

## Innovation on Environmental Construction of Ideological and Political Education in Colleges

QI Dan<sup>[a],\*</sup>; WEN Nuan<sup>[a]</sup>

<sup>[a]</sup>Changchun University of Science and Technology, Changchun, China.  
\*Corresponding author.

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### Abstract

The ideological and political education in colleges is carried out in a certain environment, which has a remarkable impact on its effectiveness. Especially in contemporary society, the environmental factor plays an increasingly prominent role in the process of ideological and political education, and influences the education in a more complicated way. In-depth study of the new situations and problems occurring in the construction of ideological and political education in colleges and the establishment of a comfortable environment for such education, will be positive for the construction on university spirit as well as teaching and study style, and will also promote undergraduates' spiritual outlook and help establish harmonious interpersonal relationships.

**Key words:** Ideological and political education; Environment; Innovation

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### 1. MEANING OF ENVIRONMENTAL CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES

The meaning of environmental construction of ideological and political education in colleges refers to the melioration and optimization of external environment which has a profound impact on the ideological and political education

in colleges and their students' ideology and morality. By exerting its imperceptible influence, the ideological and political education in colleges could be truly implemented in the beautiful external environment.

### 2. PROBLEMS IN THE ENVIRONMENTAL CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES

#### 2.1 Lagging Pace in Innovation

Due to the increasingly complicated external environment, driven by economic globalization, cultural diversity, information networking, logistics socialization and promotion of customized job selection, the innovation on environmental construction of ideological and political education in colleges, despite its constant achievements, encounters more difficult situations. The building of an innovative network environment could only achieve a real breakthrough, on the basis of strengthening awareness, enabling methodological innovation and establishing technological leadership. The tentacles of construction work has not extended to the logistics staff and filling this blank is among the priorities of continuously optimizing the ideological and political education environment in order to serve and educate people.

#### 2.2 Insufficient Integration of Resources

In practice, some colleges have not achieved the effective integration of various resources or formed a strong force owing to lacking innovation in environmental construction of ideological and political education. Their internal teaching, management, service and other functional departments are fragmented due to segmentation of authority, single functionality and vague responsibility; thus separate from the ideological and political education of undergraduates. In result, educational resources cannot be made full use of, yet the "concerted efforts"

situation in educating students by imparting knowledge, implementing management, and providing service have not been formed. There are also a minority of teachers who poorly understand the importance of ideological and political education; imparting professional knowledge from textbooks to students but paying no attention to the building of undergraduates' characteristics, which results in a loss of positive factors on ideological and political education environment and turns as a waste of resources of ideological and political education in colleges.

### **2.3 Limitation of Educational Subjects**

In terms of objects of ideological and political education, people tend to think of students as the only targets and believe that it almost has nothing to do with the faculty. This brings great vacancies of the ideological and political education, which is originally intended for all the students, faculty and staff. This contributes to the unimproved situation where a minority of college teachers do not possess high morality as well as brings negative influence on the innovative environmental construction of ideological and political education in colleges. In addition, the innovative environmental construction has not broken the limitation of official groups whose carriers are mostly class, grade, party organizations, thus ineffectively covering other informal groups as well as the network environment.

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## **3. MEASURES IN THE ENVIRONMENTAL CONSTRUCTION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES**

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### **3.1 Changing the Concept of Environmental Construction of Ideological and Political Education in Colleges**

The first is to figure out whose work it is to impart ideological and political education in colleges. We should change the concept that it is the work of a few departments and staff, including inclusively the Students Office, the Communist Youth League, the counselor and the branch secretary, and make clear that all the teaching staff from all sectors have the responsibility and should cooperate with each other to optimize the environment for ideological and political education. The second is to realize that teachers, educational administrators and other staff are also the objects of ideological and political education. The concept that educational objects are merely students should be changed. In addition, ideological and political education specified for the whole staff should be carried out to improve their morality and professionalism, so that their positive influence should come into full play. The third is to realize that there has been vacuum in the environment of ideological and political education, whose main front lies in the party, group organization, class as well as the political theory classes. We should change

the concept, take every corner, every class and every unofficial group as a carrier, and accelerate the innovation of environment construction of ideological and political education (Zhao & Chai, 2011).

### **3.2 Vigorously Building an Excellent Environment for Ideological and Political Education in Colleges**

One is building pleasant campus landscape and cultural facilities. The campus, constructed as an elegant garden-like landscape, would cultivate students' sentiment and inspire their passion toward class and college. Facilitated with comprehensive cultural facilities, such as gym, club, etc., the campus would provide an ideal place not only for students to keep fit but for theme activities to carry on smoothly. Presenting around campus the badge, motto, billboards, newspapers as well as other logos and symbols that fully reflect educational philosophy, would create excellent college culture and enhance students' self-confidence and pride (Zhang, 2011). Another one is building modern living facilities. With elaborately designed and orderly decorated dormitories, canteens full of various and clean dishes, well-equipped hospitals offering high-quality service, a warm and positive atmosphere could be created in the beautiful environment.

### **3.3 Adhering to People-Oriented Principle During the Innovation in Ideological and Political Education Environment**

First, we should create an atmosphere where undergraduates respect and care for each other out of understanding and tolerance on different occasions and areas around campus; meet the need of ideological and political education of listening to various voices, drawing on the masses' wisdom, and executing correct guidance; and express the educators' spirit of being strict in law and lenient with others, in order to create a relaxed and harmonious environment of ideological and political education that is acceptable to the majority of teachers and students.

Second, we should set up an honest and trustworthy two-way communication mechanism and atmosphere for dialogue based on democracy, equality and sincerity; and motivate a harmonious relationship between teachers and students so that the ideological and political education would be carried out in an amicable atmosphere, thus improving the effectiveness of education.

Third, in order to work towards the formation of competition and cooperation atmosphere, we should not only encourage both teachers and students to showcase their talents and reflect their values by actively participating in the competition, but guide them to take overall situation into consideration from the perspective of long-term interests and effectively carry out mutually beneficial cooperation to achieve greater target.

Fourth, we should create an atmosphere where people would hold proper attitude towards outcomes in

competitions and no one should be judged by his success or failure, so as to improve psychological endurance towards obstacles and failures, enhance psychological quality, and reduce psychological problems of both the teachers and students.

Fifth, we should pay attention to creating an atmosphere with emphasis on information and communication, where students enjoy smooth communication with ideological and political education teachers, so that all of them could have better understanding of social development, lessen misunderstanding, dissolve contradictions, strengthen friendship, expand consensus, and thus enhance the effectiveness of ideological and political education in colleges.

### 3.4 Optimizing the Internet and Opening up New Areas for Ideological and Political Education Environment

A minority of undergraduates addict themselves to online games and online dating, which contributes to more serious psychological problems. This offers the clue that environmental innovation of ideological and political education in colleges urgently needs breakthrough from network environment. We should make reasonable use of network resources and optimize network environment of ideological and political education.

The first is to develop new ways and grasp the principle of ideological and political education on network. We should build a team of teachers highly armed with political theory and professional in network skills, conduct online propaganda and guidance, and help students solve their academic, daily and ideological problems through answering their online questions. As for undergraduates' concern for political, military, health care, educational and other social issues, we should re-integrate online information as well as online graphic and audio-visual resources to make animation and video so that ideological and political education should be presented with an entertaining effect. Besides, we would increase the market share of campus network by holding various network competitions and enhance the influence of campus network by posting employment information, thus enrich the ways of innovation of ideological and political education in colleges (Zhu, Zhang, & Bao, 2011).

The second is to strengthen ideological and moral construction on network. We would elevate undergraduates' network moral awareness by interactively conducting Internet education on civilization, information security, regulations, etc. both online and offline; promote the credit file of Internet morality evaluation and take students' Internet credibility as an important index when deciding on awards, electing the elite and joining the Party; and increase the propaganda of getting online without violation of Internet law so that students could enjoy self-education, self-management and self-service in a new perspective.

### 3.5 Carrying out Activities to Enrich the Ideological and Political Education Environment

Various cultural, entertaining and physical activities do not only make up a significant part of cultural leisure life on campus, but constitute an elementary part in ideological and political education environment.

The first is to develop a planned project. From the perspective of improving undergraduates' spiritual outlook and perfecting their ideological and moral qualities, we could make the best use of various resources and systematically promote the project around a specific theme.

The second is to carry out extensive mobilization. We should improve the qualities and levels of various recreational and sports activities, and encourage undergraduates to be fully prepared and actively take part. When trying to expanding the influence, we could also strive to make it grand, warm, appealing and charismatic thus enables it beneficial to ideological and political education.

The third is to give professors' guidance a full play. We would recruit teachers with good ideological morality and expertise as mentors for recreational and sports activities around campus; improve its professionalism, standardability and entertainment through regular tutoring; and guide students to carry out healthy recreational and sports activities in a better way.

The fourth is to cultivate the backbone of recreational and sports activities around campus. We should pay attention to selecting students who are active in participation and gifted with organizational capacity; and carefully cultivate them to become excellent leaders who would play a key role in recreational and sports activities around campus

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