

Research on Improving the Effectiveness of Daily Ideological and Political Education of Higher Vocational Colleges in the New Era

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Abstract: In the new era, the ideological and political education in higher vocational colleges has ushered in new opportunities and challenges. Doing a good job in ideological and political education is the need to implement the fundamental task of cultivating morality and talents, is the realistic need to improve students' professional quality, and is the urgent need to realize the training of higher vocational skills. Based on the problems existing in the daily ideological and political education of higher vocational colleges in the new era, the college students' daily ideological and political education content structure can be optimized through measures such as strengthening the ideological and political lead, strengthening the team construction, enriching education carrier, connecting the entire process with each other, improving governance capabilities, and promoting innovation and development, effectively improving the effectiveness of daily ideological and political education in vocational colleges.

Keywords: Daily Ideological and Political Education; Higher Vocational Colleges; Effectiveness; The New Era.

1. Introduction

Vocational education has entered a new era and a new stage, which requires students not only to develop morally, intellectually, physically, aesthetically and professionally, but also to have certain skills. Higher vocational colleges to grasp the essence of the new era of socialism with Chinese characteristics essence, follow times development, the socialist core values into the talent training process, adhere to moral education, technology and repair, further innovation of ideological and political education mode, improve the level of scientific talent development work, comprehensively broaden the education pattern, promoting the modernization of vocational education. In the new era, emphasizing the daily ideological and political education of students and constantly promoting the benchmark such as scientific, standardized and institutionalized student work are conducive to improving the pertinence and effectiveness of ideological and political education in colleges and universities, and leading the youth in the new era to forge ahead on a new journey and make a new contribution in the new era.

2. New Requirements for Daily Ideological and Political Education in Higher Vocational Colleges in the New Era

2.1. The Need to Implement the Fundamental Task of Moral Education

Establishing morality and cultivating talents is the fundamental task of education in the new era. To do a good job in daily ideological and political education in colleges and universities is not only an important link and guarantee to serve moral education and promote the all-round development of college students, but also an urgent need to train new people to shoulder the great responsibility of

national rejuvenation. Higher vocational colleges should integrate moral education into campus culture, knowledge education and social practice education, and make them run through the field of vocational education which can cultivate students' patriotism, social responsibility, innovative spirit and practical ability. In addition to studying and entertaining, college students hardly take the initiative to learn ideological and political theoretical knowledge.

2.2. Realistic Needs to Improve Students' Professional Quality

With the deepening of the construction of China's modern vocational education system and the strong demand for high-quality talents in industrial transformation and upgrading, higher vocational education has shifted from expanding the scale of education to improving the quality of education and cultivating high-quality talents. The daily ideological and political education of colleges and universities should focus on the needs of the people, respect person's personality and realize people's development, mainly focuses on the unity of knowledge transmission, character building and ability cultivation. The main purpose should be to improve students' professional quality, promote the all-round development of college students, and enable the coordinated development of ideological and political education and talent cultivation strategies.

2.3. The Urgent Need to Realize the Training of Higher Vocational Skill Talents

It is the goal of talent training to provide multi-level and high-quality technical and technical support for the country in higher vocational colleges. In the new era, the need for high-quality technical skills talents is more urgent, and higher requirements are put forward for the talent training of vocational education in the new period. Higher vocational colleges is the cradle of technical skills personnel training, it is important to understand "what people, how to cultivate

people, for whom" this fundamental problem, further the socialist core values into the whole process of personnel training, build all-round, multi-level and wide range of big ideological work pattern, strengthen the high quality development talent foundation, effectively promote the modernization of vocational education.

3. Problems Existing in the Daily Ideological and Political Education in Higher Vocational Colleges in the New Era

3.1. Deficiency of Ideological Guidance

Ideological guidance is the primary task of student work. Higher vocational colleges shoulder the mission of cultivating and exporting a large number of high-quality technical and technical talents, and they also easy to overlook ideological and political quality education when emphasizing the construction of professional abilities.[1] With the rapid development of Internet information technology, the ideological status of higher vocational students is easily affected by network media, social trend of thought, value absence and other factors, and there are some problems such as immature mind, vague ideals and beliefs, and lack of social responsibility. Ideological and political course is the fundamental task of moral education, and is the theoretical education to enhance student's political identity. There are problems such as single teaching method, unattractive teaching mode, boring teaching content, and teachers' teaching ability to be improved.

3.2. The Synergy of Education Needs to be Strengthened

Ideological and political education is fundamentally to deal with people's ideological problems, which need to be approachable and targeted. Education is a systematic and holistic work [2]. The daily work platform and carrier of ideological and political education for higher vocational students are mainly campus activities, social practice, student associations, second classes and other forms. With the high-quality development of vocational education, the education of vocational students' needs to be in order to build the pattern of whole-staff, whole-course and whole-course education. In the new era, the daily ideological and political education in higher vocational colleges, the daily ideological and political overall planning, how to combine the characteristics of higher vocational students, how to start from the education, must pay attention to the construction and improvement of the education system, and do a good job in institutional guarantee. In the management and education, ideological and political teachers, counselors, class teachers, students' party and other teams still have different degrees of lack of ideological understanding, lack of theoretical learning, and not to keep up with the times.

3.3. Innovative Thinking Still Needs to be Improved

Innovative thinking is influenced by individual practical purpose, transplantation, emotion, emotion, knowledge, experience and other factors. Some ideological and political practitioners in higher vocational colleges have problems such as unclear purpose, knowledge and experience, emotional failure, and are not ready to deal with the

development and change of The Times, which is not conducive to the breeding and development of innovative thinking in daily ideological and political education. Due to the lack of inspiration of ideological and political education in the aspect of innovation consciousness, students show a one-way acceptance state in the classroom.[3] The lack of horizontal contact between student organizations, insufficient communication and coordination, problems such as irregular management, eagerness for quick success and instant benefits, and dilution of responsibility consciousness, which affect the participation and enthusiasm of students in activities. Student activities stay at a low level of repetition, the integration of ideological and political elements is not enough, and the innovation ability of activities needs to be strengthened. The construction of campus culture lacks diversity and pertinence, insufficient close integration with the needs of students, model solidification and so on.

4. Countermeasures to Improve the Daily Ideological and Political Education in Higher Vocational Colleges in the New Era

4.1. Strengthen Ideological and Political Guidance and Team Construction Building

Ideal and faith education is the root and soul of talent training, which is a basic and strategic work. The daily ideological and political education in higher vocational colleges should always put the ideological construction in the first place, lead the ideological and political work in the new era with new ideas, constantly enrich and improve the leading content of youth ideological learning, innovate the leading form, and enhance student's sense of social responsibility and mission. First of all, pay attention to the construction of ideological and political quality education. The ideological and political work should run through the whole process of education and teaching to achieve the goal of educating people in the whole process and in all directions, that is, "educating people in three aspects". We should thoroughly grasp and apply the laws of ideological and political education in higher vocational colleges, run ideological and political education through the whole process of talent training, and cultivate high-quality talents with socialist ideals and beliefs through high-quality ideological and political education. Secondly, respect the subject status of students. To fully understand and respect the personality development and reasonable demands of vocational college students, be problem-oriented and student-centered, and constantly enhance the discourse attraction of ideological and political education. Finally, to enhance the professional and professional level of ideological and political course teachers. Further strengthen the belief construction of ideological and political teachers, counselors, student cadres and other teams, fully mobilize the enthusiasm, initiative and creativity of ideological and political education workers, and improve the quality and quality of the ideological and political team.

4.2. Enrich the Carrier of Education, and Connect the Whole Process with Each Other

It is an important mission of colleges and universities to train talents for modernization construction. Ideological and political education must keep pace with The Times, improve

the working methods, enrich the carrier of education constantly, and promote students ideological, academic and practical unity of ideological and political education. First, strengthen the construction of we-media platform. Use new media to create an appropriate education platform which can extend the ideological and political education space, enhance student's sense of acceptance, timely grasp students' ideological trends, guide and educate the ideological problems existing in students, and do a good job in ideological and political education and moral education. Secondly, the whole process of multiple coordination is most essential. Most vocational students are three-year students. The ideological and political work should combine the practical ideological problems such as study, higher education and job hunting, teacher should actively respond to the confusion in the process of students' growth and development, explore the ideological and political elements in the work, expand the connotation and extension, and run the ideological and political education through the whole cycle of student training. Thirdly, promote the ideological and political construction of the curriculum. Ideological and political education of the curriculum [3] is a way to adhere to the spirit casting and education of socialism with Chinese characteristics in the new era, and to achieve the integration of socialism with Chinese characteristics in textbooks, classrooms and minds in the new era. Finally, pay attention to the practicality of ideological and political education. Lead students out of the classroom, to the grassroots, organize and carry out patriotism education, red theme education, replace preaching with personal practice, cultivate character, strengthen ideals and beliefs, values, moral concepts, and enhance the sense of family and social responsibility of the youth in the new era.

4.3. Enhance Governance Capacity and Promote Innovative Development

To adhere to and develop ideological and political education in the new era, we must keep up with the pace of The Times, conform to the practical development, work hard in the construction of training system, campus culture development, innovation and entrepreneurship education, and continue to create a new situation of ideological and political education in higher vocational education. First of all, focus on building the new era of higher vocational students ideological and political education training system. On the original basis, we should innovate the concept, content, method, work operation and system mechanism of ideological and political education, strive to create a new situation of students' ideological and political education in the new era, and provide a strong ideological and political guarantee for promoting the cause of education. Second, continue to promote the prosperity of campus culture. Campus cultural environment is a tangible resource of moral education. It uses advanced means of communication and environmental construction, innovates the content and methods of ideological and political education, expands the channels of ideological and political education, and creates the pattern of "whole environment" education. It is necessary to continuously study and update ideological and political theoretical knowledge in light of the requirements of the new era, constantly strengthen student's own ideological and moral understanding and literacy, establish positive and correct values, and realize cultural self-confidence [4]. Thirdly, guide the students to consciously

learn the ideological and political theory knowledge. Student groups can create an atmosphere of ideological and moral education in depth by organizing relevant campus activities or opening clubs. Students set up clubs, and regularly carry out artistic performances related to ideological and political education. Then disseminate ideological and theoretical knowledge through self-media such as campus media and school public accounts. and improve ideological and political accomplishment, so as to strengthen student's beliefs and improve ideological and political accomplishment. Finally, innovation and entrepreneurship education should be included in the main channel of education. Innovation and entrepreneurship education is a new carrier of ideological and political education. Higher vocational colleges should actively conform to the trend of The Times, carry out entrepreneurial transformation and innovative development of ideological and political education, and enhance the effectiveness of ideological and political education in colleges and universities.

5. Conclusion

Ideological and political education is the lifeline for schools to carry out all work, especially to train high-level modernization talents. Ideological and political education plays an important role in casting the soul and commanding the overall situation in the process of talent training in colleges and universities. Strengthen the ideological and political guidance of students, the daily ideological and political education and education team, social practice, campus culture, network education, the organic combination of the four parts, people-oriented, ability, quality, keep is innovation, explore the effective path of promoting college students' ideological and political education, rich talent training channels, help students establish good professional spirit, solid effective build education pattern, enhance educational efficiency, expand education path, provide talent support for vocational education high quality development.

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