

Research on Enhancing the Affinity of Ideological and Political Theory Courses in Private Universities in the New Era

Ying He

School of Liberal Education, Liaoning University of International Business and Economics, Dalian, Liaoning, China

Abstract: *In the new era, the ideological and political theory courses in private colleges and universities have the problem of insufficient affinity. College students in the new era have distinct personalities, psychology, and value orientations, but some college students feel distant from ideological and political theory courses. They do not pay attention to, understand, or even resist "big concepts" and "big propositions" such as the path, theory, system, and culture of socialism with Chinese characteristics, as well as the lofty ideals and beliefs. Therefore, effective countermeasures must be formed to create a warm ideological and political classroom from the aspects of teaching content, teaching methods, teaching practice, and teacher team building, so as to increase the closeness of ideological and political theory courses among college students. Only in this way can the spirit of patriotism take root in the hearts of students and give play to the positive influence of ideological and political theory courses on the values of young college students.*

Keywords: Private Colleges and Universities, Ideological and Political Theory Courses, Affinity.

1. Introduction

The ideological concepts, value orientations and behaviors of students in the new era have undergone significant changes. The new requirements for ideological and political education in private colleges and universities in the new era are not only reflected in the inheritance of traditional values, but also in innovative thinking and practice. On the cultivation of abilities. The proportion of students enrolled in private colleges and universities among the total number of students enrolled in colleges and universities nationwide is increasing year by year. Private colleges and universities have become increasingly prominent in China's higher education system, and their role in cultivating socialist builders and successors cannot be ignored. However, ideological and political theory courses in private colleges and universities face many challenges, including low student participation and outdated teaching content and methods. Therefore, studying how to improve the affinity of ideological and political theory courses in private colleges and universities under the background of the new era has important practical significance for promoting the healthy development of private colleges and universities and cultivating high-quality talents with both ability and political integrity.

2. Personality Psychology and Emotional Needs of College Students in Private Universities in the New Era for Ideological and Political Theory Courses

In the context of the new era, the personality psychology and emotional needs of college students in private universities for ideological and political theory courses show diversified and complex characteristics. These students often have a strong sense of autonomy and independent thinking ability. They are eager to get more inspiration and guidance in ideological and political theory courses, rather than simple indoctrination and preaching.

individual development. They hope to find content that matches their own interests and needs in ideological and political theory courses. Therefore, the design of course content should be closer to students' actual lives, combined with social hot issues, to guide students to think and discuss in depth. For example, the current economic situation, environmental protection, social equity and other issues can be integrated into the course to stimulate students' enthusiasm for thinking.

College students in the new era pay more attention to practicality and applicability. They hope that ideological and political theory courses can help them better understand and deal with real problems and improve their comprehensive quality. Therefore, the course should focus on the combination of theory and practice, and enable students to deepen their understanding and application of theoretical knowledge in practice through case analysis, social practice, volunteer service and other methods.

Thirdly, college students in the new era pay more attention to interactivity and participation. They hope to have more opportunities for interaction and communication in ideological and political theory courses, rather than passively accepting knowledge. Therefore, teachers should adopt flexible and diverse teaching methods, such as group discussions, role-playing, debates, etc., to stimulate students' enthusiasm for participation and enhance the interactivity of the classroom.

College students in the new era pay more attention to emotional resonance and value identification. They hope that ideological and political theory courses can touch the depths of their hearts, trigger emotional resonance, and help them establish correct values and outlooks on life. Therefore, teachers should focus on emotional education, convey positive energy through telling historical stories, sharing life experiences, and other methods, and guide students to form a positive attitude towards life.

College students in the new era pay more attention to In short, the personality psychology and emotional needs of

college students in private universities in the new era for ideological and political theory courses are diverse and complex. Only by being close to students' reality, focusing on practicality and applicability, enhancing interactivity and participation, and focusing on emotional resonance and value identification can we better meet their needs and improve the teaching effect of ideological and political theory courses.

3. The Connotation and Importance of Affinity in Ideological and Political Theory Courses

"The affinity of ideological and political theory courses in colleges and universities refers to college students' acceptance of ideological and political teachers, teaching content, teaching methods and other aspects [1]." In the context of the new era, the affinity of ideological and political theory courses in private colleges and universities is particularly important. In the field of education, the improvement of affinity means that the course content, teaching methods and teacher image have stronger appeal and appeal to students, thereby increasing students' interest in learning and participation. "Affinity is the power that ideological and political theory courses bring out, which makes students willing to get close to and contact them. It is the ability of the course to get close to and attract college students. The affinity characteristics of ideological and political theory courses are reflected in thorough academic rationality, strong pertinence, outstanding practicality, comprehensive penetration and dynamic development [2]." Students' acceptance of ideological and political theory courses is positively related to the affinity of the course. Courses with high affinity can significantly improve students' classroom participation and learning effects. Therefore, improving the affinity of ideological and political theory courses is not only a need for improving teaching quality for private colleges and universities, but also an important way to cultivate students' comprehensive quality and achieve the fundamental task of cultivating moral character and cultivating people.

The enhancement of affinity can not only stimulate students' interest in learning, but also promote students' internalization and recognition of political theory knowledge. When the content of ideological and political theory courses is closely integrated with students' actual lives, students will more easily link abstract political theories with personal growth and social development, thereby resonating emotionally and forming a deep understanding cognitively. In addition, the improvement of affinity can also promote interaction between teachers and students. Through diversified teaching methods such as case teaching and discussion-based teaching, students can deepen their understanding in participation and improve their abilities in practice. The improvement of affinity is the spark that ignites students' enthusiasm for learning and enables them to find the motivation for self-growth in ideological and political education.

4. The Current Problems and Shortcomings of the Lack of Affinity in Ideological and Political Theory Courses in Private Universities

Currently, a significant problem and shortcoming in the

ideological and political theory courses in private colleges and universities is the lack of affinity of the courses. Specifically, this lack of affinity is mainly manifested in the following aspects:

Course content is often too theoretical and lacks close connections with students' actual lives and interests. Course content is out of touch with students' actual needs. The ideological and political theory courses of many private universities still use traditional syllabus and teaching materials, and fail to update the content in a timely manner to keep pace with the times. This makes it difficult for students to feel the close connection between the course and their own growth, career planning and social development during the learning process, thus reducing the attractiveness of the course. Students find it difficult to relate to and feel boring during the learning process, thus reducing their interest and participation in the course.

Teaching methods and means are relatively simple and lack innovation and interactivity. At present, the assessment of ideological and political theory courses in many private universities is still based on closed-book examinations, which overemphasizes memory and repetition and neglects the cultivation of students' ability to analyze and solve problems. This assessment method is not only difficult to comprehensively evaluate students' learning effects, but also easily makes students resist the course. The traditional indoctrination teaching method makes students passively accept knowledge and lack opportunities for active thinking and participation, which further weakens the attractiveness of the course.

In addition, teachers often neglect the interaction and communication with students during the teaching process, resulting in a lack of effective communication and understanding between teachers and students. The traditional "cramming" teaching method still occupies a dominant position in private colleges and universities. Teachers often focus on theoretical indoctrination and ignore students' active participation and thinking. The lack of effective interaction and discussion in the classroom makes students less interested in and less involved in ideological and political theory courses. This lack of interactive classroom atmosphere makes it difficult for students to feel warmth and care during the learning process, which in turn affects their sense of identity and belonging to the course.

To sum up, the analysis of the current situation of ideological and political education in private colleges and universities shows that improving course affinity, innovating teaching content and methods, and strengthening the construction of teaching staff are issues that need to be solved urgently. Only through reform and optimization in these aspects can we better adapt to the requirements of the new era, improve the effectiveness of ideological and political education in private colleges and universities, and cultivate more outstanding talents in line with the core values of socialism.

5. Ways for Private Universities in the New Era to Improve the Affinity of Ideological and Political Theory Courses

In the context of the new era, private colleges and universities are facing many challenges and opportunities, especially in improving the affinity of ideological and political theory courses. In order to better adapt to the needs of the development of the times, private colleges and universities need to take a series of effective measures to enhance the attractiveness and appeal of ideological and political theory courses, make them closer to students' real life, and thus improve teaching effectiveness.

5.1 Private Colleges and Universities Should Focus on the Innovation and Updating of Course Content.

Ideological and political theory courses should not only stay at the traditional theoretical indoctrination, but should combine theory with practice in combination with current social hot issues and practical issues that students are concerned about. By introducing vivid case analysis, social surveys and practical activities, students can feel the practical significance of the theory in the learning process and enhance the attractiveness of the course. The innovation of teaching content needs to keep pace with the development of the times and integrate the latest national policies, social hot issues and the focus of students' concerns into the course.

The innovation and optimization of teaching content should also focus on students' personalized needs and implement differentiated teaching. According to students' interests and professional backgrounds, different levels and types of course content should be designed to meet the needs of different student groups. For example, for liberal arts students, philosophy, history and other humanities and social sciences content can be added; for science and engineering students, education in science and technology ethics, innovative spirit and other aspects can be strengthened. In this way, it can not only enhance students' interest in ideological and political theory courses, but also promote their all-round development, laying a solid ideological foundation for cultivating compound talents in the new era.

5.2 Private Colleges and Universities Should Improve Their Teaching Methods and Means

Traditional teaching methods can no longer meet the needs of modern students. Teachers should adopt more flexible and diverse teaching methods, enrich teaching forms, improve students' learning interest, and enhance their understanding and application of theoretical knowledge.

In the context of the new era, the improvement of the affinity of ideological and political theory courses in private universities requires that teaching methods and means must be diversified. The use of case teaching methods can effectively improve the attractiveness of courses. By introducing cases close to students' real life, such as combining current social hot events, students can deepen their understanding of theoretical knowledge in analysis and discussion.

The introduction of the flipped classroom model can stimulate students' active learning interest. By watching teaching videos and reading relevant materials before class, and conducting group discussions and question answering in class, students can participate more actively in the learning process.

In addition, the use of modern information technology, such as virtual reality (VR) and augmented reality (AR) technology, can provide students with an immersive learning experience. By simulating historical events or social phenomena, students can experience it in person in a virtual environment, allowing students to experience history in person, thereby improving the attractiveness and educational effect of the course, thereby enhancing the perception and understanding of the content of ideological and political theory courses.

5.3 Enrich Teaching Resources and Expand Learning Space

Utilize the network platform: Establish an online learning platform for ideological and political theory courses, and provide rich learning resources, such as electronic textbooks, online courses, micro-class videos, etc. Through the network platform, high-quality teaching resources are opened to a wider range of students, breaking the limitations of time and space. Students can conduct independent learning anytime and anywhere, and improve the flexibility and convenience of learning.

Carry out social practice: Organize students to participate in social practice activities, such as visiting revolutionary sites, enterprises, communities, etc., so that students can feel and understand theoretical knowledge in practice. Through social practice, students can combine theory with practice and enhance their sense of social responsibility and practical ability.

Pay attention to the construction of campus culture. By holding a variety of cultural activities, such as knowledge competitions, art performances, etc., a good campus cultural atmosphere is created, so that students can receive ideological and political education in a subtle way. At the same time, strengthen the construction and management of student associations, guide students to actively participate in social practice, and cultivate their sense of social responsibility and collective honor. Education should be life itself rather than a preparation for life. The construction of the campus cultural environment is to put this concept into practice. Through a colorful campus cultural life, students can learn and experience in practice, thereby deepening their understanding and recognition of ideological and political theory.

5.4 Strategies to Improve Teachers' Quality and Ability

In the context of the new era, the improvement of the affinity of ideological and political theory courses in private colleges and universities has put forward higher requirements for the quality and ability of teachers. Teachers not only need to have solid professional knowledge, but also master the skills of communicating with students and the ability to use modern educational technology. Therefore, in the process of improving the quality and ability of teachers, private colleges and universities should establish a complete teacher development system, including regular teaching and research activities, teaching observation and teaching reflection. Through these activities, teachers can learn from each other, exchange experiences and continuously improve their teaching level. At the same time, colleges and universities should also encourage teachers to participate in academic

research to promote teaching through research and improve teachers' theoretical literacy and innovation ability.

In addition, the personal charm and teaching style of teachers are also important factors affecting the affinity of ideological and political theory courses. "There is no fixed method for teaching, but the method is important." Teachers should flexibly use different teaching methods, such as case teaching and discussion-based teaching, according to the actual situation of students, to stimulate students' interest in learning. At the same time, teachers should pay attention to the cultivation of their own moral cultivation and personal charm, set an example, and become a role model for students to learn.

In short, in the context of the new era, the study of strategies to improve the affinity of ideological and political theory courses in private colleges and universities reveals many challenges and opportunities in current educational practice. In the future, private colleges and universities should continue to deepen teaching reforms, use modern information technology to optimize teaching resources, and create a teaching environment that is contemporary and innovative. Ideological and political theory courses in private colleges and universities should become a part of students' lives, and through continuous optimization and innovation, high-quality talents who can adapt to the requirements of the new era can be cultivated.

References

- [1] Zhang Yiming. Research on improving affinity of ideological and political theory courses in colleges and universities[D]. Hebei University, 2024. DOI:10.27103/d.cnki.ghebu.2024.000742.
- [2] Luo Yun. The connotation and improvement path of affinity in ideological and political theory courses in private universities[J]. Journal of Zhejiang Shuren University (Humanities and Social Sciences), 2021, 21(05): 80-87.