A Study on Improving Ideological and Political Education in Private Colleges and Universities

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Abstract. This paper analyses the affinity and pertinence of Ideological and political education in Colleges and universities from two aspects, including the content of affinity and pertinence, the measures of affinity and pertinence. It is hoped that through the analysis and discussion of this paper, we can promote the affinity and pertinence of Ideological and political education in Colleges and universities in the future. In order to improve the level of Ideological and political education of college students in our country, we should provide the correct direction of reform in terms of harmony and pertinence. To enhance the affinity and pertinence of Ideological and political education in Colleges and universities, we need to combine the scientific strength with the brilliance of human nature, take "people-oriented" as the ideological concept, establish the correct subject and thinking mode, find out the causes of the problems from the ideological and political educators themselves, and then analyze the specific measures to improve the artistry and working methods of Ideological and political education. Under the background of the rapid development of the present era, we should strengthen the sense of the times and the attraction of Ideological and political education, make the ideological and political education work of colleges and universities deeply popular, promote the cultivation of human nature and the shaping of personality, and further promote the healthy development of Ideological and political education in our country, so as to adapt to the development trend of today's society.

Keywords: private colleges and universities, ideological and political education, targeted.

1. Improving the Relevant Content of the Pro-pertinence of Ideological and Political Education in Colleges and Universities

Based on the subject nature of Ideological and political education, the course of Ideological and political education is a subject closely linked with humanistic education. In the process of education, ideological and political educators should effectively disseminate the political thoughts, legal norms, moral standards and behavioral requirements of college students by the Party and the state, and train the educated to be educated. To organize, discipline, culture, ambition and quality successors of socialism, so that they can have correct ideas as the guiding light in their future practice, and contribute their own strength to the construction and development of our country, the discipline characteristics of Ideological and political education are cultural people, literary educators and moral cultivators. It is a discipline related to the free and all-round development of human beings. Its education center always centers on the quality and healthy growth of human beings. The teaching of the course of Ideological and political education takes morality as the first, has both virtue and talent, and has a strong humanistic color. The purpose of the course is to cultivate young people with sound body and mind, gradually infiltrate the concept of the course of Ideological and political education in the process of students' growth, so as to form a good relationship between the ideological and political educators and the educatees, so as to enable effective communication and intimacy between them. In order to make the educatees not only get some harvest in the course of teaching, but also have a strong interest in the ideological and political aspects in extra-curricular time, so as to make the teaching of the course people-oriented, according to the class, according to the time, according to the circumstances, and carry out the teaching work of Ideological and Political Education course pertinently.

The subject and object of Ideological and political education should always maintain an equal position, so as to enable them to interact fairly. There is no distinction between the upper and lower levels in the relationship between them, nor is one party free to dominate the other party's unequal relationship. Never put the ideological and political educators in the dominant position and let the
educated blindly. Educational behavior of the educatee is full of humanistic color. The subject and object of Ideological and political education can communicate effectively between them by completing the infiltration of theory and the output of value. Therefore, the affinity and pertinence of Ideological and political education need to be based on the dialectical relationship between the subject and object of Ideological and political education and the educatee. The ideological and political education activities are focused on the ideological fluctuation and psychological mood, aiming at different educatees' own situation. Before education, ideological and political educators should understand the individual factors such as the psychological characteristics, emotional state and growth activities of the educatees, carry out relevant educational activities with a definite aim, give full play to their dominant position, pay attention to the expression of affinity, respect each educatee's ideology and status, and ensure their own quality of education.

2. Survey of the Ideological Situation of Contemporary College Students

With the continuous change of China's economic market, the law of market economy development is also changing gradually. People's thinking and action are gradually affecting the law of market economy development. Among the educatees of Ideological and political education, the most typical example is the university students in our country. They are already people with independent thinking ability and are in the critical period of forming ideological and political ideas. Their ideological and political thinking in this period is from incomplete to comprehensive, from puzzling to maturing, and is showing their own characteristics with the progress of time. College students' needs and communication standards are gradually improving, and their self-awareness level is further developing and improving. Therefore, we must solve the problems and doubts of contemporary college students in view of these situations, so that they are no longer confused about the future direction of development, and establish correct ideas and values.

When junior high school graduates come after the examination, the complexity of students' sources is doomed to unbalanced development of private college students. In order to strengthen their ideological and political education, and further enhance and improve the ideological and political education of private colleges, it is necessary to clarify the characteristics and ideological status of private college students. In order to measure the public morality consciousness and moral behavior quality of private college students, the author designed an evaluation question. Their choices are as follows: Table 1 and Table 2.

<table>
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<tr>
<th>Table 1. Comprehensive Evaluation Table of Public Moral Behavior of College Students in Private Universities (%)</th>
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<tr>
<td>Numble</td>
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<tr>
<td>Very agreeable</td>
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<tr>
<td>Indifferent</td>
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<tr>
<td>Disagree</td>
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<th>Table 2. Academic Confidence Assessment Scale for Private College Students (%)</th>
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<tr>
<td>High</td>
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<td>31.2</td>
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According to the requirements of social development, guided by the theory of Ideological and political education, the ideological and political educators of private colleges and universities, according to the characteristics of private colleges and universities, students' characteristics, teachers' composition and teaching rules, carry out education on students purposefully, systematically and systematically through certain contents, methods and means, so as to make the students of private colleges and universities conform to the requirements of certain society. Social practice of Ideological
and moral character. The ideological and political education of private colleges and universities is influenced by the nature and characteristics of private colleges and universities.

First, the main body of education is unstable. Influenced by the administrative establishment, teachers and counselors in private colleges and universities often change their jobs, and their mobility is high. In addition, most of the teachers recruited by private colleges and universities are graduates of master's degree or doctor's degree. Some schools even recruit undergraduates. The recruited teachers not only lack solid theoretical foundation, but also mostly regard private colleges and Universities as springboards, for example. If they have a better future, they will leave private colleges and universities, which leads to the extremely unstable ranks of private colleges and universities. In addition, teachers and counselors are the backbone of Ideological and political education in private colleges and universities. If teachers and counselors lose a large number, it will lead to the lack of continuity of Ideological and political education in private colleges and universities.

Secondly, the comprehensive quality of the educational objects is uneven. As we all know, the source of students in private colleges and universities is generally students with poor academic performance in senior high schools. Therefore, private colleges and universities are mainly specialized students, a small number of undergraduates, and even a considerable number of adult education students. The diversity of student source structure leads to the uneven quality of students, which requires innovative ideological and political education in private colleges and universities.

Third, the lack of investment in education. The main purpose of private colleges and universities is to carry out vocational education, so the managers of private colleges and universities pay more attention to the construction of professional courses, the promotion of employment rate and so on. Their investment in Ideological and political education will be far lower than that of Vocational education, which also leads to the fact that private colleges and universities are not as good as ordinary colleges and universities in terms of teachers, curriculum construction, teaching equipment and other aspects, which are funded. Affected, the ideological and political education in private colleges and universities is far less effective than that in ordinary colleges and universities. In addition, many managers of private colleges and universities have not realized the important role of network media, mobile media and so on in Ideological and political education in Colleges and universities.

3. Relevant Measures to Enhance the Pertinence of Ideological and Political Education in Colleges and Universities

Ideological and political education is the work of educate people. If we want to achieve good results in educating people, we must establish a good relationship between teachers and students. Only on the basis of harmonious relationship between teachers and students, can we accomplish the work of educating people. There are some problems in the study of Ideological and political education of contemporary college students. If we want to make college students truly develop in an all-round way, we must improve their own qualities and ensure the free development of all aspects. We must always adhere to the people-oriented concept and consider the problems from the perspective of college students and the needs of social development. Teachers and students can pass through it. Roles exchange, mutual understanding, mutual help, common development and progress, improve the degree of integration of Ideological and political education, and deepen the emotions between the roles. Only in this way can the two sides have a good interactive process, love for love, mutual trust.

The quality of the ideological and political educators themselves is also an important factor to improve the affinity and pertinence of Ideological and political education. Only when the ideological and political educators exert the power of truth and personality into action, can the ideological and political education work have affinity. As an ideological and political educator, we must have a higher requirement for our professional theory and quality level. In today's changing social environment, we must learn new ideological and political theories, new ideological and political concepts and new methods of Ideological and political education in a timely manner, actively improve their comprehensive quality, so that students can trust themselves, enhance their cohesion and release their personality charm.
It is the key to carry out ideological and political education smoothly to carry out activities according to objective laws. College teachers should constantly analyze the objective law of Ideological and political education, adopt scientific means to understand the development law of Ideological and political education, tap the artistic culture in it, and improve the influence of Ideological and political education in the current society. The ideological and political education curriculum in modern colleges and universities should keep pace with the times, constantly summarize, weed out the old and bring forth the new, and strengthen the education of the educated.

4. Conclusion

Chinese President Xi Jinping made clear instructions at the National Conference on Ideological and Political Work in Colleges and Universities. We must enhance the affinity and pertinence of Ideological and political education in Colleges and universities. This directive has clearly explained the purpose and direction of solving the problem. In the ideological and political education work of relevant universities, we always adhere to the value concept of "people-oriented", analyze the actual and objective situation of the educates, constantly study and abide by the laws of education and ideological and political education, further promote the free development of human thought, and further promote the ideological and political education of universities. The comprehensive reform of education plays a very important role in the development of the times. We should not only implement the affinity and pertinence of Ideological and political education in Colleges and universities in accordance with the instructions of General Secretary Xi, but also keep forging ahead, develop our own humanistic spirit and feelings, strengthen the theoretical and practical nature of Ideological and political education courses in Colleges and universities, make the ideological and political education work best, and realize the real value of educating people in Colleges and universities.

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Xi'an Peihua University's research project on Party building in 2019, topic number: PHDJY1902, topic title: Promoting the pertinence of Ideological and political education in private colleges and Universities - Take minority students as an example.

References


