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Research on the Innovation Path of Ideological and Political Education for College Students in the New Era

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Abstract: The arrival of the new era has brought the rapid development of society and science and technology, and promoted the significant improvement of productivity and social efficiency. At the same time, the process of globalization promotes the close connection between economy, culture and politics, and the collision and integration of diverse cultures has become the new normal. In this context, as the builders of the future of the society, the innovation of ideological and political education is particularly critical. Through the analysis of the characteristics and social needs of college students in the new era, this paper puts forward the innovative path in the content, method and environment of ideological and political education, in order to improve the effectiveness and pertinacity of ideological and political education.

Keywords: New era; Ideological and political education for college students; Innovation and development

With the rapid development of science and technology and the continuous advancement of globalization, the social characteristics of the new era have undergone profound changes. The integration of technology and culture, and the popularization of big data and artificial intelligence have not only improved productivity, but also redefined social relations and communication modes. In this context, the thinking mode of college students in the new era has become more diversified and innovative, emphasizing self-realization and social responsibility. However, this also brings challenges such as information overload and diversified values, which make college students more likely to have confusion and anxiety when facing social problems. Therefore, how to innovate ideological and political education under the background of the new era and help college students form a sound world outlook and values has become an important issue to be solved urgently.

1. Characteristics and demand analysis of the new era

1.1 Overall trend of social development in the new era

In the new era, the rapid development of science and technology has promoted the profound changes of the society. Cutting-edge technologies such as artificial intelligence, big data and cloud computing have been widely used in various fields, greatly improving productivity and social efficiency. This change has not only changed the mode of economic production, but also profoundly affected the organizational structure and interpersonal communication mode of the society. At the same time, the process of globalization is accelerating, and the economic, cultural and political ties of countries around the world are getting closer and closer. This trend has brought broad opportunities for resource sharing, cultural exchanges and international cooperation, as well as for the collision and integration of diverse cultures. Therefore, college students in the new era should not only adapt to the local environment, but also have global civic awareness and cross-cultural communication ability.

1.2 The characteristics of college students in the new era

In the rapidly developing social environment, the thinking mode of college students in the new era is diversified and innovative. They pay more attention to self-realization and personality development, are willing to accept new things, and have a strong desire to explore the unknown areas. At the same time, the values are more diversified, focusing on fairness, justice, environmental protection and other social responsibilities. However, this diversified thinking and values also enable them to have confusion and anxiety when facing complex social problems. Therefore, in ideological and political education, it is necessary to pay attention to and guide their value orientation, and help them to form a sound world outlook, outlook on life and values^[1].

2. Innovation path of ideological and political education for college students

2.1 Content innovation

The updating and enrichment of ideological and political courses is the core link of innovative ideological and political education for college students. The rapid change in the new era requires that the teaching content keep up with the development of society and technology.

First of all, we should strengthen the in-depth teaching of the basic Marxist theory, and further explain its guiding significance in the construction of socialism with Chinese characteristics in the new era. Secondly, diversified social hot spots and typical cases, such as artificial intelligence, green development, and "Belt and Road" initiative, should be introduced to help students understand the practical problems of current social development. In teaching, experts from different fields can be invited to give special lectures, and enrich the course content through the integration of interdisciplinary subjects, so as to meet the diversified learning needs of students.

2.2 Method innovation

2.2.1 Application of new media and technical means

The application of new media and technical means is an important path of current ideological and political education innovation. With the help of information means, we can break the limitations of traditional classroom teaching and expand the reach and influence of education. First of all, an online ideological and political education platform can be built to record various forms of teaching content, such as micro-lessons, MOOCs and online discussion, to provide flexible learning methods. Secondly, use social media platforms, such as Weibo, wechat, TikTok, etc., to release short videos of ideological and political education and public account articles to enhance the interactivity and communication power. In addition, VR, AR and other technologies can be introduced into classroom teaching, so that students can understand abstract theoretical knowledge more intuitively through immersive experience, and increase the interest and sense of participation in learning.

2.2.2 Integration of practical teaching and social practice

The integration of practical teaching and social practice is an effective way to improve the effect of ideological and political education. Students should be encouraged and organized to participate in social practice activities, and closely combine classroom theory with real life. First of all, students can cooperate with local governments, enterprises and communities to establish stable practice bases, and carry out social research, volunteer service, internship training and other activities to enhance students' sense of social responsibility and practical ability. Secondly, the social practice courses of the credit system can be set up, and the practical activities can be incorporated into the teaching plan for systematic guidance and evaluation. By writing practice reports, holding practice results exchange meetings and other forms, to comprehensively improve the comprehensive quality of students^[2].

2.3 Environmental innovation

2.3.1 Campus culture construction

First of all, we should further improve the construction of campus spiritual civilization, and advocate a healthy, positive and upward campus cultural atmosphere. In terms of specific measures, schools can regularly hold a series of activities such as cultural festivals, art festivals and reading weeks to create a strong cultural atmosphere and stimulate students' cultural confidence and cultural consciousness. These activities can not only show students' talent and knowledge accumulation, but also spread the subtle influence of socialist core values through theme planning.

Secondly, the core socialist values should be widely disseminated through various publicity channels, such as the establishment of campus cultural publicity boards, electronic screens and campus broadcasting. Through these channels, ideological and political education content is regularly released, such as theme posters, propaganda videos and famous quotes, which can subtly influence students' values, morals and outlook on life. At the same time, a good cultural atmosphere can be created in classrooms, libraries and student dormitories and other places, such as setting up celebrity statues and displaying outstanding students' works, to improve the cultural taste of the campus and promote students to receive positive cultural influence in their daily study and life.

2.3.2 Construction of a social support system

The construction of social support system is an important link to promote the extension development of ideological and political education, aiming to integrate the resources inside and outside the school, form a joint force, and jointly promote the ideological and political education of college students. First of all, school-local cooperation should be strengthened to form a linkage mechanism of "on-school + off-school". Schools can cooperate with government departments, enterprises and institutions, communities and other parties to jointly plan and carry out ideological and political education activities to realize resource sharing and complementary advantages. For example, students can be organized to visit patriotism education bases and revolutionary memorial halls to enhance their sense of historical responsibility and national pride^[3].

In addition, the power of social media should be actively utilized to cooperate with mainstream media platforms to release content related to ideological and political education to expand the audience and influence. Through cooperation with media organizations, producing and broadcast special programs and documentaries related to ideological and political education, as well as using new media platforms, such as Weibo, wechat, public account articles, to release in-depth and warm ideological and political content, forming a good atmosphere for the

whole society to pay attention to and participate in ideological and political education. This all-round and multi-level publicity and education mode helps to break the barriers inside and outside the school, and realize the extensive coverage and deep influence of ideological and political education.

3. Epilogue

The ideological and political education of college students in the new era should not only adapt to the rapidly changing technological and social environment, but also cope with the challenges of multicultural and globalization. By updating the course content, adopting new media and technical means, strengthening the construction of campus culture and the construction of social support system, the ideological and political education of college students can achieve a more extensive and deep influence. These innovative paths are helpful to improve the comprehensive quality of college students, enhance their social responsibility and practical ability, so as to better deal with various challenges and opportunities in the future.

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