To Improve the Effectiveness of Ideological and Political Education of Contemporary College Students by Ideological and Political Theory Course Teaching

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Abstract
The ideological and political education of contemporary college students is of great significance. We must constantly improve the effectiveness of Ideological and political education of contemporary college students by means of enriching the teaching content, improving teaching methods and strengthening the construction of teaching staff.

Key words: Ideological and political theory course teaching; college students ideological and political education; effectiveness

1. The importance of Ideological and political education for Contemporary College Students
Through the ideological and political education, college students can improve their ideological and political quality, thus becoming the "Four Haves" for college students, establish a new good interpersonal relationship for college students, in order to lay the necessary conditions of College Students' political progress. Through the ideological and political education of college students, effectively improve College Students' ideological and political quality at the same time, can help students deal with the interpersonal relationship problems the establishment of new interpersonal relationship. Since the reform and opening up, the Chinese society has been marching toward modernization at an unprecedented speed, and the Chinese society has entered into the social transformation period. Social and economic composition and economic benefits of diversification and diversity of forms of social organization and social life style diversification and employment form diversification, people's thought and behavior of independence, selectivity, diversity and variability increased significantly. People from the planned economy system to the unit under the market
economy, the economic man, people's contact is increasingly close, the relationship is becoming increasingly complex, increasingly frequent conflicts of interest, the conflict continues to increase. Therefore, the problem of social interpersonal relationship is becoming more and more prominent, which has aroused general concern of the society. The Party Central Committee put forward the idea of establishing a new type of interpersonal relationship and building a socialist harmonious society. Now many college students grew up in one-child families, and parents to improve the socio-economic conditions of the spoil, make students too self-centered, seldom care about the feelings of others, so that in the society there have been many problems, and even lead to serious consequences, because this play to the ideological and political education function, is very important to help students improve the interpersonal meaning. Ideological and political education of college students can help college students to establish a perfect social relationship network, and coordinate all kinds of interpersonal relationships. The ideological and political education to guide students to establish correct world outlook, outlook on life and values, to help students improve their ideological and political quality, coordinate all kinds of relationship, including the relationship between students and the teacher, as well as a variety of campus and social relations. The ideological and political education through the dissemination of the correct values of life and establish lofty ideals and beliefs among students, advocating equal democratic communication among teachers on campus, implement the people-oriented, service for college students, so that students can not only realize its own value, and have common aspirations among students, between teachers and students with communication and consultation, to get attention in the university campus. Interpersonal harmony in various exchanges can benefit, promote the development of their own quality better.

2. To strengthen ideological and political theory course teaching to improve the effectiveness of Ideological and political education of Contemporary College Students

At present, the role of the main channel of Ideological and political theory course is not fully play, to a large extent restricts the improvement of the effectiveness of Ideological and political education, and must be strengthened.

2.1 enrich the teaching content, and constantly adapt to the needs of the community. At present, we are in an era of constant change, facing the increasingly open and pluralistic society, people's ideas also change rapidly changes, the teaching content of Ideological and political theory course is not immutable and frozen it requires universities, and must continue to enrich and update, continue to meet the needs of students and practical learning life. However, the current problem is the teaching content of Ideological and political theory course serious lack of reality and the sense of the times, not in response to the social hot and difficult questions, students concern and confusion comprehensively and systematically, the actual development of education theory and social phenomena such as phase separation. Therefore, the ideological and political theory teaching must be closely combined with the social reality and the actual needs of college students, to update and enrich the teaching contents, such as Scientific Outlook on Development, consumer education, environmental education ecological concept education content timely supplement into the actual teaching process, and constantly improve the attractiveness and effectiveness of ideological and political theory teaching.
2.2 improve teaching methods, pay attention to the cultivation of students' ability. The actual effect of ideological and political theory course teaching depends on the innovation of methods and means to a great extent. In the ideological and political theory course in the teaching process, we found that, many new teaching means and methods, such as TV teaching, multimedia teaching, audio-visual teaching, situational teaching methods were not well utilized. Many teachers are still accustomed to didactic teaching, students love to echo what the books say spoon fed, "pure" theoretical knowledge to the students, while ignoring the students reflect and feel, there is obvious "cramming education", "What I say goes." phenomenon, make the classroom boring, single students tired disappointed. This teaching mode is not conducive to the cultivation of College Students' innovation consciousness and innovation ability, and makes it difficult for the ideological and political education course in the students' thought. In order to further improve the teaching effect of Ideological and political theory course, and effectively mobilize the enthusiasm of college students to learn the ideological and political theory course, it should make efforts to realize the transformation of teaching methods. One, take the "heuristic" teaching, the establishment of students as the center of "Participatory" teaching mode. In the process of teaching, teachers should understand the ideological reality of the students and their concerns, questioning, stimulate students to a series of problems in-depth thinking and analysis, allowing them to express their own ideas, make the students really learn something in the process of interaction with the teachers and constantly thinking, so as to enhance the thinking ability and innovation consciousness of students, improve their ideological and political quality. The second, with the social practice, to carry out the "infiltration" education. The ideological and political theory teaching should not only teach various theoretical knowledge to the students in the classroom, but also should instruct students to relate theory to real life, let the students truly understand the essence of various theories. Therefore, the ideological and political theory teaching should be closely with the social practice of college students, caucus activities of campus cultural activities with the ideological and political theory teaching penetrated into all kinds of daily ideological and political education activities. Through this kind of implicit education can effectively prevent the reverse psychology of college students, so that they can deepen our understanding of the social norms, ideological and political theory in their own understanding to more consciously keenly aware of and accept the ideological and political education.

2.3 adhere to the "people-oriented", the establishment of the main status of students. Human is the fundamental factor in educational activities. The basic contradiction of the implementation of the ideological and political theory teaching is to solve the existing social conditions of the political ideological and moral quality and education, in order to solve this contradiction, must give full play to the education object's subjective initiative and creativity, make them actively and consciously accept education. Therefore, we must first pay attention to the inner needs of College students. The inner psychological need of college students is the basic premise of the initiative to accept the influence of external education. Only to meet the needs of college students to improve their own ideological and political quality, to further promote college students to consciously integrate and internalized the education of the educational information, and actively put into practice. Therefore, in-depth study of College Students' changing ideological practical teachers of Ideological and political theory course, according to their state of mind and inner needs, different levels, in the light of its general trend, make teaching activities more close to their real life, which helps to effectively
guide students' ideological, and constantly improve their ideological and political quality. Secondly, to
respect and understand the students. College students are in an active thinking, self consciousness and
independent consciousness obvious enhancement, but non discrimination ability is weak, easy to produce
the rebellious period. They are no longer satisfied with passive indoctrination, are no longer willing to
accept the "parents" didactic education, but to establish equal personality relationship with teachers,
exchange ideas in a democratic and equal learning atmosphere, to solve the problem. Therefore, teachers of
Ideological and political theory course should pay full attention to the students' demands, in equal dialogue
with the students and exchanges, build up mutual trust, a good atmosphere of mutual learning, learning
behavior on students' initiative and creativity should be fully affirmed, correctly guide the development of
students' personality over to the common needs of society, create the favorable conditions for the students'
Ideological change.

2.4 to strengthen the construction of teaching staff, improve the quality of teaching. At present, there
are some problems in the existing ideological and political theory course teaching staff. The first is the
serious shortage of the number of teachers in the ideological and political theory course. With the further
expansion of enrollment, the problem of serious shortage of teachers in the ideological and political theory
course will become more and more prominent. Two is the ideological and Political Theory Course Teachers'
quality needs to be further improved. The teaching of Ideological and political theory course requires
teachers to have extensive knowledge, rich experience, keen political insight and in-depth understanding of
students' psychology and thought. However, in the current ideological and political theory course in
Colleges and universities, the education level is low, the lack of theoretical foundation, the responsibility is
not strong and so there is still a common phenomenon. Part of the ideological and political theory teachers
because of their own thinking and understanding fuzzy ideals and beliefs, there is a deviation, the aging of
knowledge, professionalism is not strong, and can not grasp the students' thoughts, to correctly guide
students face new situations and new problems emerging in the social life, seriously affected the actual
effect of Ideological and political theory teaching. Therefore, must constantly enrich the ideological and
political theory course teachers, to strengthen ideological and political theory teachers exchange and training,
and constantly improve the ideological and political theory teachers professional quality and scientific
research level, and constantly improve the ideological and political theory teachers qualification standards
and the corresponding incentive mechanism, so as to establish a strong dedication, enthusiasm and high
Marx theory and the theory of Ideological and political education level of teachers, to promote the
construction and development of the ideological and political education, improve the effectiveness of
Ideological and political education of contemporary college students.

Notes
Song Yuanlin, Chen Chunping "network culture and ideological and political education of college

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