

# Analysis of the Function of Nurturing People in the Management of University Ideological and Political Education

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**Abstract.** Ideological and political education and management in colleges and universities play a very important role in cultivating students' correct ideology and sound personality quality. To strengthen the management and education of college students, we must accurately grasp the main content of management and education, adhere to "people-oriented", highlight the main position of students, improve the construction of system, improve the quality of management personnel, and build a long-term mechanism of management and education of college students.

**Keywords:** University; Ideological and Political Education Management; Nurturing; Function.

## 1. Introduction

The 18th Party Congress pointed out that "the fundamental task of education is to establish moral education". The General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on Further Strengthening and Improving the Propaganda and Thought Work of Colleges and Universities under New Situation, emphasizing the need to base on the comprehensive development of students, strive to build a comprehensive education pattern, form a long-term mechanism of teaching, practice, research, management and service, and fully implement the fundamental task of educating people with virtue. The 19th Party Congress pointed out that colleges and universities must integrate management contents in ideological and political education work and establish an effective mechanism combining restraint and incentive. In the report of the 20th Party Congress, it is pointed out that we should run a good education that satisfies the people, and the fundamental issue of education is what kind of people to cultivate, how to cultivate people and for whom to cultivate people. The root of educating people is to establish morality. Comprehensively implement the Party's education policy, implement the fundamental task of establishing moral education, and cultivate socialist builders and successors who develop morally, intellectually, physically and aesthetically. It is the right time to study the function of educating people in the management of ideological and political education in universities.

## 2. Content of Nurturing People in Ideological and Political Education Management in Universities

In the management of ideological and political teaching in colleges and universities, it is necessary to adhere to the management concept of "people-oriented", to effectively integrate ideological and political education with the management of nurturing people through the improvement of relevant systems and the application of scientific management methods, and to implement the fundamental task of "establishing moral education for people" by improving students' ideological character and behavior habits. The fundamental task is to improve students' moral character and behavioral habits, so as to implement the fundamental task of "establishing moral education.

### 2.1 Optimize the Internal Structure of Ideological and Political Education Management, Focusing on "Building Moral Character and Educating People

General Secretary Xi Jinping stressed the need to "cultivate socialist builders and successors who develop morally, intellectually, physically and aesthetically", which is in line with the main idea of Marx's doctrine of comprehensive human development. The basic view of Marxism is that the all-round development of human beings must be the development of all human characteristics. In Marx's

view, a fully developed person is a "whole person" who has the ability and quality to adapt to the various needs of society. The "moral education" not only helps people establish the correct direction of self-realization as early as possible and avoid detours, but also provides the greatest possibility for people to eventually become a "person" that is truly beneficial to society. In the face of the impact of diversified social trends, some young people have the problem of value deficiency and misplaced beliefs, and "moral education" is helpful for young people to improve their moral self-discipline and value judgment ability, to replenish their spiritual "calcium", and finally to realize the educational goal of all-round human development [1]. The goal of education is to achieve comprehensive human development [1]. In the management of ideological and political education in colleges and universities, we always adhere to the education concept of "building morals and educating people", constantly improve the internal structure of colleges and universities, and implement this education concept in all management activities of schools, pay attention to the innovation of college management mode and the improvement of rules and regulations, so as to create a good ideological and political management atmosphere in colleges and universities and help students We also pay attention to the innovation of college management mode and the improvement of rules and regulations, so as to create a good ideological and political management atmosphere in colleges and universities, help students establish correct ideological concepts and ambitious ideals and beliefs, cultivate noble moral sentiments and good moral qualities, and improve students' legal literacy and behavior. At the same time, the behavior and words and deeds of college managers themselves will also have a great influence on the thoughts and behaviors of college students, constantly optimize the internal structure of colleges and universities, improve the quality and words and deeds of managers, improve the awareness and management level of managers, which is conducive to the healthy physical and mental development of college students and the construction of harmonious campus environment, and then achieve the goal of ideological and political education and management.

## **2.2 Innovation of Ideological and Political Education Management Mode and Enhancement of Students' "Self-Management"**

In the process of ideological and political education management of college students, colleges and universities need to strengthen the cultivation and improvement of students' self-management ability, which is also the key to management and education of college students. By improving students' self-management consciousness, it is conducive to the nurturing function of ideological and political education. In order to make the ideological and political education management system better play the function of nurturing people, it is necessary to divide the work of management personnel and apply the management methods reasonably, so as to guide students to actively participate in the management, so that they can consciously accept and agree with it and internalize it into their own Ideological and moral concepts, from changing the concept of education, encouraging college students to participate in campus culture construction, actively participating in school management, playing the role of student party members and student cadres, and carrying out social practice activities to realize the self-management of college students, promote the implementation of various educational and management systems, and enhance the self-management ability of students [2]. At the same time, it can make use of building rules and regulations and propaganda to strengthen the guidance and influence on college students' ideology, lay a good ideological foundation for students and realize the guidance of students' behavior, so as to effectively implement the goal of college management and education.

## **2.3 Emphasize Social Demand Management and Promote Students' All-Round Development**

Under the background of increasingly fierce competition at home and abroad, increasingly extensive information channels in the era of globalization and social transformation and upgrading, the need for all-round development of college students is increasingly urgent. Therefore, contemporary college students should not only have good knowledge and skills, but also need to achieve all-round development of moral, intellectual, physical, social and aesthetic qualities, and have

high ideological and moral qualities, healthy physical and mental qualities and scientific and cultural qualities. In ideological and political education, universities should not only focus on the regulation of students' thoughts and behaviors, but also improve students' professional skills, and help students develop high moral quality and good behavioral habits through scientific management and guidance, so as to promote students' all-round development. At the same time, through the cultivation of campus culture, students cultivate a healthy body and elegant interests; through club activities, social practice, etc. constantly improve students' awareness of their own responsibilities; through mental health education and publicity, strengthen the guidance of students' mental health and enhance their social adaptability [3].

### **3. The Necessity of Integrating Moral Education into the Ideological and Political Education of Universities in the New Era**

University education in the context of the new era should closely follow the basic question of "what kind of people to train, how to train people, and for whom to train people", actively explore the laws and methods of ideological and political education in continuous practice, give full play to the function of ideological and political education to educate people, and in line with the basic principle of training qualified socialist builders and successors, carry out ideological and political education with high quality and efficiency. To carry out ideological and political education and play a good role in creating dreamers of socialism with Chinese characteristics in the new era.

#### **3.1 Promoting University Ideological Education with the Core of Moral Education is the Inevitable Choice to Realize the National Education Policy**

At present, the supply of higher education talents has shifted to the direction of high-quality development. In the practice of deepening the education reform of colleges and universities, the Ministry of Education of the People's Republic of China has put forward the new requirement of promoting the internal transformation of higher education, that is, all colleges and universities should attach great importance to and develop quality education and vigorously cultivate innovative talents in order to quickly seize the initiative and the high ground of social development. The ideological and moral qualities of university students are the important basis for the selection of innovative talents by society, and how to cultivate innovative talents with comprehensive development of moral, intellectual, physical and aesthetic qualities has become a key issue for university educators in the new era. Under the perspective of moral education, university ideological and political educators should deeply understand the basic connotation of "education is the great plan of the country", build a new education model, give students good guidance, realize the rapid improvement of students' quality and ability, and efficiently realize the task of cultivating talents in the new era.

#### **3.2 The Scientific Development of University Ideological and Political Education is an Inherent Requirement to Guide the Young Generation to Establish Correct Values**

College students are at the critical stage of values formation, but some students are eroded and influenced by Western culture, appearing utilitarianism and personal egoism, and do not have a clear understanding of mainstream culture and core culture, causing confusion of values, which is not only detrimental to the construction of a harmonious society, but also greatly threatens the stability of the country. In order to effectively improve this situation, it is necessary for the major institutions of higher education, as the base for educating people, to give full play to the intelligence of educating people, scientifically carry out ideological and political education of college students, lead students to cultivate and practice socialist core values, cultivate not a batch of innovative talents with high ideology and morality and three correct outlooks, continuously inject fresh blood into society, and make due contribution to promoting the stable and harmonious development of the country [4].

### **3.3 Give Full Play to the Function of Ideological and Political Education in Universities to Educate People is an Important Guarantee for Cultivating Socialist Builders and Successors**

University ideological and political education is the key to implementing moral education, and it undertakes the important task of educating college students on Marxist theory. The contemporary college students are the raw force to realize the dream of great rejuvenation of the Chinese nation, and they are closer to the great rejuvenation of the Chinese nation than at any time in history, and they are facing more severe challenges while facing historical opportunities. The talents that the Party and the State can trust, rely on and hold are not only those with strong comprehensive ability and outstanding innovation and entrepreneurship, but also those with strong conviction. Integrating moral education into university ideological and political education is conducive to guiding contemporary college students to enhance the confidence in the road, theory, system and culture of socialism with Chinese characteristics, so that they can actively put into practice their patriotic feelings, strong hospitals and actions to serve the country in the future development path, and struggle endlessly in the process of achieving the great rejuvenation of the Chinese nation.

## **4. The Basic Status of Ideological and Political Education in the University in the New Era**

### **4.1 Insufficient Understanding of the Contemporary Connotation of Moral Education**

The Party's 18th National Congress for the first time included "building moral character" into the basic content of university education in the form of a document, which is being understood and studied by all kinds of institutions at all levels, but there is a lack of in-depth study on the essence and connotation of the idea of building moral character. . The deeper reason is that the understanding of the connotation of the era of moral education is unclear, which leads to the integration of moral education into university ideological and political education will be formal [5]. In the context of the new era, university ideological and political education requires university teachers to fully understand the important connotation of the socialist core value system for university ideological and political education and moral education, to combine with the evolving social reality, to keep pace with the reform of university education in the new era, and to promote the cultivation of university students with both virtue and talent.

### **4.2 The Application Effect of Moral Education Carriers Needs to be Improved**

The carriers of university ideological and political moral education include both traditional carriers such as ideological and political classroom teaching and modern carriers such as public numbers of famous teachers and red websites, as well as cultural and material carriers such as ideological and political books and spiritual cultural carriers such as social morality.

The carrier of ideological and political education includes both traditional carriers such as ideological and political classroom teaching and modern carriers such as public numbers of famous teachers and red websites, and cultural carriers such as books on ideology and politics, as well as spiritual and cultural carriers such as social morality. With the further acceleration of the development of social informatization in recent years, the role of some traditional ideological and political education carriers is gradually weakening, while some new education carriers are gradually coming into people's view and playing a strong function of ideological and political education in the continuous application practice. As a carrier of ideological and political education's fundamental task, there are still many limitations, either the traditional education carrier is not vibrant enough, focusing too much on theoretical knowledge transfer and failing to use the modern carrier effectively, or the new modern carrier is used to actively promote online courses, but the online teaching activities are more confusing, with various means and rich content, but students' attention is easily This shows that there are still many shortcomings in the application of the integration of traditional carriers and

modern carriers. Facing the opportunities and challenges brought by the changing times, we should actively promote the enrichment and development of the carrier of moral education and continuously improve its application effect, so as to give full play to the timeliness and practicability of the function of nurturing people in university ideological positive=political education.

#### **4.3 The Curriculum of Moral Education is Ineffective**

The main position of implementing the basic task of moral education in university teaching is the classroom of ideology and politics, however, the reality is that the role of university ideology and politics courses is not fully played. First of all, students lack enthusiasm for learning ideological and political theory courses, students think that the theoretical knowledge taught by teachers is out of touch with their own reality, and it is difficult to form a resonance between teaching and learning, which leads to students in a state of tiredness to cope with classroom teaching. Secondly, many universities' ideological and political courses are still based on lecture teaching mode, and many universities are based on large classes of 100 people, so that teaching according to the material is reduced to empty talk, which has seriously restricted the effectiveness of moral education. Under the background of the new era, university ideology and politics carries the fundamental task of establishing moral education, but many teachers have the problem of emphasizing knowledge transfer and light moral education leading, which hinders the realization of the fundamental task of establishing moral education. Second, the first identity of university ideological and political education teachers is teachers, is the guidance of students' values. The classroom is the main way for teachers to be in close contact with students, however, in classroom teaching teachers do not play and demonstrate their role as role models and moral personality charm, resulting in the lack of teachers' role. Finally, university teachers are also friends who spend time with their students [6]. Communication between teachers and students can be best achieved only if there is no psychological distance. The ethics of "one day as a teacher, one lifetime as a father" defines the teacher-student relationship in our country, and students are afraid to raise some issues, which makes teachers unable to reach students' hearts and minds and makes moral education ineffective.

### **5. Countermeasures for the Function of Nurturing People in Ideological and Political Education and Management of Colleges and Universities**

The ideological and political education management of college students has a very important function of nurturing people, which is helpful to help students establish correct ideological concepts and cultivate good behavioral habits, so as to provide a good ideological foundation for socialist construction. In the process of education and management, only by continuously strengthening the construction of management team, adhering to the concept of "people-oriented" and innovating the management mode of ideological and political education, can we better play the concept of ideological and political education for nurturing people.

#### **5.1 Strengthen the Construction of Management Team**

To strengthen the construction of management team, we can start from strengthening the ideological and political education of management personnel: through theoretical propaganda and professional training, we can strengthen the education on the ideals and beliefs of management personnel, clarify their professional duties, and firmly establish their position of educating people; through training and upgrading the comprehensive theoretical education of management personnel such as management and psychology, we can better carry out student management and effectively play the function of educating people in student management; through introducing professional personnel and encouraging faculty and staff to participate in student management, we can optimize the structure of management team and ensure the vitality of student management team; through improving the evaluation system of management personnel by performance assessment, self-evaluation, colleague evaluation, and student evaluation, etc. By introducing professional staff and

encouraging faculty members to participate in student management, the structure of the management team is optimized and the vitality of the student management team is ensured; by improving the evaluation system of the management staff, the results of the work are comprehensively evaluated by means of performance assessment, self-evaluation, mutual evaluation of colleagues and student evaluation, etc., and the quality of student management is steadily improved.

## **5.2 Adhere to the Concept of "People-Oriented" Education Management**

The cultivation of talents is the fundamental requirement of the state for all institutions of higher education, and it is also the important task of the times for institutions of higher education. The concept of "people-oriented" education is the main idea and concept of modern education, which emphasizes the need to respect, understand and care for the educated people in the education work, and take the comprehensive development of the educated people as the starting and ending point, fully respect the subjectivity of the educated people, and focus on stimulating the learning enthusiasm and subjective initiative of the educated people. Ideological and political education management in colleges and universities is an important part of college education and college management, and it is necessary to change the traditional teaching idea, give full play to the advantages of ideological and political education management, increase the emotional interaction between education management personnel and students, improve the ideological and political quality of students, and take the concept of "people-oriented" as the main idea of college management. (3) Innovative ideological and political education management

## **5.3 Innovative Ideological and Political Education Management Mode**

The application of "people-oriented" in college management is a reflection of the standardization and actualization of advanced management concepts. In the whole process of management activities, it is necessary to constantly strengthen the independent consciousness and ability of college students' management. Student management is to cultivate students' ideal beliefs and moral qualities with the help of diversified management paradigms. The specific contents of student management in the new era should keep pace with the times and conform to the actual development of students. The school management should also set a target and serve for the development of national education modernization, pay attention to the construction of campus culture, create a good cultural environment, fully dovetail student management with the power of culture, so that students can deepen their recognition of management in an invisible way, thus realizing the improvement of quality and efficiency of student management. Students are the main body of student management, and schools should take students as the center and serve them in any management environment and situation, so that students can really become the audience of management, so that students' motivation and innovation potential can be developed, and then improve students' comprehensive quality, so as to lay a solid foundation for students to enter the society, serve the people and build the country. Colleges and universities should guide students to organize diversified cultural activities, such as interest lectures, special clubs and social practice, etc. On the basis of students' implementation of individual values and service to others, flexible management mode and mechanism are formed, so as to create an effective independent management environment in colleges and universities, which makes students' management return from individual identity to common identity and makes students become the main body of management and the main practitioners of college management. This will make students become the main body of management and the main practitioner of university management.

## **5.4 Strengthen Construction and Enrich Content Supply**

In order to effectively implement the new tasks of university political education and achieve the overall educational goals, universities should actively promote the work of supply-side reform, spread positive energy through the results of political education, and strive to improve the affinity and relevance of political education. Specifically, it can be carried out in the following aspects: (1) First,

strengthen the value leading. Around Xi Jinping on the main line of socialist thought with Chinese characteristics in the new era, actively carry out the selection of high-quality projects of university thinking and politics, promote the implementation of projects, the normal development of the work, and eventually form the "one school one brand" demonstration effect; (2) the form of innovative works. Through a series of network culture theme activities, universities need to clarify the basic policy of socialism construction with special characteristics, grasp the dominant power and discourse of university ideological and political education work, and ensure the smooth development of ideological and political education work; (3) realize common construction and sharing. In the practice of ideological and political education work, universities should actively implement the construction mode of easy class, make full use of social resources such as online course resources, examination websites, books and film publishing institutions, and build a perfect "easy learning" brand project to finally achieve the purpose of enhancing the stickiness of students' users [7].

### **5.5 New in Light of the Situation, Profoundly Grasp the Contemporary Connotation of Establishing Moral Education**

General Secretary Xi Jinping has analyzed the ideological and political education of learning and put forward high requirements, which makes the importance of university ideological and political education more and more prominent and lays a good foundation for the innovation of university ideological and political education under the perspective of establishing moral education. In this regard, in order to achieve the purpose of sending high-quality talents to the society, universities must establish the core objectives of ideological and political education under the perspective of moral education, leading the common value requirements with this as the center, helping students to establish good values, allowing students' personalities to be further shaped and establishing more excellent ideological qualities, and at the same time, by creating a better learning and growth environment for students, they can implicitly realize the improvement of comprehensive quality and ability, and lay a solid foundation for students to adapt to social development and integrate into social life in the future [8].

### **5.6 To Enrich the Carrier of University Ideological and Political Education by Making Things Different**

The development of information technology has brought many positive effects and new problems at the same time. How to effectively manage the complicated network environment has become an important issue for universities to implement moral education. University educators must look at the advantages and shortcomings of the current development of information technology with a dialectical attitude, find the fit between information technology and university ideological and political education, choose the appropriate carrier to carry out ideological and political education, and present quality educational effects through dynamic monitoring and timely guidance.

## **6. Conclusion**

All in all, it is of far-reaching significance to explore the path to realize the function of nurturing people in university ideological and political education under the perspective of moral education, so that it can present a more positive development trend for the growth and success of students. University ideological and political education should pay great attention to this, actively carry out the ideological and political education ideas innovation work, and constantly optimize the education process, to provide students with more quality education services, and provide more young people for the rapid development of the country.

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