

## *Original Paper*

# Exploring New Concepts and Models for Promoting High-quality Ideological and Political Education in Universities

Chenchen Liang

Graduate student, Lecturer, Zibo Vocational Institute, Zibo City, Shandong Province, 255300, China

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### ***Abstract***

*Currently, China is in an important period of economic prosperity and development, and there is an extreme lack of compound talents with ideals, morality, culture, and discipline. As an important place to provide the country with socialist builders and successors who have comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor, universities should attach great importance to the education of college students, ensure that the human resources needs of the country in various periods are met, and promote the healthy development of society and the country. High quality ideological and political education can not only improve students' personal comprehensive quality, but also enhance the ideological and political guidance of college students, enabling them to establish firm political ideological concepts, follow the development pace of the country, contribute their own strength to the great cause of national rejuvenation, and realize the dream of building a strong country as soon as possible. This article focuses on exploring new concepts and models for promoting high-quality ideological and political education in universities, and hopes that the suggestions put forward can promote the improvement of the level of ideological and political teaching in universities.*

### ***Keywords***

*Ideological and political education in universities, High quality education, New concept, New mode*

## **1. Introduction**

With the rapid development of the social economy, universities are facing more and more challenges in ideological and political education. In order to achieve the great rejuvenation dream of the Chinese nation as soon as possible, universities must cultivate comprehensive talents with firm ideals and beliefs. Based on this, high-quality ideological and political education has become an inevitable trend of the times. Only by constantly updating educational concepts and models can universities inject more

vitality into ideological and political education and strengthen the team of socialist builders and successors. Therefore, it is necessary to analyze and explore how to promote the reform of ideological and political education in universities, which is also a new mission of ideological and political education in universities. This article focuses on exploring new concepts and models to promote high-quality ideological and political education in universities, I hope the content outlined in the article can provide theoretical and practical basis for high-quality ideological and political education in universities.

## **2. New Concept of High-quality Ideological and Political Education in Universities**

### *2.1 Adhere to the Principle of Putting People First*

In order to not limit the thinking of college students, ideological and political education in universities should implement the new educational concept of people-oriented, so as to achieve the goal of high-quality education. In other words, ideological and political teachers should give full play to the subjectivity of college students, carry out comprehensive ideological and professional cultivation based on their individual differences, and promote their all-round development. Therefore, in daily teaching, in addition to paying attention to college students' professional knowledge learning, we should also pay attention to their ideological and moral, physical and mental health, cultural and sports qualities, etc., so that college students can better improve their knowledge, abilities, and qualities under rich educational content and situations, laying a good foundation for future social development.

### *2.2 Adhere to Comprehensive Quality Education*

For modern enterprises, in order to reduce economic costs, they prefer to hire outstanding graduates with high knowledge, ability, and quality. Therefore, in order to alleviate the employment pressure in China and ensure that college students' ideological and moral standards, professional skills, artistic cultivation, practical innovation, professional abilities, and other aspects meet the recruitment standards of modern enterprises, and improve the employment rate of college students in the market, universities should adhere to comprehensive quality education in ideological and political education, attach importance to the guidance of college students' ideological and value concepts, and enable college students to actively participate in social practice and volunteer service, exercise their personal abilities, and make great contributions to the development of society and the prosperity of the country.

### *2.3 Adhere to the Guiding Position of Marxism*

Marxism is an important ideology guiding the development of the government, and it is also the soul of ideological and political education in universities. Therefore, in the context of the new era, universities should clarify the guiding position of Marxism in ideological and political education, enrich the spiritual world of college students, enable them to deeply study Marxist theory, and strengthen their "four confidences". Only in this way can college students learn to observe and analyze the world from the perspective, viewpoint, and method of Marxism, and thus form strong independent thinking and critical thinking. In short, if universities want to achieve the goal of high-quality ideological and

political education, they cannot ignore the educational significance of Marxist theory.

#### *2.4 Persist in Reform and Innovation*

Reform and innovation are inevitable in the development of the times, and they are also the driving force for the sustainable development of ideological and political education in universities. In order to adapt to the increasingly complex social situation, universities need to break the traditional education model and explore effective teaching paths suitable for the comprehensive development of college students. Therefore, in order to achieve high-quality teaching goals in ideological, political, and educational education, universities need to attach importance to education reform and innovation, follow the ten major developments, innovate educational concepts, meet students' personalized and diversified learning needs, and improve the pertinence and effectiveness of courses.

### **3. Exploration of a New Model for Promoting High-quality Ideological and Political Education in Universities**

#### *3.1 Building an Ideological and Political Curriculum System*

As a core component of ideological and political education in universities, the construction of a curriculum system is essential and directly affects the quality of talent cultivation. Therefore, universities should build a high-quality curriculum system that meets the needs of talent education in the new era in ideological and political education, in order to achieve effective innovation and reform in teaching. Firstly, universities should adhere to the guiding position of Marxism in ideological and political education. Especially important courses such as the basic principles of Marxism and the theoretical system of socialism with Chinese characteristics must strengthen theoretical education, so that college students can form a correct outlook on life, values, and the world. To ensure the high quality of ideological and political education, college ideological and political teachers should not only teach theoretical knowledge in the classroom, but also organize debate activities to enhance students' understanding and absorption of theoretical knowledge; Secondly, universities should improve the timeliness and pertinence of course content teaching. In ideological and political education, college ideological and political teachers should integrate new educational content at any time according to the development situation of the country, making ideological and political courses more in line with social development. For example, special courses on the development of the new era in China can be added to enable college students to grasp the strategic layout of the country and strengthen their political stance; Finally, universities should optimize the teaching structure of ideological and political courses, achieve the cross integration of ideological and political science with other disciplines. This not only cultivates students' knowledge perspectives and innovation abilities, but also enhances their comprehensive quality. In addition, ideological and political teachers in universities need to strengthen practical teaching in their teaching, so that students can master theoretical knowledge and improve practical operation abilities through rich practical activities. In this way, students can effectively apply the knowledge they have learned in practical work and enhance their personal employment

competitiveness.

### *3.2 Innovative Ideological and Political Course Teaching Content*

The content of ideological and political education determines the learning effectiveness of college students' knowledge and skills. Therefore, ideological and political teachers in universities should place innovative ideological and political course teaching content at the core of the ideological and political education process to ensure that universities can cultivate excellent composite talents. Firstly, the teaching content should be closely integrated with national development, fully demonstrating the importance of socialism with Chinese characteristics in the development of the country in the new era. To provide in-depth analysis of the development process of the country for college students, enabling them to understand the arduous journey of China's construction and the series of impacts that reform, opening up, and technological innovation have brought to the country's economic development and social progress, thereby enhancing their understanding of the socialist system and laying a solid foundation for them to firmly adhere to the socialist path; Secondly, ideological and political teachers in universities should pay attention to the ideological dynamics and needs of students, select inspiring real-life cases such as poverty alleviation, environmental protection, and rule of law construction, and allow college students to independently analyze social issues. By exploring topics such as urban-rural gap and climate change, they can cultivate college students' sense of social responsibility and mission, enabling them to keep up with the development of the times, enhance their ideological sensitivity and judgment, and improve the quality of ideological and political education; Finally, ideological and political teachers in universities should constantly innovate their teaching content, fully integrate national strategies, social needs, and ideological and political teaching content, so that college students can better grasp the development of the country and cultivate their patriotism in the theoretical education of socialism with Chinese characteristics by ideological and political teachers, and contribute to the realization of the Chinese Dream of the great rejuvenation of the Chinese nation.

### *3.3 Reforming the Teaching Methods of Ideological and Political Courses*

The course teaching methods selected by ideological and political teachers in universities have a significant impact on college students' learning of ideological and political course knowledge. Therefore, in order to achieve high-quality ideological and political course teaching, the following methods can be adopted to promote the reform of course teaching methods. Firstly, utilize modern teaching methods. In the usual teaching of ideological and political courses, college ideological and political teachers can use Internet technology, big data technology and other rich teaching methods to improve the teaching effect. For example, online teaching platforms can provide college students with rich course ideological and political learning materials to meet their flexible and diverse learning needs. At the same time, ideological and political course teachers can also use multimedia teaching and interactive teaching methods to enhance college students' interest and enthusiasm for course ideological and political learning; Secondly, adopt case teaching and discussion teaching. In order to equip college students with strong cooperation awareness, debate thinking, and innovation ability. College

ideological and political course teachers can encourage students to engage in classroom discussions, allowing them to gradually improve their practical and adaptability abilities through role-playing and simulated debates. At the same time, college ideological and political teachers can also give full play to the subjectivity of college students, arrange for them to collect, organize and analyze ideological and political topics, discuss with teachers and classmates, and enhance their understanding of society; Finally, focus on practical teaching. Arrange for college students to participate in internships or practical projects during summer vacation, so that they can apply their theoretical knowledge to volunteer service, community building, and other practical activities. At the same time, ideological and political teachers in universities can also add courses on mental health and interpersonal relationships to guide college students' psychology during the practical process, thereby improving their life wisdom.

#### *3.4 Improve the Evaluation System of Ideological and Political Courses*

A sound curriculum evaluation system is the key to achieving high-quality teaching results in ideological and political education in universities. In order to cultivate high-quality talents that are in line with the development of the new era, ideological and political teachers in universities should attach importance to the continuous optimization and updating of the evaluation system. Firstly, establish a diversified evaluation subject. As the main participants in teaching activities, students should also actively participate in teaching evaluation to ensure the comprehensiveness and objectivity of ideological and political teaching evaluation. Especially in ideological and political education, teachers should enrich evaluation methods and adopt methods such as student self-evaluation, peer evaluation, and teacher evaluation to improve the accuracy and fairness of the evaluation results of ideological and political courses. In addition, university ideological and political teachers can also use online evaluation, data analysis, etc. to organize the learning data of college students, analyze their learning behavior, and provide a basis for adjusting teaching content and methods; Secondly, establish multidimensional evaluation indicators. College ideological and political teachers not only need to pay attention to students' mastery of theoretical knowledge, but also need to evaluate students' practical ability, innovative spirit, cooperation ability, interpersonal communication and many other aspects in order to promote the comprehensive development of college students. At the same time, college ideological and political teachers should also set targeted evaluation indicators based on the characteristics of professional students to improve the quality of ideological and political education; Finally, strengthen the process evaluation. College ideological and political teachers should pay more attention to the performance of students throughout the learning process when evaluating them. By observing their learning progress through classroom participation, homework completion, and participation in practical activities, college students can discover their own problems in a timely manner and find more suitable teaching materials and methods on online teaching platforms to improve the learning effectiveness of ideological and political courses for college students.

#### *3.5 Strengthen the Construction of Ideological and Political Teaching Staff*

As the soul engineers of ideological and political course teaching, teachers' ideological and political

literacy is very important. Therefore, universities should attach great importance to the ideological and political education of ideological and political teachers, improve their political consciousness and ideal beliefs, and ensure the implementation of educational policies in teaching. At the same time, universities should also organize ideological and political teachers to participate in more symposiums and other activities, strive to improve their sense of responsibility for teaching and educating students, so that teachers can play the role of teaching by example and enhance the professional ethics of college students. In this way, students from various majors can maintain high moral qualities and dedication in their future employment fields. In addition, universities need to enhance the construction of their teaching staff and strengthen their teaching abilities, which is also a necessary condition for achieving high-quality ideological and political education. This can improve the teaching quality of ideological and political courses. Considering that the training subject is teachers, in order to make teachers have strong enthusiasm, universities should attach importance to reforms in teacher title evaluation, performance assessment, and other aspects, improve the enthusiasm of ideological and political teachers to participate in professional training, and enable teachers to better adapt to the needs of the development of ideological and political education in universities in the new era.

#### 4. Conclusion

With the rapid development of the times, China's competition in the international market is becoming increasingly fierce. In order to meet the needs of professional talents in various fields of society, universities should attach importance to ideological and political education for college students, improve their political awareness, and make them firmly adhere to the socialist path and strive for the great rejuvenation of the Chinese nation. In this regard, universities should attach importance to the training of ideological and political teachers, continuously strengthen the construction of the ideological and political teacher team, and lay a good foundation for achieving the high-quality educational goals of ideological and political education.

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