The Importance of the Ideological and Political Education Research
Theory of Teaching Management in Colleges and Universities

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Abstract. Ideological and political education is the core link of the teaching management in
colleges and universities. In educational activities, ideological and political quality of college
students should be put in the first place. Under the new situation of social transformation, all
kinds of social problems appear at the same time, has brought unprecedented clash of
civilizations and cultures. History and reality, tradition and modernity, the local culture and the
multiple factors of Western civilization, it may bring about the confusion and fuzzy
phenomenon of political belief, value orientation and so on. With the development of the
socialist market economy and the deepening under the background of the reform and
opening-up, with a variety of ideological and cultural environment of mutual agitation, college
students are influenced by all kinds of ideology and culture, and the ideological and political
education of college students are facing severe challenges. For this kind of situation, analyze the
solution of the challenges and explore the ideological and political education, further
strengthening and improving the ideological and political education of university students in the
new era is a major and urgent strategic task, which has great and far-reaching strategic
significance.

Introduction

Ideological and political education is a class or group to achieve its political and economic
goals, political thought education as the core of the ideological and moral education practice.
The purpose of the ideological and political education is to guide people's political orientation,
solve the problem of all kinds of thoughts, and arouse the enthusiasm of all aspects. The content
of the ideological and political education is to answer what is the ideological and political
education's work, and what theory and ideology do they use to educate the party members,
cadres and the masses. It must reflect the basic task of ideological and objective requirements; it
must keep pace with The Times. Under different conditions according to different time and
space, the goal of ideological and political education with the ideological reality of the
education object is to determine the specific content. The basic content of the contemporary
ideological and political education in a nutshell, is to use the communist ideology to education
the people, or use Marxism-Leninism, MAO Zedong thought, Deng Xiaoping theory and the
party's line, principles and policies to arm people's mind. In particular, it mainly including world outlook, the outlook on life, politics, morality, coordination and so on five aspects of education.

Analysis on the Characteristics and Causes of College Students' Thought

Most modern college students are only children, of course, they have a very self, and even some selfish way of life. “six to one” form of spoil lead to college students has very strong superiority, often reveals the “overweening” “personal” motto. Some people are very vividly described, “after 70” is done very well, said the general, do not feel good; “after 80” is done in general, but feel very good, “after90” is not to do feel their best. Most “after 90” used to think of themselves as the center, others have to turn around their own and according to their own ideas to meet their own. They are too self centered; relatively lack of awareness of cooperation and team loyalty, interpersonal coping and psychological stress is relatively weak. This also resulted in the “after 90” desire for independence.

A wealth of information channels for modern college students to have access to knowledge at any time. It is the convenience brought by the internet, which makes modern college students “shallow reading” culture phenomenon in the acquisition of knowledge information. And the emptiness of their experience and mental emptiness is unable to fill the gap, which led to their awareness of a lot of information but also produce a sense of emptiness. x

Data show that seventy-five percent of the modern college students basically do not read the newspaper, it is just a glance, in magazines, television, etc. only choice can have an impact of fashion figure or heat is holding the sports or film stars to them, and the network has become their access to information is the most important way and daily contact with most of the media. They usually through the blog, QQ group of these media to disseminate information, and like to use the network language to be able to protect their privacy. But the network makes people's virtual communication skills far beyond the actual communication ability, easy to form a virtual personality in the network, the impact of the real life and other people's exchanges. Some students rely too much on the emerging media, as well as Internet addiction. The survey showed that twelve percent of people were addicted to Internet. They showed the following personality characteristics: like to be alone, sensitive, tend to abstract thinking, not subject to social norms, etc. Even around three percent people withdrawn, depression, low-spirited, listlessness, has seriously affected the learning and drop out of school.

In the future, to choose what job, or to go abroad, “after 80” reading the problem will be considered, "after 90" college students now have a very clear idea of it. Today's employment situation is grim, the desire for their own development, so that the modern university students to college life planning more clearly. Most university freshmen have understood, admitted to the university is not the end, the development of their own life has just started, showing a strong sense of self planning. The pressure of market competition and the complexity of the interests of the relationship, so that they are more pragmatic, it is clear that the value orientation should be concerned about the specific things.

Analysis of Environmental Factors Affecting the Ideological Concept of Modern College Students

The one-child family still is the main form of modern college students in the family structure. And this batch of only children, their family situation, compared with the past the child family
condition is superior, not only parents work stability, but also the four old man in the home have strong economic strength. The spoil form of the "six of one", both in terms of emotional thickness or on the economic strength is stronger. It lead to college students' self consciousness enhancement, such as self-centered, cooperation consciousness, face need collective cooperation to complete a task, a lot of people choose to stop, do not know how to describe or reach a consensus. In recent years, along with the social divorce rate increases, the imperfect families also have a profound impact on college students' mind. Family misfortune can lead to some students’ lack of sense of security, psychological vulnerability, and radical thoughts.

After the eighth national education work meeting of pushing forward quality education all round a mobilization order, asked schools of all types and at all levels to improve the national quality and creative ability as the key, vigorously promote quality education. Growing up in the quality education calls for college students also showed the advantage of independent thinking, individual character of self-confidence, and full of strong innovation concept. However, the high-level demand of economic and social changes of record of formal schooling and diploma, made from competitive society under the background of exam-oriented education is still occupy the important areas of China's education environment. The disadvantages of examination oriented education make the educators have no time to take care of the cultivation of students' moral ideal, psychological quality and so on. A new generation of college students in middle schools accept quality education is not balanced due to, resulting in admission still exist psychological dependence on parents and teachers, not adapt to university autonomous learning mode, and have a certain degree of obstacles exist in communicating with people.

China is in a period of continuous improvement of the socialist market economy, and the resulting adjustment of interest relations, the income gap expansion, the imbalance between fairness and efficiency, social problems, a profound impact on the social transformation of ideological values. The complexity of social change, the diversity of the social values, so that the modern college students are in the impact of the multi culture, the confusion and contradiction increased significantly, thus the hot issue of social concern. With the rapid development of market economy, the interest driven mechanism has become an important way to mobilize the enthusiasm of people in a certain extent, with the increase of social employment pressure, the values of the young generation are more practical, and consider the future survival and development.

Analysis of Ideological and Political Education Method for College Students' Ideological Characteristic

After understanding the characteristics and causes of College Students' Ideological and political education, it is a subject that needs to be discussed in the current university's ideological and political education.

Parents should reflect constantly "spoil" form of education, concerned about the growth of the students on thought, pay more attention to the cultivation of the sense of responsibility of the only child, encourage them on psychological and spiritual. Ideological educators should also be targeted home visits, help parents together to grasp the trends of students' ideological.

The popularization of the Internet has made the traditional education mode and learning mode is changing, the modern college students to get information more quickly, knowledge more rich, for your life of faith and reason is far more than their predecessors, in some ways, even more than the teacher know. The present generation’s complexity and diversity of
knowledge structure is far beyond the predecessor. The improvement of the abundance of information and creativity makes them eager to mature and independent. They hope to be able to communicate with teachers as equal, rather than passively accept knowledge and ideas of the one-way infusion.

The ideological and political education must be combined with the student thought working practice, change the traditional simple instilling ways of education, change the high above the point of view, pay attention to and equal exchange of ideas, college students reach a consensus in the two-way communication. Teachers should arouse the enthusiasm of young students; grasp the students' ideological trends in the communication, targeted to carry out the work. In the equality and interaction with the students, to respect the reasonable composition in the student thought, correctly treat their own shortcomings, to learn and improved modestly.

In practical work, students' ideological problems and practical problems are inseparable, the ideological confusion, psychological crisis and other problems may have some practical difficulties. Therefore, the ideological and political workers in Colleges and universities should be close to the development of students, from the actual problems and the status of students, to enhance the effectiveness and pertinence of Ideological and political education. Truly pay attention to the humanistic care and psychological counseling, with the correct way to deal with interpersonal relationships.

The ultimate goal of education is to be able to educate themselves. The responsibility of teachers is to teach students the ability to grow up, including the ability of self cognition, knowledge environment and self regulation. The university stage is the first golden age of life learning. Now the college students' ability to take care of themselves and self-control has a large defect, and the students are focused on the independence of ideas. The mediocre students are more attention than others, often with a rebellious to show their difference. Therefore, based on the improvement of the system, strengthen the class and party organization construction, give full play to the role at all levels of student organizations, student organizations, and guide students to scientific standard in student affairs management, decision-making, execution and supervision, to give full play to the students' ideological advantages and mobilize students' enthusiasm to carry out self management.

### Analysis of Ideological and Political Education Method for College Students' Ideological Characteristic

The overall implementation of quality education is the foundation and premise of improving the quality of the national and the overall national strength.

Pay attention to promoting the campus culture hard, software construction project. In the construction of campus culture, the formation of a certain characteristic of the university campus cultural atmosphere. Secondly, to strengthen the connotation of campus culture construction, expand its ideological, intellectual and interesting features. Strengthen the construction of campus culture, optimize the education environment, and constantly improve the overall quality of students to carry out ideological and political education of college students a new way. Therefore, through the development of academic, scientific research, culture, art, sports and other colorful activities, the use of a variety of carriers, cultivate sentiment, so that students from the education and inspiration, and internalized into the conscious action of students. For example, the art into the campus of the series of activities, these performances for
the healthy growth of university students to create a good cultural environment, to lead the students to carry forward the excellent national culture, absorb the advanced culture of human achievement, improve artistic accomplishment and cultural quality.

As a kind of new media, the Internet is a kind of communication tool which is often used by contemporary college students. We attach great importance to the work of Ideological and political education through the network platform, and strive to improve the ideological and political education in the context of the era of network education and effectiveness of the targeted and effective. First, vigorously promote the construction of information technology platform, every day in the school's news network and the bulletin board issued a lot of information for teachers and students to share. The school teachers and students can understand and master the principles and policies of the school running and the introduction of the rules and regulations. Second, actively respond to various challenges faced by the current college students' Ideological and political education work, break through the difficult work, and constantly strengthen moral construction, increase students' typical propaganda, take the initiative position of network, and effectively improve the overall level of Ideological and political education work. Third, do everything possible to build a good student communication space-campus BBS forum, so that students can have a “warm home network”. Fourth, efforts to build a strong political quality, professional quality of a strong network of students working team.

To strengthen and improve the ideological and political education of college students is a systematic project, the need to mobilize all aspects of the school and social forces. But in all the relevant factors, the college counselors will undoubtedly become one of the most critical factors, their quality and ability will have a vital impact on the ideological and political education of College Students. College students have access to the most than Counselors. To ideals and beliefs, ranging from health examination, specific to the development of Party members recommended, appraised to choose, students and counselors all without exception occurred in close contact. So, strengthen to the counselors' selection, training and management appears especially important, as a student guide counselor, their quality and ability will not only affect the lives of students at the university, and even affect their life.

Summary
College students' ideological and political work has a long way to go. As long as we persist in seeking truth from facts, we must proceed from the reality of the reform and development of colleges and universities, inherit and carry forward the fine tradition of Ideological and political work, and actively explore new content, new ideas, new methods and new ways of doing ideological and political work under the new situation. The ideological and political work of college students must be able to undertake the important task given by history, to play its due role in the reform and development of higher education.

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