "Four Confidence", conscientiously achieve the "Two Safeguards", not fear, not shrink, firm faith and determination, and follow the path of socialism with Chinese characteristics with the Party. At the same time, the ideological and political education in the new era should also strengthen humanistic care and psychological counseling, so that students can truly feel the greatness of the motherland, the concern of the school, and the warmth of the collective. They can receive a large number of wrong opinions and opinions, causing them to interfere with the free speech advocated by the West. When there is a strong conflict between the authority of traditional education and the democracy advocated by contemporary students, it is not

conducive to the smooth flow and dissemination of teaching information.

Teachers should dialectically think about the authoritativeness and democracy of education, and cater to students' opinions and views in a reasonable way. At the same time, teachers should establish a correct understanding of the shortcomings of the solidified teaching ideas and teaching methods, and properly highlight the role of students as the main body on the premise of not violating the general education purpose and teaching laws. The effect of ideological and political education is weakened because of the concealment and boundlessness of the network and the unhealthy negative content on the network.

**As a worker of ideological and political education, we should improve our information skills and keep pace with the times.** This is one of the key elements for the smooth development of education and teaching activities under the information environment, plays an important supporting role in comprehensively promoting the integration of information technology and education and teaching, and is also the progress and development of teachers' personal professional quality. Allow students to express different views and attitudes, and give them positive guidance and feedback. The authority of education should not be narrowly reflected in strict classroom discipline, but should show the loftiness and seriousness of ideological and political education. The democratic nature of education means that it is necessary to provide free and healthy space for students' ideological growth, but it is not an unlimited and unregulated indulgence of wrong behavior. With the popularization of higher education, the number of poor college students has been increasing year by year. At present, the number of students from poor families in colleges and universities is huge, accounting for about 40% of the total number of students in school. The mental health education of the poverty-stricken students in colleges and universities has become an arduous task puzzling the work of colleges and universities.

### CONCLUSION

To sum up, in the new era, teachers need to have a comprehensive understanding of college students' ideological dynamics, values and other aspects. On the basis of paying attention to the systematic teaching of ideological and political theoretical knowledge, we really pay attention to the physical and mental growth of students, truly play the role and function of ideological and political education, and help college students establish a correct outlook on life, values, and the world. Teachers need to reform and innovate the ideological and political education model according to the characteristics of the development of the times, scientifically link modern information technology and advanced teaching concepts into ideological and political education, and promote students to become high-quality composite talents meeting the needs and requirements of the times.

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