

Effectiveness Analysis of College Students' Ideological and Political Education in the Period of Horizon Transition

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Abstract: Under the background of the transformation and development of colleges and universities, College Students' ideological status has the characteristics of the times consciousness, the consciousness of participation, the consciousness of the main body, the weak sense of responsibility, the weak ability to distinguish ability, the weak moral self-discipline. So, Enhance the effectiveness of Ideological and political education of College students, We must set up a long-term development mechanism of Ideological and political education, set up a platform of Ideological and political education, open up the channels of Ideological and political education, and optimize the structure of the ideological and political education.

Key words: horizon transition, ideological and political education, the effectiveness

1. Basic Features of College Students' Ideological and Political Situation in the Perspective of Transformation

1.1 The Time Consciousness, the Consciousness of Participation, the Main Body Consciousness

Under the current trend of transformation and development, College students as the era of beach goers, not only is the recipient of knowledge, but also the production and communication of knowledge. They are the dominant of the contemporary campus, actively in the campus micro blog, micro channel, the forum to express their views. Their thinking is active, can keep pace with the times, and actively participate in the school and College of all kinds of sports and sports and professional events, the main body of the ability to participate in the practice gradually show.

1.2 The Sense of Responsibility is Weak, the Discrimination Ability is Weak, and the Moral Self-Discipline is Weak

College students have a strong innovative consciousness and innovative ability, but many students just learning goals in the future for a lucrative and stable work, a generation of only children "self center" very obvious traces of, they attach importance to personal interests and social responsibility consciousness has been gradually weakened (Xu Jianjun, 2010).

Contemporary college students self consciousness, But responsibility consciousness weak, there is no clear responsibility, and by his own emotional acting, the quality of things lack of discernment. Under parental coddle education, their lack of moral self-discipline, couldn't be better for the sake of others, now many teachers reflect a

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fact is some 90 college students compared with former students, self selfish. This shows up in the contemporary transition background must be a profound analysis of the ideological and political situation, an antidote against the disease.

2. The Dilemma of Ideological and Political Education of College Students in the Perspective of Transformation

2.1 The Main Position of Ideological and Political Education

Under the traditional mode of Ideological and political education, Subject education with respect to the object of education, not only has the advantages of Marxism theory accomplishment, but also has relatively rich in human history and culture knowledge, but in the transformation from the perspective, the ideological and political education of college students pay more attention to the practical ability of students, education of main body status shaken, students can through a variety of network platform to learn, communicate.

2.2 The Content of Ideological and Political Education is Lack of Effective

The content of Ideological and political education in Colleges and universities overemphasize teach by precept and lack of teaching. In the practice of education, education tends to overemphasize the existing of moral norms and taught to students, but ignore the from the heart awaken students moral consciousness and moral conscience and neglect of their emotional cultivation and moral experience, resulting in real life part of students' moral character course test scores but the performance difference of dual personality. If some students have the patriotic feelings, but the lack of sense of ownership. Therefore, enrich the content of Ideological and political education is particularly important.

3. The Transformation of the Ideological and Political Education to Enhance the Effectiveness of Ideological and Political Education

3.1 The Establishment of Long-Term Development Mechanism of Ideological and Political Education

3.1.1 The Establishment of Students as the Center of the Management and Operation Mechanism

Strengthen students' professional knowledge and vocational education; Implementation of the college students' growth target navigation program; Enhance students' selectivity and mobility, meet the needs of students' personal development;

3.1.2 The Establishment of A Platform for Serving Students and Helping System

Improve student affairs service center, One-stop service to achieve career guidance, logistics services, academic guidance, psychological counseling, employment policies and information inquiries; Get through the college educational administration management, student management and other information system, for students to create a fast and convenient learning environment; Establish and improve the system of guidance and assistance to students, including academic guidance, career planning, career guidance, psychological counseling; Improve the support system for needy students.

3.1.3 The Establishment of Communication Mechanism

To set up a suggestion box to collect the opinion of the students, Conduct seminars and research activities, Safety and health examination of the students dormitory every week, and the communication with students, Strengthen the communication between teachers and students in the business school.

3.2 Build the Platform of Ideological and Political Education

3.2.1 To Build the Hospital in Order to Race into the Platform

Through the national, provincial, schools, colleges and universities held by different events, According to the “professional, grade, level”, the overall layout, Organize students to participate in different events, And designated and equipped with the guidance of the teacher, so that students into all kinds of events, improve students' ability to practice.

3.2.2 Create a Platform for Interactive Employment Service

Encourage students to carry out innovation and entrepreneurship projects for college students; Actively expand employment channels, Market operation of community activities and project operation of social practice, etc. As a practical carrier of College Students' employment, promote the students to start their own business to start their own business.

3.2.3 Build a Scientific and Technological Innovation Platform

Oriented industry line, depends on the subject of College actively with the industries and enterprises, carry out collaborative innovation, strengthen the practical scientific research, promote technology innovation and achievements, to form research with the combination, platform construction, project research and development, personnel training and social services promote each other, benign interaction, the rapid development of new mechanism to enhance the serving local economic and social development.

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