

Innovation Research on Ideological and Political Education of Colleges and Universities

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Abstract. As the education system reform, great changes have taken place in the ideological and political education, ideological and political education gradually show the existence of shortcomings, by discussing research must be carried out reform and innovation, analysis the theory of man's all-round development in the necessity of the ideological and political education in colleges and universities. In this article, through analysis of the lack of ideological and political education now, an effective innovative measure are put forward, is to put forward the theory of man's all-round development, and introduces the theory to the innovative work.

Keywords: Colleges and universities; Ideological and political education; Innovation.

1. Introduction

Social progress, great changes have taken place in college ideological and political education environment, but with the Marxism theory of thoughts and politics for college campus is still taught in the important place. Colleges and universities should not only teach students professional knowledge, more should assist social culture thought qualified high-quality talent. Colleges and universities to help students set up the correct world outlook, the outlook on life and values, it is a major responsibility of colleges and universities. In this paper, combining with the characteristics of era development trend, the student thought, build to fit the development of college students' ideological education environment is currently facing a serious issue.

2. Ideological and political education environment analysis

2.1 The target and the actual situation

Ideological and political education wants to cultivate college students should be having both ability and political integrity, all-round development. But in actual teaching process, teaching content vague not specific enough, it is difficult to resonate with students thoughts, eventually did not achieve the expected teaching effect. Single education, education forms the void content; education method factors such as the ideological and political education become a mere formality. Complex at the same time there is also a large area of enrollment expansion of colleges and universities, students and students' own quality is uneven objective factors, which requires the ideological and political education in colleges and universities to be targeted, specific analysis.

2.2 Diversification of social development brings to the ideological and political education

Since the reform and opening, appear many get rich quick thoughts, all kinds of social contradictions will unfold. The development of the economy by leaps and bounds, but with matching the improvement of the social regulation system has not been timely, money worship, has personal hedonism erosion influence college students' thoughts, along with the deepening of the globalization process, the diversification of culture shock is increasingly fierce, the inheritance of the traditional national culture also face difficulties, how to guide students to correctly treat the problems existing in the process of social development, how to learn from all outstanding achievements of civilization at the same time, to raise their ability of thinking, build the culture of socialism with Chinese characteristics, become very important and urgent.

2.3 Influence of network on college students' ideological and political education environment

Internet has become indispensable to our life information transmission media. Internet makes students wider access to information, resources, and the life of the students is closer, subtly changing

the living habits and communication of college students. Network is irreplaceable by other media swift and convenient, but at the same time, the impact of network on college students has become increasingly apparent. The concealment of the network, make the college students' responsibility consciousness, collective consciousness, all communication with the network, the lack of real communication, reduce people's social ability, easy to form the individual liberal thought, lead to college students' unethical behavior and illegal and criminal behavior increases. A flashpoint network openness of the reactionary forces in the west, some reactionary organized network to college students thought erosion, disrupt the country's political economy, bewitch college students, weakening the ideological and moral consciousness, mislead college students' behavior. These are for a new challenge to ideological and political education environment construction.

3. Concept of ideological and political education work must adapt to the development of the society

3.1 People-oriented, the concept of democracy, equality is indispensable

People-oriented, democratic and equal work idea, is the personality characteristics of counselors are based on the college students, to construct the ideological and political qualities of comprehensive development platform, to the personality of college students demand as the main body, to respect based on the thought, the personality and personality of college students to meet the needs of their material, spirit and life, fully arouse the enthusiasm of people initiative, help them set up the correct world outlook, the outlook on life and values, to form noble moral character.

3.2 Counselors should have multiple, open work idea

In today's higher education concept has changed, an open society, an open mind, the pattern of higher education also highlights openness, freedom and creativity, the ideological education of college students should be closer to the actual and the life.

Management education and teaching to educate and services should be combined, using multiple means, methods and ways for all-round education, combined with the actual problem, the thought to college students' self education, management and development.

4. The shortage of the traditional ideological and political education way

4.1 Simple way of education

More than the traditional ideological and political education take cramming education mode, the way a single, lack of diversity, leading to the ideological and political education has no affinity and practical guiding significance, tend to be more formal.

4.2 The level of the teachers needs to be improved

Some college teachers did not attach enough importance to the ideological and political education, ideological quality and ability of the business also has certain defects, under the new situation of social development, the traditional way of ideological and political education can't accomplish the task of the ideological and political education of college students.

4.3 The students' subjectivity in the process of ideological and political education has not been valued

The traditional ideological and political education process, the teacher will be boring lessons of political theory to students, students passively accept, completely didn't consider the student's subjectivity, students are not interested in ideological and political education fully, make the teaching content and completely separated from actual life.

5. Theory of all-round development in the role of ideological and political education innovation and development

According to the national development plan, by 2020, our country to build a batch of distinctive, high levels of institutions of higher learning, or close to world-class university. Quality education is the inevitable follow the direction of the reform of colleges and universities, the cultivation of the

comprehensive development of high-quality talent is the ultimate goal. Require us to achieve the goal of the ideological and political education in universities attaches importance to the all-round development of people in work and the innovation and development, to put it as a guide principle of ideological and political education innovation and development work.

5.1 The comprehensive development theory used in the ideological and political education is the need of reality

Though man's all-round development theory born in the 19th century, but its content is scientific and developmental, its theoretical value and practical significance is not allow to ignore. With the development of productivity and the knowledge economy, won the freedom and liberation of human society, people's wisdom and creativity fully play. Economic competition and melody of science and technology already became the various countries' competition, talent competition is the key to national competition. That makes us realize the importance of the theory of man's all-round development. Man's all-round development theory for us to accept the challenge, opportunity to lay a solid foundation. Remarkable achievements of reform and opening up and modernization construction, to promote the all-round development of human beings created good conditions. The prosperity of the socialist market economy overall development provides the necessary material guarantee, also is the comprehensive development of opens up broad prospects. The construction and reform of the higher education innovation on the one hand to person's full scale development theory to guide, on the other hand, promotes the enrichment and development of man's all-round development theory. In order to realize socialist modernization in our country, the education to go in the front row.

5.2 Man's all-round development theory is the essential requirement of ideological and political education innovation

The ultimate goal of higher education is the all-round development of human beings, culture can serve society, serve the people of talent. Combining theory and production practice, cultivate successors for socialism, is the important task of higher education. This year, higher education plays an important in the strategy of developing the country as, has prepared a large number of high-quality talent for the country's economic development, for China's economic construction and social development has made the prominent contribution. However, our country's higher education still exist certain problems, "quality" and "quantity" problems unsolved, one-sided pursuit of "quantity" and ignored the "quality". Although the emphasis on quality education at present, but for a long time has not completely get rid of the exam-oriented education model, local area and the trend of deterioration. Must set out to change the one-sided education situation, promote people's all-round development, reform in colleges and universities can truly succeed.

5.3 The comprehensive development theory is the basis to mobilize students' subjective initiative

Ideological and political education's goal is to realize person's full scale development, stimulate students' creativity and subjective initiative, thus to fully embody the life value. Colleges and universities have a high level of teachers and excellent teaching and research resources, college students is the most in the society full of vitality and creativity of people, have a certain knowledge reserves and academic foundation, these advantages make the universities become one of the most important base to foster talents, also is the cradle of high-end talent is born at the same time. We must take person's full scale development theory to guide the ideological and political education work innovation and development, in the process of ideological and political education, in the process of ideological and political education, mobilize the subjectivity of the educators and those being educated, to improve the actual effect of ideological and political education.

6. The ideological and political education in the introduction of the concept of the comprehensive development measures

The university undertakes the task of cultivating innovative talents. From education for education power, power transformation of ideological and political education is indispensable and vital role. After years of reform, education development has obtained certain achievements, but there are also

some problems. Higher education to serve the society, must improve the connotation of education, reform the innovation of ideological and political education method, attach importance to the all-round development of people, into the ideological and political education work.

6.1 With the comprehensive development of the theory of Ideological and political education work

Over the years, China education is to the exam oriented education, the all-round development of people is limited, in order to completely change this situation, in the comprehensive development of university must attach importance to people. In the process of education should arouse students' enthusiasm and creativity, to enrich the knowledge at the same time, more attention should be paid to the body health and personality. In order to adapt to the development of social economy, ideological and political education must improve the quality of high-quality talents, excellent technology, and excellent idea for the society. Higher education should pay attention to the cultivation of the comprehensive development of all aspects of knowledge, innovation ability, thinking of talent in the cultivation of talents. Only have the basic knowledge and the actual operation is not enough, the humanities quality and innovation ability can not be ignored, can have full service to the society is the qualified talents of College culture. The classroom education of Ideological and political course alone is not enough, must carry out the all-round development of people to work and reform deeply into every aspect of. The guiding principles of work should be in line with the comprehensive development of the theory, optimize the allocation of talent resources, the formation of effective competition mechanism, so that the overall level of China's higher education has been improved.

6.2 To promote the comprehensive development of the ideological and Political Teachers

Teachers must establish correct core values, consciously enhance teaching responsibility, and truly be a model for others. Teachers should strengthen their own learning, update knowledge, broaden their knowledge, improve professional ability and teaching quality, and set a good example for the students. The management department should take the construction of teachers as a key task, to enhance the quality and benefits of teachers, concerned about the teacher's daily life, safeguard the rights and interests of teachers. Respect the dominant position of teachers; improve the drawbacks existing in the system.

6.3 Will the comprehensive development of the theory applied to the ideological and political education innovation

Can the theory of people's all-round development from the education and practice of production. The development and application of a comprehensive theory of people engaged in educational work should guide and educate students through facts and practice. College students have sufficient self-learning ability, they have received a higher education, and not only to learn cultural knowledge in the University, more important is to learn their ability to solve problems, such as the real society to serve the society, realize their value. For graduate students, should organize social practice, let students accept social experience, to avoid the phenomenon of employment have grandiose aims but puny abilities, work and treatment of imagination is too good, employment difficult problem. To improve the practical ability and comprehensive quality is truly comprehensive development.

7. Conclusion

Today, all educators are trying to make a contribution for the education reform of College Ideological and political education, but there are still some new problems, it is worth for us to explore and solve. The ideological and political education is an important foundation to promote the all-round development of college students, in the process of practice and innovation should grasp the connotation, break the shortcomings of the traditional ideological and political education, deepening development of the reform in higher education.

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