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# The Significance and Methods of Ideological and Political Education in College Student Management in the New Era

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**Abstract:** As the main force of the socialist cause with Chinese characteristics and the power of the Chinese dream, the ideological and political quality of college students is related to the development of China and the modernization of the country. For this reason, it is of great practical significance to strengthen the ideological and political management work of students in colleges and universities, to combine it with student management, to cultivate the life values of college students, and to promote the cause of socialist modernization in China. This paper discusses the importance of ideological and political work of colleges and universities in the work of college students in the new era, and promotes the corresponding educational methods.

**Keywords:** New era; Student management in higher education; Ideological and political education; Significance; Methods

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## Introduction

Nowadays, college students have such problems as being susceptible to misguidance, having imperfect comprehensive qualities and backward concepts, those problems will not only adversely affect the educational work, but will also pose a potential threat to the development of socialist modernization. The main reason could be the inadequate of ideological and political students' working. Colleges and universities should put students first and strengthen humanistic education to help college students form correct values. For this reason, colleges and universities should pay more attention to the ideological and political education of students and cultivate their moral qualities so that they can play a greater role in student management.

### 1. The state of mind of contemporary college students in the new era

#### 1.1 The coexistence of active thoughts and unclear value standards

Post-00s college students are more active in their thinking, have more interests and hobbies, tend to think by themselves, are able to make precise judgements, and are able to absorb fresh things from the outside world and catch up with the trend quickly. In the new era, Chinese people are full of confidence in achieving the goals of common prosperity and socialist modernization, and fully recognise the national democracy and judicial system. However, as there is a wide gap between the rich and the poor, between urban and rural areas, and unemployment remains high in our country, there are also some people who are pessimistic about it. For example, some students feel that their ideals and aspirations are slowly being "pestered" and becoming a reality. Some students have a simplistic, extreme, lopsided view of problems and agree to everything. Everyone's actions are unpredictable, and they judge everything on the basis of their own values, taking as their models certain virtual characters and idols that are contrary to the core socialist values, whose values are varied but non-normative to a greater extent.

#### 1.2 Political advancement goes hand in hand with being material

Among the college students after the generation of 00s, most of them have strong political consciousness and strong confidence in the development of socialism. They firmly believe that under the leadership of the Republic Party, people's life will get better and better. At the same time, they have a strong sense of national pride, self-confidence and self-esteem, and are always willing to go forward and contribute to the motherland in this significant period. Most college students have political ambitions, and according to relevant surveys, more than 80% of them want to join the party organisation. However, there are other students who like to take responsibility and pay more attention to practical things. There are also many students who have never thought about whether they believe in communism or not and feel that it is very far away from their real life, meanwhile, many of them are more confident in the safety given by material.

## **2. The significance of ideological and political education in colleges students management**

### **2.1 Providing the guarantee for the cultivation of college student management**

Colleges and universities are responsible for training qualified builders and reliable successors, while the ideological and political quality and moral quality of college students determine the quality of college education and whether they can take up the important task of the new era. By analyzing the characteristics of college students in the new era, it is found that they are very vulnerable to the impact of information technology products, and the Internet has become an important platform for the free flow of all kinds of cultural tendencies and values. In order to ensure the quality of education and cultivate the correct values of students, the management of students in colleges and universities should put ideological and political education in the first place, and lay a firm ideological foundation and political status.

### **2.2 The humanistic support of ideological and political work in colleges and universities**

Psychologically speaking, college students are the Outstanding individuals in society, and they have clear goals and requirements for their own growth and development. High school students get into the campus with hope and passion, and do not want to enter the future society with regret and frustration. In addition, due to the comparison between classmates and friends, teachers and parents expectation, college students will have greater psychological pressure during the school, it is necessary to carry out ideological and political work for them. At the same time, ideological and political work also plays the role of lubricant. Under the guidance and nourishment of humanistic care, the student management work from forced domination to active obedience, from passive obedience to active obedience, which makes the college student management full of charm and humanity.

## **3. Ideological and political education work methods in the management of students in colleges and universities in the new era**

### **3.1 Establishing the management idea of “all-people education” and building a strong work team.**

In the new era, “all-people education” is a focus of ideological and political education in colleges and universities, so it is necessary to establish the idea of education and management of “all-people education” in accordance with the norms and requirements of higher education, and to build a more scientific and reasonable management system for college students. Firstly, to build a more perfect team mechanism, such as to ensure the standard and improvement of entering the team. The professional training of tutors and class teachers, the introduction of competition mechanism in the work of the secretary of the Youth League Committee, etc., and the construction of a goal-oriented mechanism for rewarding excellence and punishing inferiority. Establish a sound mechanism for cultivating political workers, strengthen assessment and evaluation, and create more development opportunities for college students. In accordance with the regulations of the Ministry of Education, there should be sufficient counsellors and class teachers, and the political work team should be further strengthened to improve the ideology and morality of university students and enhance their overall quality. Secondly, it is necessary to strengthen the linkage of the school with relevant government departments and all aspects of society to form a synergy in order to effectively carry out the ideological and political work of college students. For example, colleges and universities should work with the Internet police department to carry out online information security education and prevent telecommunication fraud. In the event of online fraud and rumour spreading, timely countermeasures should be taken. For example, schools can also contact local grassroots party organisations or social groups to guide college students to participate in social practice and strive to be a volunteer, so that students in colleges and universities can better integrate into the work of the party as a way to improve the concept of service.

### **3.2 Carry out campus culture construction**

Campus culture construction in colleges and universities should follow the laws of education, conform to the physical and mental development characteristics of post-00 college students, and give full play to the personality advantages of post-00 college students. The teaching content should be beautiful, coherent and interesting, highlighting the main position of students, promoting innovative thinking and comprehensively improving comprehensive quality. At present, there is an imbalance in the construction of campus culture in China’s colleges and universities. For this reason, the proportion of practical activities for college students can be increased by carrying out various forms of activities such as academic research activities, sports and leisure activities and ideological and political education activities. At the same time, it is also necessary to actively use modern information technology to create a more harmonious campus culture. Secondly, each university should develop its own “campus product” in its campus cultural activities and reflect the characteristics of its own university. It is important to maintain consistency in cultural activities and to develop the cultural identity of the university. Each university has its own characteristics due to factors such as its historical background, training objectives and major subjects. In the process of constructing campus cultural activities, it should highlight its own characteristics, organically link various types of revolutionary red festivals, traditional festivals and commencement

ceremonies, etc., carry out unique thematic education and publicity activities, highlight the campus cultural brand, effectively enhance the quality and effect of ideological and political education, and improve the overall education management of universities.

### **3.3 Taking pragmatism as the basis, constructing innovative teaching mode and improving the effectiveness of student management in colleges and universities.**

In the new situation, student management in colleges and universities should be based on reality, taking into account the actual situation of schools and students. Only through in-depth investigation and analysis of the current situation of schools and students can student management work be truly targeted. Construct and improve the ideological and political work system of colleges and universities, combine with the real needs, promote model innovation, and explore the characteristics of the management of colleges and universities. The traditional management methods of “preaching” and “discipline” focus on individual constraints and control. Innovative ways of managing students have shifted from a parental, nanny-type approach to a mentor, sibling-type approach, replacing coercive educational methods with an open attitude and taking full account of the autonomy and diversity of students, so that they can enjoy full freedom and creativity. At the same time, it strengthens the links with student managers and establishes a sound system of communication and liaison. Effective communication is a prerequisite for improving the effectiveness of management work. When communicating between teachers and students, it is necessary to innovate the communication platform, combine traditional offline communication with online communication, use WeChat, QQ, microblogging, notice wall, “Tree Hole” and other forms of communication with students, establish an equal and relaxed atmosphere of conversation, reduce the pressure of students to face to face with the teacher when talking, and bring teachers and students closer to each other. So that students can better put their ideas into words. In addition, administrators as parents and students, communication managers, but also to fully take into account the differences in students, for the lack of communication to provide a platform, so that communication will not stop because of the difficulties encountered. Give full play to the role of the Internet and new media, take “one to many”, “many to many” and other ways to carry out ideological and political education in a pleasant way, such as “micro-ethics” short films.

## **4. Conclusion**

To sum up, student management in colleges and universities, as an important work, is related to the individual growth of college students and the construction of Chinese socialism. In this regard, schools should pay enough attention to optimise the ideological and political education work in all aspects, so as to make college students form correct values, and to ensure the effect from the educational concept, educational team, cultural construction, etc., to better serve the student management work.

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## **References**

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