

# Innovation of ideological and political education in China

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## **Abstract**

*Under the premise of the opening of the international education market, individualized learning of college students has gradually become the mainstream. Individualized learning brings some opportunities and challenges to ideological and political education in Chinese colleges and universities. This paper systematically analyzes the innovation of education idea, educational content, educational methods and education mode in the background of individualized learning in China. The conclusion is that the ideological and political education in China is undergoing a comprehensive reform. The direct instillation type of education has been eliminated, and the current mainstream is the latent and implicit moral education.*

**Keywords:** innovation; ideological and political education; individualized learning; college students

## **1. Introduction**

With the development of globalization, information and modernization of higher education, educational resources are arranged in the world, which makes the educational resources of all countries exchange, tolerate and stimulate each other, and promote the prosperity and development of education in the world. Under such circumstances, the teaching methods and educational ideas abroad have been pouring into China, accelerating the reform process of China's higher education. At the same time, the individualized learning of college students has gradually emerged. The traditional integrated and batch mode of talent training has been gradually eliminated, and individualized learning has become the trend and trend of contemporary college students' learning.

This paper aims at the innovation of ideological and political education of college students from the perspective of individualized learning, and uses the knowledge of pedagogy, psychology, politics, culture and management to find out the shortcomings of the ideological and political education of college students in the perspective of individualized learning, and puts forward some solutions. The ultimate goal of the thesis is to improve the effectiveness of ideological and political education for college students in China.

## **2. Literature Review**

William Davis Williamson (2010) points out that in the perspective of individualized learning, the moral education of college students should pay more attention to the value of “value”, to establish the value concept actively, and to dig deeper into the value. Regina Pallios(2011) points out that the main task of moral education in the perspective of individualized learning is to develop the moral power of all kinds of talents through the construction of system and mechanism, and to encourage people to eventually form good moral habits.

Zhang X J (2013) believes that higher vocational colleges should master the status and feature of students' ideological and political education, and it should do propaganda work well guiding students' behaviors with correct public opinions, and it should strengthen students' management to shape students' soul with noble spirits. Liu Z (2013) points out that “Flipped classroom”, known as a new teaching concept and mode, can be applied to the political and ideological education, which can enhance the attractiveness. Jing L V(2017) points out that the central part lays the moral education and the core lies in improving the ability of personnel training. Huang Y F(2017) believes that innovation of ideological and political work in Colleges and universities in the era of big data has been proposed, and the research point of view have successfully solved innovative working methods. Liu N(2018) explores new ways for the construction of college network culture for the continuous advancement and development of ideological and political education to realize the ideological and political education and network culture education in colleges and universities.

From the above literature, it can be seen that scholars at home and abroad have a certain amount of research on the performance and characteristics of individualized learning and the innovation of Ideological and political education for college students. The main shortcomings are as follows: the research on the logical relationship between "individualized learning" and "college students' ideological and political education innovation" is not thorough enough; it is not systematic for the innovation of the ideological and political education of college students in the perspective of individualized learning. Only by systematically studying the new measures of college students' ideological and political education under the perspective of personalized learning can we keep abreast of the trend of the times and raise the foresight of research.

### **3. Opportunities and challenges of individualized learning for college students' ideological and political education**

#### **3.1 Opportunities**

##### **3.1.1 Broadening the platform of ideological and political education**

The rapid development of network information technology, digital technology and communication technology has built a huge network learning environment for college students' individualized learning. In the process of individualized learning, college students can break through the restrictions on the opening time of the classroom and the library, and use the new learning media such as computer or mobile network to obtain the learning information quickly, without the limitation of time and space. Through the use of individualized learning tools and environment, students can learn the content of Ideological and political theory, such as Marx doctrine, socialist core values and so on, and promote the dissemination of information of ideological and political education.

##### **3.1.2 Strengthening the effectiveness of ideological and political education**

In the process of individualized learning, everyone can speak freely and express their thoughts and opinions with all their heart. Teachers of ideological and political education are more likely to get closer to the real psychological world of college students, understand their real inner thoughts, and grasp the dynamics of ideological and political learning. The ideological and political teachers or managers in colleges and universities can make use of the new media to understand the progress and situation of college students' actual study, grasp the development of college students' ideological and political development, find out the hidden problems of the students, and then take effective measures to carry out the pertinent ideological and political education to the college students.

#### **3.2 Challenges**

##### **3.2.1 Impact on the educational idea**

With the popularization of network learning, the attack and influence of bad information are more extensive. It is very easy to impact and influence the world outlook, outlook on life and values of college students with weak will and weak discrimination, which makes the ideological consciousness of college students deviate and deviate from the correct track of development. Under the influence of bad thinking, a handful of college students have been skeptical of communist belief and shaken the correctness of the socialist system.

##### **3.2.2 Impact on the educational content**

The advent of the network information age makes college students have more rights and freedom to publish, spread and accept information, which leads to the information content is not easy to determine and be controlled. In the perspective of individualized learning, if there is no effective supervision, management and guidance of the administrators and teachers of colleges and universities, some pseudoscience, reactionary thought and reactionary culture will corrode the ideology of college students. These unhealthy teaching contents will have impact and adverse effects

on the world outlook, outlook on life and values of college students. It is not conducive to the teaching of ideological and political education.

### **3.2.3 Impact on the educational methods**

Virtualization and equality of network dissemination rapidly reduce teachers' discourse dominance. The traditional theory didactic education has been challenged by digital network communication. The control of traditional education has been challenged.

### **3.2.4 Impact on the Educational model**

From the perspective of Individualized learning, the opening of network information is not only for teachers, but also for all students. This is very easy to cause the role exchange between the subject and the object in the ideological and political education work, and the teachers and students are no longer fixed. In the perspective of individualized learning, the mode of education is changing. College students have become the masters of the school and the center of teaching management and service. The teaching managers have become the real service providers, and the former management and education models have been reversed.

## **4. Innovation of education idea, content, method and mode**

### **4.1 Innovation of educational idea**

#### **4.1.1 Setting up the concept of student oriented and overall education.**

First of all, colleges and universities must establish a student oriented education concept for all students. Colleges and universities should fully understand the personality, characteristics, preferences and specialties of every college student, treat every student as well as their own children, establish students' dynamic account, understand and master the development and demands of each college student in real time, and sincerely for the development of every college student. Efforts should be made to integrate the student oriented education concept into the daily ideological and political education and management of college students, and strive to achieve good results.

Secondly, colleges and universities should establish the concept of overall education. In order to see the requirements of the whole college students, the university should care about the development and growth of the college students as a whole, and should focus on the needs of the development of each student and the needs of the development of the majority of the students, and carry out the ideological and political education of the college students from the starting point and the destination point of the overall education.

#### **4.1.2 Setting up the concept of “one dominating” and “inclusive diversity”**

First of all, colleges and universities should adhere to the socialist core values as the leading role, and try to contain various educational ideas in the condition of without endangering or opposition to the mainstream ideology advocated by the state.

Secondly, colleges and universities should inherit the excellent traditional ethics and moral values of China, and learn from the positive factors of western morality and moral culture.

## **4.2 Innovation of educational content**

### **4.2.1 Guiding the moral education of university students with “moral education”**

First of all, we should strengthen the education of university students' moral standards. Colleges and universities should guide college students to establish the ideological concept of qualified citizens, consciously abide by the basic moral norms of citizens, do their own study and practice, set up their own moral and civilized habits in the continuous grinding of social communication, strengthen their moral consciousness, and constantly strengthen their own standards of ideological and moral cultivation.

Secondly, we should strengthen the integrity education of college students. Only by establishing mutual help and honest and good social relations on the basis of good faith can we promote the establishment of a harmonious socialist society. Colleges and universities must closely combine the characteristics of each college student, and constantly enhance the individual moral quality of college students. Every member in the society can establish harmonious relations on the basis of the principle of honesty and morality, so as to coordinate the development of all social systems. Only by fully recognizing the importance of honesty and trustworthiness can university students enhance their honesty and moral character. 尅俸

### **4.2.2 Shaping the modern ethical personality of college students with ethics and moral education**

The main content of ethical education is to make college students a qualified citizen. The specific content of education includes the educational content of public morality, knowledge, environmental protection, honesty and so on. It also includes the development of volunteer service, the spirit of teamwork, and the further guidance of college students' awareness of cooperation with people in social life.

## **4.3 Innovation of educational method**

### **4.3.1 Intersubjective ideological and political education method**

The intersubjective ideological and political education is the emphasis and strengthening of the main body of the college students in the process of ideological and political education. Its fundamental goal is to enhance the subjective consciousness and the main ability of the college students. The ideological and political education of subjectivity not only emphasizes the subjectivity of teachers, but also emphasizes the subjectivity of students. The intersubjective ideological and political education law is a way of respecting the subject status of the educated. It pays attention to the actual needs of the educated, and attaches great importance to the “situation” and “the foresight” of the educated.

### **4.3.2 Embedded ideological and political education method**

Embedded ideological education not only regards moral education as a discipline, but further embeds ideological and political education into practical problems. When students encounter problems, this method is integrated into the thinking, solving and introspection of problems. Let students understand their thoughts through their own experiences, and enable them to set up correct thinking and behavior from the heart by analyzing problems in person. To carry out the ideological and political education of the embedded college students, the concept and principle of the ideological and political education of college students should be implanted in the course of the course development of the individualized learning of the college students, and the stage target of the difference, individuation and autonomy of the quality development of the college students is implanted in the link of the individualized learning goal, and the individualized learning method is used. The guiding link should give full consideration to the establishment of college students' learning view, metacognitive guidance, learning method guidance, and learning motivation stimulation.

## **4.4 Innovation of educational model**

### **4.4.1 Culture guide model**

The main mode of cultural guidance is to lead the attention of college students to a specific direction by giving full play to the role of culture, to help college students to improve their understanding of individualized learning and to achieve the goal of leading students to grow up healthily. To realize the mode of cultural guidance, it is necessary to start from the following three aspects: the cultural issues should be new, the cultural guide should distinguish the primary and secondary, and the way of cultural guidance should be scientific.

### **4.4.2 Life experience model**

The life experience mode is a permeable and indirect education mode. In the life experience education for students, colleges and universities should pay attention to the combination of the school life and the social reality to form the daily learning activities, and carry out the guidance of the ideological and political education in a purposeful and pertinent way. If college students want to establish correct values, they need to start from real life and realize that the process of life is the necessary process of forming values. Through the experiential learning of college students, students can deeply understand the real modesty in life, cultivate the quality of college students through life experience, and let some real news in life affect the ideological understanding of college students. Through life practice, the ultimate goal of college students' Ideological and political education is to realize the ultimate goal of college students' Ideological and political education. By learning ideological and political, the students can correctly guide the students to analyze and solve the problems and achieve the unity of knowledge and practice.

## **5. Conclusion**

With the continuous development of network information technology, the individualized learning of college students has changed from ideal to reality. It has both positive and negative effects on the ideological and political education of college students. Innovation of ideological and political education in the perspective of individualized learning will help to improve the effectiveness and pertinence of the ideological and political education of Chinese college students. From the above research, it can be seen that the ideological and political education in China is being reformed, not only to inherit and develop traditional Chinese moral education, but also to learn from the experience of moral education in western countries.

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