

Research on the Status Quo and Improvement of the Affinity of Ideological and Political Education in Universities

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Abstract: As China's socialist construction enters a new era, society puts forward new requirements for ideological and political education in colleges and universities. However, traditional teaching methods can no longer meet the needs of social development for high-quality talents. College ideological and political education must break through the inherent teaching model in order to cultivate talents that meet the requirements of social development. Specifically, it can improve students' enthusiasm for learning and enhance the learning effect of ideological and political teaching by optimizing teaching content, actively exploring teaching forms, and changing teaching modes, in order to provide talent support for socialist construction and development.

1. Research background

1.1 Literature review

Under the background of the new era, ideological and political education has a new direction, requiring universities to continuously improve the affinity of ideological and political education. This is one of the keys to breaking through the ideological and political education in colleges and universities. Therefore, the study of the affinity of ideological and political education in colleges and universities is of great significance to the reform and innovation of ideological and political education in colleges and universities. Specifically, it can explore the specific ways to improve the affinity of ideological and political education from the perspectives of teachers, students, educational concepts and innovation (Wang, 2018). With the continuous development of socialism with Chinese characteristics, China has entered a new era and has pointed out new directions for ideological and political education in Chinese universities. It is the responsibility and business of college workers to integrate the new socialist spirit into the process of ideological and political education in colleges and universities. Improving the affinity of ideological and political education in colleges and universities is the inevitable trend of ideological and political education in colleges and universities under the background of the new era. The in-depth development of the affinity of ideological and political education is the practical basis for transmitting the Chinese spirit and an important theoretical cornerstone for cultivating comprehensive talents. With the development and changes of the times, the ideological and political education environment and the cognitive level of college students have been seriously out of touch with the traditional ideological and political education model. In order to correctly guide college students to establish sound personal values and social values, it is imperative to implement an affinity education model in colleges and universities. The affinity of ideological and political education includes peer education. The goal of self-education and self-management can effectively realize the goal of ideological and political affinity education, and it is an important means to improve the education of ideological and political affinity in colleges and universities (He, 2017). With the continuous development of education reform and innovation in China's colleges and universities, it is imperative to reform the ideological and political curriculum education in colleges and universities to meet the needs of the times. At present, after "00" has entered colleges and universities, the traditional teaching mode can no longer meet the requirements of college students for ideological and political teaching in this era, and the lack of affinity for ideological and political teaching has seriously restricted the development of ideological

and political education in colleges and universities. Contemporary college students are more and more affected by the impact of network information, and then there is a lack of recognition of the ideological and political education curriculum model, showing passive learning and forced acceptance of negative learning. Therefore, the development of the affinity of ideological and political education in colleges and universities is to satisfy students' performance requirements (Tan, 2011). Insufficient affinity for colleges and universities not only affects the teaching effect of ideological and political courses, but also restricts the healthy development of ideological and political education to a certain extent. College ideological and political workers should first fully understand the basic meaning of the affinity of ideological and political education, and further explore the connotation of the affinity of ideological and political education, and continuously build and optimize the ideological and political education system. Promote the in-depth development of ideological and political lessons by creating and enhancing the appeal, appeal and identity of the ideological and political curriculum (Li, 2017).

1.2 Purpose of research

Under the background of the new era, after the “00”, they began to enter colleges and universities. They all grew up along with the network environment, with a stronger sense of autonomy and distinct personality. At the same time, due to the increasing number of channels for information acquisition in the information age, in the face of the ubiquitous Internet world, the ability of college students to distinguish information needs to be strengthened. The fragmentation and diversification of information has a greater impact on college students. Life brings some troubles (Zhang, 2018). In this context, Chinese college education must not only cultivate knowledge and professional skills, but also do a good job in cultivating students' correct values. This is also the core task of college education (Zhuang, 2018). Therefore, colleges and universities need to join the ideological and political education affinity education in the process of talent cultivation, and carry out the socialist core values throughout the whole process of student learning, and cultivate students' correct values. At the same time, the traditional ideological and political curriculum has been reformed into a “course ideological and political” teaching model, which has imperceptibly influenced students to establish a correct value system (Liu, 2018). This requires colleges and universities to enhance the affinity of ideological and political education in the process of practical education, and to meet the needs and expectations of students' growth and development in light of the students' actual thoughts and behaviors, and to improve the overall level and quality of ideological and political education in colleges and universities. Continuously cultivate and deliver more high-quality professionals for the country and society (Wu, 2016).

2. The Status Quo of the Affinity of Ideological and Political Education

2.1 Teaching materials are backward, emphasis on theory

At present, the ideological and political education curriculum system in Chinese universities still uses traditional textbooks, which is seriously out of line with the learning needs and social development of college students. At the same time, because the ideological and political courses are marginalized in the curriculum setting system of colleges and universities, and subject to professional courses, there are a lot of political theory content in the textbooks. The theoretical content of the course is monotonous, lacking in attraction and interest, and it cannot stimulate the enthusiasm and enthusiasm of students in the process of teaching. Some of the textbooks overlap with the content of the political textbooks that students have learned in high school, and students become bored during the learning process. In addition, some teachers have been using the previous lesson preparation cases, and have not made timely progress according to the development of the times. The case is too old for the students to have no carrier of resonance and connection. The students can not fully understand the content of the course, which reduces the persuasiveness of the course explanation to a certain extent.

2.2 The level of ideological and political teachers is uneven

The content of ideological and political courses in colleges and universities must be constantly updated and adjusted with the development of the times, and the requirements for teachers to master current events are relatively high. The theory that teachers teach in the course of teaching should be advancing with the times, which requires ideological and political teachers to learn at any time, constantly pay attention to changes in the development of the times, and update the content of the lectures in a timely manner. However, some ideological and political teachers in colleges and universities are not sensitive to current events and the development of the times. Their theoretical knowledge and knowledge reserves are limited. They do not have their own opinions and in-depth understanding of some basic issues of ideological and political affairs. Some viewpoints lack strong in the course of teaching. Persuasive. In addition, some ideological and political teachers only carry out “full house” teaching in accordance with the contents of the book during the teaching process, and did not convey some of the latest news and latest concepts to the students in the classroom. There are still some ideological and political teachers who do not have innovative ideas in the lecture process. They always teach according to traditional teaching concepts and methods, and the teaching effect is difficult to improve. These phenomena have largely hindered the construction of ideological and political teachers.

2.3 Teaching mode is backward and the quality of teaching is not high

At present, with the continuous development of the network era, all kinds of courses in colleges and universities are constantly reforming and innovating with the help of Internet technology. The classroom form gradually shifts from traditional closed teaching to open classroom, paying more attention to the independent personality of students and the interaction between teachers and students. The subject in the classroom is transformed from a teacher to a student. The student is no longer a passive recipient of knowledge, but an active participant in the classroom. The classroom also has to be transformed from a single infusion to an inspiring and interactive classroom. However, at present, many colleges and universities' ideological and political courses are still in the traditional teaching stage. The classroom atmosphere is dull and lacks interaction and creativity. Only the teacher's “performance” on the platform, the students are in the stage, the students' participation in the ideological and political teaching classroom. Insufficient attention. Finally, students' rejection of the ideological and political curriculum is formed, which eventually leads to the distance between students and the ideological and political classroom.

3. The path of improving the affinity of ideological and political education in colleges and universities

3.1 Optimize teaching content and increase the affinity of ideological and political education

To improve the affinity of the ideological and political theory courses in colleges and universities, we must adjust the content of the curriculum to be more targeted. We must make corresponding adjustments with the development of the times, keep up with the development of the times, and the content of the curriculum should be close to the actual life of students. Contemporary college students are growing up along with the development of the Internet. Their network thinking is more active, and their acceptance of online language and emerging things is relatively high. Compared with the boring theoretical study in the ideological and political course, they are more concerned about some new things around them, such as the pursuit of net red, the hot spots that happen in life, and the interesting things of people around them. In view of the unique characteristics of contemporary college students, in order to improve the attractiveness and interest of ideological and political courses, higher requirements are put forward for all aspects of ideological and political teachers in colleges and universities. In the classroom, teachers should not only collect and transform the latest news and discourse system at any time, but also prepare for the preparation of lessons after class, and arrange the course structure reasonably. Only by carefully designing the course content and explanation form for students can attract the attention of students and enhance

the enthusiasm of students. In addition, the selection of cases in the course of the lectures should be given special attention. The selected cases must be closely related to the students. It is in line with the actual life of the students to reasonably guide the students to think deeply. Eliminate the outdated and obsolete cases in the traditional ideological and political teaching system, and timely add and supplement current events that are happening around you and fully pay attention to them, fully mobilizing the enthusiasm of students. By reasonably arranging the content of the lectures and increasing the cases of students' attention, the boring teaching content can be transformed into more attractive and interesting teaching, thereby improving the affinity of the ideological and political teaching.

3.2 Actively explore the form of teaching and increase the mode of education and affinity in the classroom

To enhance the affinity of ideological and political classrooms, we must break the inherent form of traditional ideological and political education classrooms and actively explore the forms and methods of teaching. Only by fully respecting the individuality and autonomy of students can we stimulate students' interest in learning. Actively change the main body of the classroom, transform the teacher as the main form of the classroom into a student as the main body of learning, and a student as the center, paying attention to the learning needs and interests of the students in a timely manner. At present, China's college education model is constantly reforming and innovating, and the teaching model is gradually transformed into heuristic and guided teaching. Therefore, the affinity education of ideological and political education in colleges and universities should focus on giving the initiative to students in the classroom, stimulating and encouraging students to learn independently and think. With the continuous development of Internet technology, new teaching modes are becoming more and more popular, and classroom forms are no longer limited to offline classrooms. Students can also learn anytime and anywhere through Internet technology, such as micro-classes and classroom classes. This new teaching model can break through the limitations of time and space and expand more learning channels. Therefore, the classroom is no longer the only channel for students to learn knowledge, and the classroom function should also be diversified. As a teacher of ideological and political education in colleges and universities, we should actively seek a more appropriate education model for ideological and political education, inspire students to learn thinking in the classroom, and inspire and guide students to explore the spirit of self-discipline. At the same time, it is also possible to expand the form of teaching and increase the subject-oriented teaching mode to the outside of the classroom, as the actual situation allows, such as: leading students to visit historical museums, re-taking Changzheng Road and other special practice activities, and expanding the depth of ideological and political education.

3.3 Change teaching mode and improve teaching quality

The basis of the transformation of the philosophical education affinity model is based on the transformation of teachers' teaching concepts. Therefore, we must actively seek new teaching models. The ideological and political course in colleges and universities should not only pay attention to the importance of the first class, but also give full play to the second class of ideological and political education as an effective supplement to the affinity of ideological and political education. First of all, college ideological and political educators should not be limited to the limitations of their teachers. They can invite outstanding party members, successful entrepreneurs, old party members and other people to enter the classroom and communicate with students to improve the classroom teaching atmosphere and affinity. Students are exposed to more excellent deeds and cases, which stimulates students' feelings of learning and enhances students' enthusiasm for learning. In addition, you can also include activities such as debates, classic readings, and mock courts in the classroom. It not only enriches the teaching mode and classroom form, but also creates more diverse and distinctive classroom content. Colleges and universities can also give full play to the advantages of the counselor team. These teachers and students have more time and depth of contact, better understand the students' ideas, and let them do the students' ideological education. The students will be more acceptable, and the ideological and political education will have better

affinity. . At the same time, it is necessary to give full play to the outstanding advantages of the university leadership team. They all have rich experience and experience in dealing with students' emergencies. They have a good grasp of students' psychological grasp and psychological dynamics, so that they can help ideological and political teachers to do a good job in ideological and political education. The effect of doing more with less is to greatly improve the quality of teaching.

4. Conclusion

Through the above research, in the context of rapid development of the times, it is an inevitable trend to conduct high-efficiency ideological and political education affinity. However, in the actual teaching process, there are still problems in the backward teaching, the level of ideological and political teachers is uneven, and the quality of teaching is not high, which restricts the development of the affinity of ideological and political education. Only by optimizing the content of teaching, actively exploring the form of teaching, and changing the mode of teaching, we will strive to cultivate college students in a new era with extremely high moral quality and political accomplishment, and promote the vigorous development of China's socialist cause.

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