

# On the Value Function and Realization Path of Ideological and Political Education in Higher Vocational Colleges in the New Era

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**Abstract:** In order to help contemporary college students establish correct three concepts and ideas and promote the overall improvement of talent training quality in higher vocational colleges, this paper mainly focuses on the value function and realization path of ideological and political education in higher vocational colleges, in order to provide reference for relevant educational practice in the future.

## 1. Introduction

Higher vocational colleges are an important base for the cultivation of applied and skilled talents. In recent years, the state attaches great importance to the ideological and political education of higher vocational colleges. The development of this work can not only standardize the behavior of college students, but also help them establish correct three views, which is an important content of higher vocational education reform.

## 2. Value Function of Ideological and Political Education in Higher Vocational Colleges

### 2.1 Regulate Students' Behavior

Ideological and political education in higher vocational colleges is mainly aimed at the education of students' ideological and moral quality. The daily behavior of higher vocational students can reflect their moral quality. The behavior of students with higher moral quality can become a benchmark and example for others. Therefore, in the process of ideological and political education for students, higher vocational colleges also make students aware of the importance of good behavior. At the same time, they also make ideological and political education become a strong support for students' hearts to standardize their daily behavior <sup>[1]</sup>.

### 2.2 Cultivate Students' Sentiment

The ideological and political education in higher vocational colleges can help students form good emotional morality. Emotion is an important part of ideological morality and politics. It is not only closely related to the explicit curriculum design, but also closely related to the ideological and political education. In the process of carrying out the ideological and political education in higher vocational colleges, teachers should pay attention to the cultivation of students' political literacy and the improvement of their moral level. The formation of emotion usually needs a specific environment. The ideological and political education classroom can provide a platform for students' emotion formation. Through this platform, teachers can guide students to vent their emotions and excrete negative emotions. It can be seen that ideological and political education has a subtle positive impact on students through specific teaching background and situation. In the process of classroom teaching, teachers must do a good job of guidance, so that students can bravely express their views. In this way, they can help students form a correct outlook on life, world outlook and values, cultivate their sentiment, and fully highlight the value function of ideological and political education <sup>[2]</sup>.

### **2.3 Cognitive Orientation Function**

The cognitive orientation function of ideological and political education in higher vocational colleges mainly refers to helping students establish a correct outlook on life, world outlook and values. At the same time, it can also cultivate students' correct value orientation and improve students' ability to distinguish right from wrong. The guiding function of ideological and political education is also reflected in its ability to standardize higher vocational students' daily behavior and lifestyle, enhance students' sense of ownership and cultivate higher vocational students' sense of social responsibility. Especially in modern society, ideological and political education can improve students' ability to distinguish right from wrong and enable students to recognize truth, goodness and beauty. In this regard, it has advantages and values that can't be replaced by other courses <sup>[3]</sup>.

## **3. Realization Paths of the Value Function of Ideological and Political Education in Higher Vocational Colleges in the New Era**

### **3.1 Actively Apply Network Technology**

The popularity of network media has brought earth shaking changes to people's life, learning and work patterns. Especially for higher vocational students, the network has become an indispensable and important part of their daily life. In the online world, students can not only play games and chat, but also socialize and browse information. Therefore, In the process of carrying out ideological and political education, colleges should also actively use the network as an important medium to innovate teaching modes and methods, so that students can actively accept the edification of ideological and political education. First of all, we should strengthen publicity, help students establish a correct concept of network application, and improve students' ability to distinguish right from wrong, so as to consciously resist and distinguish all kinds of bad ideas on the network, and actively carry forward the main theme of socialism. Secondly, colleges should build their own websites, add modules related to ideological and political education, publicize the excellent and moving deeds of higher vocational college teachers and students, and implement ideological and political education for students in the process of subtle influence. Finally, we should actively use new media such as microblog, WeChat and QQ. For example, teachers can spread the party's theoretical principles and policies in the form of video, voice, pictures and text through the group function of WeChat. Teachers can also upload videos and articles about Confucian classics and Chinese traditional culture, so that students can receive ideological and political education anytime and anywhere, improve their ideological and political level <sup>[4]</sup>.

### **3.2 Carry out Social Practice Activities Regularly**

The traditional ideological and political education in higher vocational colleges is basically based on classroom teaching, and the knowledge learned by students in the classroom is difficult to be flexibly applied to practice. Therefore, higher vocational colleges must pay more attention to social practical activities, combine practical activities with theoretical knowledge, make the implementation of ideological and political education more interesting and vivid, and improve teaching quality and effect. Higher vocational students have more opportunities for post practice and enterprise practice. Therefore, teachers can use these opportunities to implement ideological and political education. First, allowing students to enter enterprises and institutions can let students understand the future employment content and industry development, improve students' professional identity, and enable students to establish correct life ideals and goals in the workplace. Second, the practice in workshop and training base can improve the students' practical ability, cultivate their excellent morality of respecting their posts, loving their careers and selfless dedication, and exercise the students' excellent quality of hard work. Third, regularly organizing students to visit and study local memorial halls and revolutionary historical sites can help students establish a correct outlook on life, world outlook and values, and enable students to accept positive thoughts in practice. Fourth, allowing students to practice the responsibilities and standards of their posts cultivate students' good professional behavior and habits and improve their professional

quality<sup>[5]</sup>.

### 3.3 Strengthen the Construction of Campus Culture

The campus culture can reflect the school running objectives and style of higher vocational colleges, strengthen the construction of campus culture, and improve the quality of ideological and political education. In the process of campus culture construction, the introduction of relevant entertainment factors can alleviate the tense learning pressure of higher vocational students and cultivate their positive attitude towards life. However, it should be noted that the introduction of entertainment factors in campus culture construction should be appropriate, and pay attention to the combination of popular entertainment and elegant culture to enhance students' identity with campus culture. At the same time, the school spirit and study style will also have an impact on the behavior and ideological habits of higher vocational students. Therefore, higher vocational colleges should strengthen the construction of school spirit, pay close attention to the typical, and infect and edify students through the power of example. In addition, it is also necessary to infiltrate the connotation of traditional culture into the construction of campus culture, actively carry forward the main theme of socialism, so that higher vocational students can have emotional identity, so as to actively accept ideological and political education. Through the close integration of traditional culture education and higher education, higher vocational students' cultural self-confidence can be enhanced, and strength can be condensed through excellent classic campus culture, inspiring and improving the quality of ideological and political education<sup>[6]</sup>.

### 4. Conclusion

To sum up, this paper mainly analyzes the value function of ideological and political education in higher vocational colleges in the new era, and then explores the path to realize the value function. In short, the development of ideological and political education can not only standardize students' behavior, but also cultivate students' sentiment, which has the important function of cognitive orientation. Therefore, higher vocational colleges must pay more attention to ideological and political education, actively apply modern network technology, carry out social practice activities regularly, strengthen the construction of campus culture, create a good ideological and political education environment for students and promote their all-round and healthy physical and mental development.

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