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*Original Research Article*

## Exploration into Improving Teaching Quality of Higher Education

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**Abstract:** With the further advancement of higher education connotation, increasing problems have arisen in the previous quality management methods of higher education, which is unable to meet the development needs of education in new age. To solve these problems, the development model of higher education must transform from previous quality management to quality governance. Therefore, the innovative practice of higher education quality governance needs to focus on directive development idea at the core of teacher-student oriented development. In this way, the joint development system of teachers and students should be improved, thus further enhancing teaching quality of higher education.

**Keywords:** Higher Education Quality; Quality Governance; Exploration

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### 1. Introduction

Higher education quality is the key to higher education, as well as the impetus to long-time development of higher education. In recent years, the developing focus of higher education has been gradually transferred to the construction of education quality, so improving the development quality of higher education has become the most important task in China's higher education reform. In particular, it was pointed out in the 19<sup>th</sup> National Congress of the Communist Party of China that achieving connotative development of higher education undoubtedly means that stricter demands needs to be put forward on higher education. In other words, the promotion of higher education's connotative development and its specific implementation are major breakthrough in thoughts and modes of higher education development. So it requires the quality development of higher education to follow the thoughts and modes of innovation growth, realizing the goal of improving higher education quality.

### 2. Transform quality management of higher education to quality governance

With the implementation of many new education policies in China, new demands on higher education have been put forward. However, there are problems in China's original education patterns, which is unable to meet the requirements of innovative development of higher education in new age towards quality management. In this way, it is necessary to advance the transformation and innovation of educational quality management methods and thoughts, so as to meet innovative demands of new country construction towards the progress of education quality. Nowadays, the development of higher education quality has been closely connected with social growth. Higher education reform will involve many aspects. Hence, what should to be done is figure out the complex relations among school enrollment, clas-

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sroom teaching, teaching management, teachers' development, *etc.* What's more, schooling resources and quality of higher education should be integrated. All these have brought up new developmental demands on quality management of higher education.

Consequently, facing these complex educational problems, if previous education management methods is maintained, the development of higher education quality will be stagnated and even retrogressed. In other words, previous quality management methods of higher education are unable to address problems in current educational process, which is more complex than ever. Not only many educational problems cross each other, but they intersect with socio-economic problems and political issues, which makes it more complex to reform education. Therefore, there is necessity to deepen reform and innovation, change dated system, establish new quality improvement ideas and modes of higher education, promote the transformation of higher education quality and strengthen the capability of quality governance.

### **3. The core value of higher education quality governance**

Generally speaking, higher education quality culture refers to organic unity of value idea and institutional norm aimed to improve education quality in higher education quality practice. It turns the value idea of education quality pursuit into conscious action of school personnel pursuing value together and gives strong impetus to the born of advancing higher education quality in higher education quality practice. However, in the power era of quality management, higher education quality management depends on highly administrative technology management mode through formulating elaborate performance assessment index and implementing standardized management procedure. It puts the quality of teachers, students, other quality subjects and teaching resources under the total control of technological reason, and then colleges and universities form a kind of quality management culture that is highly identical with hierarchical culture, making university teaching quality reflects the orientation of pan-administerization. Under such restraint of quality culture, it will shape negative culture that follows authority and obeys management after a long time.

As for the present problems in China's higher education, the quality reform of higher education needs to introduce new management thoughts and systems, thus realizing the transformation from quality management to quality governance. Specifically speaking, universities need to reestablish the system of higher education quality governance, rejuvenate teachers and students' conscious adherence towards quality culture, stimulate their responsibility and self-consciousness towards quality development, guide them to guard the bottom line of academic quality of higher education jointly, facilitate effective construction of higher education quality culture, in order to provide strong system and culture support for the deepening development of higher education quality reform in China.

In face of innovative demands of higher education quality reform and development in new era towards quality management modes, traditional quality management modes must be changed in order to develop higher education. That requires to realize the transformation from quality management to quality governance, further establish new ideas and growth patterns of higher education quality management, which plays an important role in the construction of higher education quality culture and system.

## **4. Effective path of innovation development of quality governance for higher education**

### **4.1 Establish quality developmental idea at the core of promoting life development of teachers and students**

"Education is a kind of social practice activity that face people's life and improve its quality, and is also a career that reflects the care for life in this people-oriented society." No matter how education changes, teachers and students are always the main part of educational life practice. And school education must always focus on promoting professional development of teachers and growth of students. It's not only the essence of higher education

development, but also the most basic principle of higher education quality governance. Therefore, higher education quality governance needs to take the promotion of teachers and students' life development as the final goal, which demands that higher education quality governance must set up teacher-student oriented quality development idea and attach importance to principal role of teachers and students in governance process. So teachers and students could achieve sustainable development in quality governance.

Nowadays, as teachers and students in universities insufficiently participate in quality governance in China, colleges and universities need to strengthen and perfect the system that students participate in quality governance, enlarge the rights of teachers and students, guide them to participate in governance through various channels and ways, so as to realize the goal that teachers and students in universities become the main part of quality governance. At the same time, universities need to stimulate and strengthen sense of responsibility on quality governance of teachers and students, and improve their governance capacity, thus driving the long-term development of education quality.

#### **4.2 Improve higher education quality development system centered on development of teachers and students**

Higher education quality assurance is an effective way to advance the development of higher education quality. But the premise is that higher education assurance system must implement the quality development idea focusing on the promotion of teachers and students' life growth, and change the management trend of China's current higher education quality assurance. By means of establishing higher education quality assurance system featuring people-oriented, teachers-students cooperation, multi-body participation and equal communication, the transformation of education quality assurance is propelled from control, accountability, discipline to empowerment, communication and consultation. In this way, education assurance will play an important role in promoting the life quality development of teachers and students.

Higher education quality assurance itself can't promote effective production of higher education quality and the guarantee project for development of higher education quality assurance. Furthermore, it requires to improve higher education quality development system aiming at promoting the growth of teachers and students with teachers and students as the main body. Meanwhile, it is necessary to implement the quality development idea centered on teachers and students into every step in educational work, and continually enhance effective support of all kinds of work in school towards development of teachers and students, thus driving professional progress of teachers and students. In particular, schools need to perfect teachers and students' development system, optimize system support and smooth the pathway of their professional progress, improve their growth environment, strengthen humanistic care to them and enhance their happiness of development. In addition, universities need to deepen the reform of school's administrative system, facilitate the transformation of school' system from management standard to service standard, continually strengthen the support of administration to the growth of teachers and students, truly enhance the level of administrative service and advance the improvement of higher education quality.

#### **4.3 Actively cultivate quality culture featuring openness and inclusiveness, equal communication, trust and cooperation**

Higher education quality needs not only a set of quality management procedure, but also a set of quality culture approved by everyone, thus making the development of higher education quality become conduct standard observed and trusted by each mass subject. The essence of higher education is cultural governance conducted by multi-center subjects on the basis of trust and cooperation. It emphasizes on continuous improvement of education quality, and requires cooperation of relevant interest groups of schools based on mutual trust, jointly promoting the development of teachers and students. The root of order governance is the shaping of quality culture and spirit, which cultivates quality culture characterized by openness and inclusiveness, equal communication, trust and cooperation.

Hereto, higher education quality development in China promotes the creation of education quality culture by means of establishing quality governance system featuring teachers-students centered, multiple participation and



democratic communication. In this way, it establishes educational management composition jointly built and governed by government, universities, society and multiple subjects. Let everyone pay attention to quality, create quality, and effectively advance the shaping of higher education culture and spirits, realizing connotative development of education quality.

## 5. Conclusion

In a word, the promotion of higher education quality in China should always implement quality development idea focusing on the growth of teachers and students, perfect the quality development system, actively cultivate quality culture featuring openness and inclusiveness, equal communication, trust and cooperation, thus driving the deepening reform of higher education quality governance and realizing advancement of education quality.

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*Original Research Article*

# Innovative Development of Ideological and Political Education in Colleges and Universities at the New Media Environment

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**Abstract:** The wave of innovation in education reform has been gradually surged in school education, especially the ideological and political courses and ideological and its crucial position in the overall curriculum education, which laid a good psychological foundation of students. For this reason, in the process of carrying out ideological and political teaching, strengthening the innovative development of its teaching can better promote the overall effect of college education. Under this background, this paper explores the innovative development of ideological and political education in colleges and universities at the new media environment, and puts forward effective development strategies.

**Keywords:** New Media; Ideological and Political Education in Colleges and Universities; Innovative Development

With the continuous improvement of mobile technology and network facilities, new media has increasingly penetrated into people's lives. Mobile devices have become a daily necessity for people. In order to ensure that these high-tech supplies can better help people obtain information and strengthen their ideological and political perception of knowledge and information in the news, it is necessary to integrate the characteristics of the new media era in the process of colleges and universities, and use new media technology to carry out innovative development of education and teaching, especially in ideological and political education. First of all, continuous updating of political thoughts is necessary, so that the specific ideological and political courses carried out by colleges and universities can lay a great direction for the development of students' own education. Moreover, ideological and political education in colleges and universities needs to integrate new media technology and further promote the innovation of its education, so as to better ensure that the teaching ideas can meet the changes of the times and the educational needs.

## 1. Characteristics of new media

At present, the new media environment mainly uses plenty of technologies such as corresponding digital network technology to enhance the efficiency of its media information dissemination and improve the feedback between media content and users with fast information dissemination and extensive information dissemination. Not only that, the rich resources in the new media can be shared in real time, meet different needs of users, and give them intelligent information recommendations. The development of the new media era allows everyone to share their voices on the corresponding platforms. The public not only plays the role as the recipient of numerous information, but also acts as the publisher of the information, and at the same time plays its own regulatory role in a timely manner. New media is very rich in information dissemination, the speed and scope of which are beyond the competition of traditional media. At the same time, the new media uses a variety of application platforms, such as Weibo, WeChat, and QQ to strengthen communication between people, which allows users to better communicate with each other in the process of receiving

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information and express their own opinions. At the same time, the new media information can be displayed on the mobile phone or computer more quickly, which frees the user from the limitation of time and space in the process of receiving information.

## **2. Characteristics of ideological and political education in colleges and universities at the new media environment**

### **2.1 Rich educational methods**

With the continuous development of new media, the ideological and political teaching methods available for teachers to choose have become more abundant in the process of teaching. The relatively traditional teaching method emphasizes that teachers to teach face-to-face to students in a specific classroom or range. Moreover, this teaching method emphasizes too much on the teacher's own position, while ignoring the student's interaction in the classroom and the expression of self-views. With the continuous integration of the new media environment, college ideological and political education can better reduce the disadvantages of traditional teaching, strengthen the richness of the teaching process, so that teachers can use methods like multimedia to expand and display the corresponding knowledge content for students, and can also innovatively carry out timely ideological and political education through WeChat, QQ and corresponding teaching software. In addition, this new teaching mode can be more convenient for after-class online education work to ensure that students can continue to deepen their ideological and political aspects both online and offline, thus strengthening the teaching effects.

### **2.2 Flexible teaching methods**

During the traditional teaching process of teachers, the face-to-face knowledge transfer is limited by the location and the form of teaching, which makes the corresponding political content transmitted lack of flexibility, and limits the contents of its classes and does not conducive to the effective cultivation of ideological and political thinking. Promoting the integration of new media into the development of ideological and political education in colleges and universities can change this achievement and enhance the flexibility of teachers' teaching methods. Teachers can use real-time video and other new media technologies to transfer real-time knowledge to students. The form is no longer limited by time and place. At the same time, relying on the corresponding mobile terminal equipment with stable Internet, effective connection with other students and teachers can be established in a timely manner, which instantly shortens the distance between the two sides, enhances teachers' reflection of the ideological and political thoughts to students and helps teachers effectively control the teaching content and education level.

## **3. The development dilemma faced by college at the new media environment**

As the new media continues to penetrate into people's life, the way in which its information is disseminated has undergone a comprehensive change. The traditional college ideological and political classrooms cannot meet the development requirements of the new era. For this reason, college ideological and political work needs to take the initiative to face opportunities, and make practical changes according to its development dilemma in the new media environment. At present, the predicament of ideological and political work in colleges and universities in the new media environment is the inconsistency between the basic education concept and the need of innovative environmental development, the insufficient innovation of the corresponding teaching model, and lag of the innovation connotation in the overall teaching mechanism. The timeliness of ideological and political work in colleges and universities is not strong, further reducing the continuity and timeliness of teaching, which is conducive to the improvement of the quality of ideological and political work in colleges and universities and the overall sustainable development of China.

### **3.1 Low effectiveness of college ideological and political education led by the lack of innovative ideas**

With the constant changes of the times, the relatively common problem faced by colleges and universities in the specific implementation of ideological and political work is lack of innovation in the ideological and political concepts of their teachers and corresponding managers, which has led to the low effectiveness of the education they have carried out. The development of ideological and political education in colleges and universities in China is mainly carried out around the corresponding teaching materials. However, the content of the teaching material is relatively basic, and it cannot be effectively combined with changeable empirical evidence. If the teacher emphasizes the content of the teaching material in the classroom, instead of following the development of the times in an effective manner, it will easily lead to the rigid pedagogy and the phenomenon of hidebound teaching. In other words, the knowledge imparted to students gradually lags behind, and the thought cannot adapt to the new and changing environment, especially in the special era where the spread of new media information is gradually accelerating. Students are not only the recipients of most of the information, but also the spreaders. During this period, if there is no way to make a good change of the ideological and political theory based on these characteristics, it is likely to cause failure to meet the needs of talents in the new era in the process of specific information dissemination, and emergency of bad speech, which is not conducive to the overall quality of public opinion, thereby further reducing the effectiveness of ideological and political work in colleges and universities.

### **3.2 Poor continuity of ideological and political education in colleges and universities led by insufficient innovation model**

With the continuous changes of the times, the key problem in the process of college ideological and political work is that its specific education is not strong. Strengthening the innovation of college education models can better enhance students' understanding of ideological and political education, further increase its enthusiasm for educational content, and promote students to better explore knowledge, which in another way, can actually enhance the specific influence of ideological and political education in colleges and universities. However, according to the author's investigation and research, some ideological and political education systems in colleges and universities are lacking of innovation motivation, and there is no way to better adapt to the specific power of the new media, which cannot promote ideological and political teaching.

### **3.3 Low timeliness of college ideological and political education led by the lagged mechanism innovation of colleges and universities**

At present, the core dilemma of ideological and political education in colleges and universities is that the overall education mechanism is relatively lagging behind and lack of innovation, which leads to the low timeliness of specific education content. The most important feature in the new media era is the faster and more convenient information dissemination. To this end, combined with the current situation of ideological and political education in colleges and universities, the assessment of teachers in the education process mainly depends on the teacher's test scores to judge. The ideological and political testing of counselors is generally based on the effects of daily work. These educational mechanism technologies are not improving actual quality combined with actual times, which further worsen the dilemma of carrying out ideological and political education in colleges and universities.

## **4. Innovative development of ideological and political work in colleges and universities at the new media environment**

In order to further ensure that the ideological and political development of colleges and universities can be adapted to the environment of new media, strengthen the effect of ideological and political education, and improve the overall quality, and effectively improve the comprehensive quality of students effectively, it is necessary to combine the characteristics of the environment to further strengthen the work. Among them, the innovative exploration of the

practical ideological and political mechanism, innovative model further based on reality can guarantee the vitality of further enhanced overall ideological and political education by the new technology that can be used to innovate and optimize ideological teaching methods combined with scientific technical methods, and truly optimize and improve the specific ideological and political work of colleges and universities.

#### **4.1 Adhere to ideological and political innovation and enrich ideological and political teaching content based on the development of the times**

In order to ensure the effectiveness of the ideological and political work in colleges and universities, in the process of ideological dissemination, it is necessary to first carry out continuous ideological innovation in combination with the development characteristics of the times. At the same time, continue the expansion of teaching strength with the basic textbook content combined with real-time hot spots. In order to help students broaden their political horizons and ensure that they can better adapt to the new developmental environment, ideological and political education is the core competitiveness in their education. Strengthening the level of innovation in ideological and political education can better ensure them to correct their mentality under the rich new media environment and more effectively exert their freedom of speech. Not only that, as workers of ideological and political education, teachers must have a comprehensive understanding of the knowledge of new media, learn to master the performance system and be able to enrich the information of ideological and political work through various platforms. In addition, teachers should collect relevant typical cases that help to effectively explain the concept of ideology and politics, improve the enlightenment of students in ideology and politics teaching, and enhance the fun of the overall teaching content, as well as effectively improve the effectiveness of teachers' lectures. Teachers also need to take the initiative to make effective contact with students, and further deepen their ideological and political thinking by asking questions to ensure that students can integrate into the classroom, and continue to analyze the corresponding ideological and political issues in daily life to promote students' understanding of the changes in ideology and politics in the new media, and conduct in-depth research on the corresponding knowledge points to further promote students to establish a correct and positive outlook on life, world and values.

#### **4.2 Optimize the ideological and political teaching methods based on the innovation model and relying on innovation**

The main reason why new media can be quickly popularized and promoted is that it has the characteristics of rapid technological innovation, strong spread, wide coverage, and convenient operation. For these characteristics, the ideological and political education work carried out for the same effects should also continuously optimize its own educational work model with the trend of innovatively developed new media technology. For example, by building an ideological and political education account on the new media platform, using WeChat public account and corresponding Weibo software to regularly spread ideological and political information to students, and connecting students' own assessment and evaluation of teachers' qualifications with the new media platform of ideological and political teaching, the influence of the new media platform on ideological and political education can be further enhanced, with practically emphasizing the importance that teachers and students attach to ideological and political education in the new media era. Secondly, it is necessary to strengthen the establishment of a new model in the classroom teaching of ideological and political education, and combine various forms of social practice and lectures to carry out various ideological and political education propaganda to students, so as to enhance the timeliness of overall educational content.

### **5. Conclusion**

In summary, in order to further strengthen the ideological and political education of colleges and universities and continuously innovate in the new media environment and comprehensively improve its level, it is necessary to first recognize the characteristics of the new media environment, timely adapt to the development of the times, and strengthen the integration with new media technology and comprehensive transformation of ideas and measures.

Only by this, students' values can be well shaped and the cultivation of their comprehensive qualities strengthened.

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*Original Research Article*

# Mechanism of Educational Targeted Poverty Alleviation in Western Developed Countries and Its Adaption for China

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**Abstract:** Educational targeted poverty alleviation is beneficial to strengthening the endogenous motive force of poverty alleviation, preventing the return to poverty, and blocking the intergenerational transmission of poverty, and consequently many countries have carried out some meaningful exploration. The United States, the United Kingdom, Japan and other developed countries have achieved certain improvements in the system construction of educational poverty alleviation, and their experience is worth learning. Based on the author's learning and practical experience, this work first summarized the current situation of educational targeted poverty alleviation in western developed countries. Second, it compared similarities and differences of educational targeted poverty alleviation among western developed countries. At last, it put forward the optimization direction of the targeted poverty alleviation mechanism in China's education, *i.e.*, attaching importance to the legislative work on targeted poverty alleviation, establishing priority areas for education, and promoting cross-regional coordination mechanisms for poverty alleviation work.

**Keywords:** Western Countries; Education; Targeted Poverty Alleviation; Reflections

## 1. Introduction

Educational targeted poverty alleviation means to help the impoverished people in poor and backward areas to improve their knowledge level and vocational skills, so as to block the intergenerational transmission of poverty, and finally eliminate poverty through educational aid. The United States, the United Kingdom, France, Japan and other developed countries have carried out a lot of practice and exploration in the aspect of targeted poverty alleviation in education, and constructed a system from preschool education, basic education to higher education, which has achieved good results in long-term practice<sup>[1]</sup>. Drawing lessons from the advanced experience of developed countries, China should speed up the establishment and improvement of the policy mechanism of targeted poverty alleviation in education, promote the reform of targeted poverty alleviation, and help to realize the strategic goal of building a moderately prosperous society in all respects.

## 2. Status of educational targeted poverty alleviation in western developed countries

### 2.1 Status of educational targeted poverty alleviation in the United States

Education has always played an important role in the poverty alleviation system in the United States. Former U.S.

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President Johnson believes that equality of educational opportunities is essential for children to achieve a quality of life, so he promulgated and implemented relevant regulations such as the *Head Start Project* and *Elementary and Secondary Education Act* in 1965. As an early childhood development project, the former aims to pursue equity in education, combat intergenerational poverty and provide free preschool education for children living in poverty with government funding<sup>[2]</sup>, while the latter provides equal access to education for students from low-income families through special grants to local governments and schools.

In the use of poverty alleviation funds, the federal government has placed more emphasis on the performance of poverty alleviation, and carries out standardized evaluation on the operation status and effectiveness of subsidized schools. The *Elementary and Secondary Education Act* requires each school district to evaluate the effectiveness of the funds allocated, adopt a unified standardized examination to evaluate the effectiveness of school teaching, and modify or adjust the allocation methods and quotas for schools with poor performance. If students fail to meet the academic standards set in advance, the school will face a crisis of trust with its funding affected to a certain extent; therefore, the school can be motivated to improve the academic performance of all students, including poverty students.

## **2.2 Status of educational targeted poverty alleviation in the United Kingdom**

Since the United Kingdom is a welfare state, its government attaches great importance to poverty alleviation in education. After many years of development, the United Kingdom has formed a system of educational targeted poverty alleviation which includes preschool education, basic education and higher education.

At the preschool level, the United Kingdom has implemented a large number of poverty alleviation policies for poor children, such as the Green Book *Every Child Matters: Change for Children* issued in 2003, the *Children Act* issued in 2004, which sets out plans for the training, education and services of children in disadvantaged areas, and the White Book *New Ways to Reduce Child Poverty: Addressing the Causes of Poverty and Changing Family Life* issued in 2011.

In the basic education stage, the British government adopted the "Education Action Zone Plan" at the end of the 20th century<sup>[3]</sup>. By transferring the right of education management to the weak schools in the poor and backward areas, it can attract other subjects to participate in the school management, and improve the efficiency of these weak schools through successful experience. In 2001, it issued "Teacher Continuing Education Program", making teacher training the key to improving weak schools.

In the higher education stage, poverty students can obtain government loans and subsidies. *The Education (Student Loan) Act 1990* allows full-time British students under 50 to apply to the government for student loans. Since 2006, the British government has implemented a tuition fee payment system under which students from poor families are exempted from tuition fees. The 2010 *Brownie Report* raised the minimum standard for students to start paying.

## **2.3 Status of educational targeted poverty alleviation in Japan**

The Japanese government attaches great importance to the education of poor students. As early as the end of the 19th century, it stipulated that private primary school students from especially poor families can be exempted from tuition fees, and set up private schools specially for poor children. The basic law of education in Japan provides that all citizens have access to education, regardless of economic status or family background. In practice, the Japanese government has always adopted poverty alleviation and border support policies to revitalize education in backward regions and narrow the gap in education development among regions. The government funds the establishment of poor schools in special areas, especially in areas where the poor population is concentrated, and provides financial subsidies. Students are exempted from tuition fees and receive free school supplies, and teachers also earn more than those in average schools.

In 1954, the Japanese government stipulated that all levels of government should undertake the task of revitalizing education in remote and backward areas and should subsidize the funds spent on revitalizing education. The poverty-stricken marginal areas of Japan are divided into seven levels according to the regional remoteness. The



national and local governments increase their investment in education year by year, and stipulate that such investment can only be used to enrich the teaching facilities, improve the treatment of teachers and improve the conditions of running schools<sup>[4]</sup>.

### **3. Comparison of educational targeted poverty alleviation among western developed countries**

#### **3.1 Similarities of educational targeted poverty alleviation**

The United Kingdom, France and Japan have similarities in targeted poverty alleviation in education.

First, they provide legal guarantee for educational targeted poverty alleviation and implement differential distribution of educational funds.

Second, they establish educational support system at all levels to strengthen the construction of teachers in poor areas.

Third, multiple parties take part in educational targeted poverty alleviation campaigns and strengthen supervision over the implementation of poverty alleviation policies.

#### **3.2 Differences of educational targeted poverty alleviation**

First, the concept of educational targeted poverty alleviation is different. As the specific situation of each country is different, the concept of targeted poverty alleviation in education is also different. The policy of educational targeted poverty alleviation in the United States embodies the idea of "being the same American citizen", the policy of educational targeted poverty alleviation in the United Kingdom is supported by the political philosophy thought of "the third way", and the policy of educational targeted poverty alleviation in Japan is based on "neoliberalism".

Second, the emphasis of educational targeted poverty alleviation is different. In order to establish a democratic society ruled by law, the United States mainly adopts compensatory policy in the process of education poverty alleviation, and realizes the balanced development of education by financing disadvantaged groups. The policy on educational targeted poverty alleviation in Japan focuses more on eliminating racial discrimination in education. Through the regular turnover of teachers in Japan, teachers in schools tend to balance, thus promoting the improvement of teaching quality in schools in remote areas.

Third, they have different educational targeted poverty alleviation policies. Through a series of laws and regulations, the United States supports and reforms weak schools, and promotes balanced development among schools. The United Kingdom helps to develop education in poor areas by setting up "education act zones" and "education priority zones", and implementing "pursue excellence in urban education programs"<sup>[5]</sup>. Japan attaches importance to helping poor children, introducing free and compulsory education, providing scholarships for students and establishing a system of regular mobility of teachers.

### **4. Adaption for the educational targeted poverty alleviation mechanism from western developed countries**

#### **4.1 Attaching importance to the legislation on targeted poverty reduction in education**

In order to promote the implementation of educational targeted poverty alleviation policy, developed countries will ensure this through legislation. China should also improve the relevant laws and regulations when formulating the targeted poverty alleviation policy in education:

First, the government should strengthen macro-control, urge governments at all levels to pay attention to targeted poverty alleviation in the form of laws, and establish a corresponding evaluation system to ensure the efficiency of the use of funds and the effect of educational poverty alleviation. Second, responsibilities and rights of governments at all levels and relevant education departments should be made clear, such as the scale of funding input and the principles of distribution in the targeted poverty alleviation campaign. Finally, the form of applying laws to the educational poverty

alleviation policies in poor areas should be clarified, and detailed provisions should be made on the implementation details to ensure that there are laws to be followed in the implementation of the poverty alleviation policies.

## 4.2 Establishing education priority zones

Both the United Kingdom and France promote priority development in poor areas and weak schools by setting up "education priority zones". China can draw lessons from the experience of developed countries and set up education priority zones in remote and poor areas through government behavior. The establishment of priority zones for education should have clear evaluation indicators, such as poverty level, ecological environment, ethnic composition, educational needs, population density, average level of education, teaching equipment and teaching staff. Education priority zones can be established only when the standards for setting education priority zones have been assessed by professionals. The government should increase the financial allocation to the "education priority zones", establish special support funds, plan the use of education funds as a whole, and help weak schools to give priority to development. It is also necessary to encourage social forces to donate and raise funds through various channels for weak schools in the "education priority zones".

## 4.3 Promoting cross-regional coordination mechanisms for poverty alleviation

China is a vast country with a wide range of poverty problems and complicated causes. Educational poverty alleviation must be adapted to local conditions based on national conditions and the actual situation of the poor, and the government should make overall arrangements for organizations and institutions involved in educational targeted poverty alleviation. For example, institutions should make full use of modern information technology, unblock channels of cooperation, realize information sharing on educational poverty alleviation within a certain range, and establish and improve a scientific and efficient coordination mechanism for educational poverty alleviation. The scope of responsibility of all stakeholders should be clearly defined, and all kinds of poverty alleviation resources should be rationally allocated, so as to improve the efficiency of resource allocation. On this basis, a public participation mechanism should be established to empower stakeholders with the right to know, to participate and to supervise, so as to enhance the willingness and motivation of all social strata to participate in the process of educational poverty alleviation.

## 5. Conclusion

In conclusion, when carrying out the work of educational targeted poverty alleviation, China should actively draw lessons from the relevant experience of western developed countries. First, China should pay attention to the legislative work of educational targeted poverty alleviation, and integrate it into the scope of legal guarantee, so as to improve the quality of educational poverty alleviation. Second, the government should establish education priority zones to narrow the education gap between different regions and play the role of education in poverty alleviation. Finally, it is necessary to promote the construction of cross-regional poverty alleviation coordination mechanism and improve educational facilities, so as to achieve the goal of educational targeted poverty alleviation.

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*Original Research Article*

# Analysis on the Relationship Between the Media Literacy of Film & Television and the Innovation of Ideological and Political Education of Contemporary College Students

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**Abstract:** Ideological and political education has always been playing an important role for the development of socialist ideological education in China, as well as the main means to grasp the social trends of thoughts and influence the construction of their social essential values. Based on the in-depth questionnaire and survey of 1000 college students, the author deeply believes that the college students' current reading habits, mainstream way of information acceptance and the external communication ways in China are characterized by networking, video personalization and some other new features. Nowadays, it is difficult to meet the college students' ideological and political education needs through the single way of traditional classroom education. In view of the changes of information acceptance and exchange of college students, this paper fully understands that the film & television media are strengthening and improving their ideological and political education, and puts forward the relationship between "film & television media literacy" and the innovation of ideological and political education of college students, which makes film and television media resources become new forms and highlights of ideological and political education of college students with positive energy and helps to improve the effect of ideological and political education on their moral education, ethics, art aesthetics and other aspects.

**Keywords:** Film & Television Media Literacy; College Students; Ideological and Political Education; Innovation

## 1. Introduction

"Film & television media literacy" refers to making full use of film and television media resources to carry out literacy education including ability, knowledge and understandings. The rapid development of modern network life style, together with the film & television media resources have created a possibility and a new way for film & television media literacy to become a new way of ideological and political education for college students. Under the network life style, the new characteristics of the reading habits, the mainstream way of information reception and the open way of communication through network and video determine the limitation of the single way of traditional classroom education to meet the ideological and political education needs of college students. In view of the changes in the way of information acceptance and expression of college students, making full use of the resources of film and television media, and innovating the new ways and positions of ideological and political education of college students through the promotion of the quality education of film and television media are of great value. Ideological and political education in schools is the main way for individuals to grasp the development of the times and obtain correct outlook on life, on world and on values. At present, China is in the critical stage of various reforms, with changeable social environment.

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Under the background of network and diversification, the ideological state of college students is easily affected by a variety of ideological trends. Colleges and universities should attach great importance to the ideological and political education, especially strengthen the research on the ways of education, improve the adaptability of ideological and political education and make active adjustment to adapt to the change of learning situation and the requirements of the development of the times. This paper focuses on the value of film and television media, and explores the innovative relationship between "film and television media literacy" and ideological and political education of college students.

## **2. The relationship between the quality of film & television media and the innovation of ideological and political education of college students**

### **2.1 Able to fully meet the development needs of college students, respect the era of education and meet the law of personalized development**

With the rapid progress and great enrichment of material civilization in China, the demand for spiritual culture has accelerated the rapid development of the film & television industry. The development and application of short video APP, such as Tik Tok, has provided new ways of expressions for the mass. It has increasingly highlighted the influence of the media on the mass culture and spirit and the important value in ideological and political education, which becomes the current trends of school development. Ideological and political education is an inevitable cultural phenomenon. In the context of high popularity of film and television media, film & television media literacy education with a production mechanism and communication way of "video media" has become an important content of ideological and political education for college students. Therefore, the author conducted in-depth research on the topic of "the influence of video media on college students' group ideological cognition" for 1000 college students from different provinces and school levels. The results show that the cognition of video media literacy will become a key factor in education in the future in order to influence the contemporary young college students to undertake social responsibilities. It has become an important way to understand the survival significance and social value of the subject and individual of social life. Due to the loose social political and cultural environment and the respect for the individual, the contemporary college students are more active in thinking and much open in ideas, advocating individuality and pursuing the realization of self-worth. Therefore, the cultivation and education of diversified media literacy of film television can meet the richness of ideological and political education and the diversity of value orientation, and make the individual of college students realize the meaning as people and the value of their own existence. In addition, film & television media literacy education provides more opportunities and changes for college students to improve their literacy in culture, art and aesthetics. In a word, it has a higher value of education and research in this era.

### **2.2 More active campus cultural atmosphere, innovative means and ways of ideological education for college students, and diversified influence**

Nowadays, the student group is one whose self-awareness and self-expression will continue to strengthen, and awareness of education participation continues to improve. Ideological and political education is a long-term process of ideological cognitive influence and education. Film and television media literacy education can better enrich the content and innovative education channels of ideological and political education in colleges and universities, which should be organically integrated with college students' values education. According to the questionnaire of "the influence of film and television media on ideological and political education", on environmental construction, innovative atmosphere, communication effect, cultivation of political literacy awareness and other major influence factors, the application of film and television media literacy education to ideological and political education of college students has higher popularity and stronger competitiveness.

### **3. To strengthen the quality education of film and television media and to realize the innovation of ideological and political education of college students**

#### **3.1 With the ability literacy education as the core to strengthen the research on the educational effect of film & television media**

The application of film and & television media literacy to the ideological and political education of college students is an innovative education. As a new way of education, it is necessary to strengthen the research on the effectiveness of film & media education in the dilemma of current ideological and political education and establish the ability literacy education as the core which so as to easily and effectively achieve the purpose of political education. As their ability level, it refers to the ability to acquire, analyze, evaluate and transmit various kinds of film & television information, which focuses on the cognitive process of information. Their knowledge level refers to the knowledge system of how the media produce function to the society and its emphasis on the transmission of information. Their understanding level refers to the cognition of the film & television media on the cultural, economic, political and social impacts, focusing on the judgment and understanding of information. In terms of educational content, media forms and resources can be used such as electronic newspapers, film and television resources, and video to strengthen the critical ideological construction and appreciation literacy of film & television media in terms of educational methods which would help students to correctly understand the social essential values contained in film & television media resources, and enjoy the film and television mass communication resources critically and constructively. It also helps to educate and train college students to have healthy social essential values and ideological quality. At the same time, they should have the ability of media criticism, so that they can make full use of media resources to improve themselves and develop with the society. Colleges should strive to explore a development path of media literacy education suitable for the actual needs of ideological and political education of college students in this new era.

#### **3.2 Taking cultural supervision as an important means to strengthen the government supervision of film & television media and the cultural guidance of public opinions, purify the media environment**

To explore the media resources of film and television as innovative means and ways of ideological and political education of college students in this new era, it is necessary to make a comprehensive analysis of the ideas and social consciousness conveyed by the media resources of film & television, and make clear the ideological trend of the media resources of film & television can be used as the important material for the cultural guidance of public opinion and ideological and political education. With opening of the current policy environment of cultural prosperity, popularization of the social conditions of network, intensive construction of cinemas and expanding growth of network platform, China's film & television media has a more diversified voice in the expression and display platform. The film & television media resources are enriching, coupled with the lack of public opinion supervision and content supervision, thus showing the mixed mass situation to realize the combination of film & television media literacy and ideological and political education of college students. Basis on this, it is necessary to purify media resources and strengthen the supervision of public opinion and culture orientation. In particular, the cultural functional departments and the industry and information technology social reforms should take cultural supervision as an important means to strengthen the government supervision of film & television media, public opinion and cultural guidance, and purify the media environment.

### **4. Conclusion**

The application of film & television media literacy to the ideological and political education of college students has higher educational value and innovative significance. As a new educational means, it is more suitable for students' learning needs. On the basis of full investigation by the author, this paper makes an in-depth exploration of the

innovative relationship and means of realization between film & television media literacy and ideological and political education of Chinese college students, which is a kind of educational innovation exploration with high educational research significance.

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*Original Research Article*

# On the Development and Conception of Physical Education Reforms in Colleges and Universities

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**Abstract:** As a medium subject, physical education in colleges and universities not only has high value of physical quality exercise for the students, but also has strong value of humanistic education for ideological education and professional quality education in China, which has been totally ignored in physical education in the past. Nowadays, the requirements for talents and social needs for talents' abilities including professionalism are becoming more and more comprehensive and flexible. Physical education should strengthen its understanding of the educational value of multiple deep-seated educational functions, such as physical culture, ideological and political education and professional qualities. As a bridge, physical education can realize the new educational reform and development of multi-disciplinary joint training with other subjects, thus achieving the development of physical education in the era. The implementation of talent training is the focus and main educational exploration of this paper for the author.

**Keywords:** College Physical Education; Teaching Reforms; Development; Conception

## 1. Introduction

Physical Education is a national basic education subject, whose educational effect and talent training effect has a decisive value and also represents the development level of a national basic education. China's quality education reform and subject teaching reform have been carried out for many years, but there are many deficiencies in the effect and strength of physical education reform compared with the development of other subjects. According to the data collected by the author and a large number of classroom observation and questionnaire survey results in the past two years, there is still a gap between the current physical education reform in the construction of teaching content, the exploration of the training system of teaching objectives, the development of disciplines, the training results of personnel quality and the final training requirements of quality education personnel in China. The main contradictions in this subject teaching and construction are lack of physical culture education and cognition of physical humanities education and the poor consciousness of interdisciplinary combination of physical education, which aggravates the lack of cultivation of consciousness of "lifelong physical education". This makes physical education unable to play the role of medium subject between professional subjects especially the students' specialized courses to gain professional systems of knowledge and other humanities. The lack of teaching effect is the main contradiction between the students' interest in physical exercise and the lack of consciousness, resulting in the decline of physical fitness for Chinese colleges and universities students and so do to the students in most other countries in the world around. As an important part of physical education in colleges and universities, physical education has been deeply concerned by the national sports authorities and education authorities. In the era of continuous pursuit of "quality education, all-round develop-

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ment" in the world, China's physical education must achieve the overall reform. Taking physical education concept, physical culture, physical literacy education and other ability education as the ultimate goal of physical education reform in colleges and universities, it is necessary to activate teaching means and methods. Therefore, students can improve themselves in physical education. The core of the future development of physical education reform in colleges and universities is to improve the self, realize the socialization of the individual, establish the concept of "lifelong physical education" and realize the cultivation of professional quality through the medium role of physical education. So physical education has the significance of the times. The results of the in-depth questionnaire for 1000 college students are shown in Table 1, who are distributed in 50 different colleges and universities and divided into 4 institutes as a whole aged from 18-23 years old.

| Group                             | R <sup>1</sup> | W <sup>2</sup>       | P <sup>3</sup>         |
|-----------------------------------|----------------|----------------------|------------------------|
| Highway Institute                 | 56.9%          | T(35%)/I(47%)/C(18%) | P(35%)/H(47%)/M(41.1%) |
| Automobile Institute              | 67%            | T(47%)/I(33%)/C(20%) | P(49%)/H(53%)/M(47.1%) |
| Economics&Management Institute    | 89.5%          | T(37%)/I(40%)/C(23%) | P(62%)/H(73%)/M(47%)   |
| College of Engineering& Machinery | 45.8%          | T(32%)/I(50%)/C(18%) | P(38%)/H(63%)/M(50%)   |

**Table 1.** The results of questionnaire for 1000 college students. (R<sup>1</sup> = Recognitions for traditional Physical Education (%); W<sup>2</sup> = Ways of communication and information acquisition (%); P<sup>3</sup> = Physical Education teaching and individual ability development demands; T = Traditional ways of communication; I = Internet or cellphone; C = Class; P = Professional quality; H = health; M = mental health).

## 2. Development and conception of physical education reforms in Chinese colleges and universities

### 2.1 Improve the training effect of physical education by taking "students' all-round development" as the core of physical education reform and break through the boundaries of disciplines in order to realize the joint training mode of multi disciplines

With the rapid development of modern China, the final result of Chinese higher education must meet the requirements of the world-wide talent market. At the same time, the disadvantages of general education in pursuit of utilitarianism by Chinese education are increasingly obvious with time going on. By looking back at the requirements of talent quality and professional development, the overall development of "professional" is the mainstream of the requirements of the talent market. Today's all-round development of students is not only limited to professional knowledge and literacy, but also the education of all-round development of professional literacy, including moral cultivation, psychological quality and humanistic cultivation to the education of harmonious development, and also the ultimate education structure requirement of quality-oriented education policy in China. In the past planned economy times, the policy for colleges and universities' education by focusing on professional knowledge and skills has achieved certain educational results and provided a large number of basic talents for the recovery and development of various industries. However, with today's more detailed division of labor and cooperation in science and technology society, networking and society communication and the comprehensive development of people have become the core of colleges and universities' education again. The first thing to be solved in the development and conception of physical education reform in colleges and universities is the real problem of "the integrity of human education". In the new era of education, the first thing to explore the development and conception of physical education reform in colleges and universities is to break through the boundaries between disciplines with "all-round development of students", which is the core of physical education reform. So the physical education discipline can fully play the role of the medium of the bridge discipline, and realize the multi-disciplinary in humanities, sports concept, sports concept through the organization of sports activities and joint training of sports culture and professional quality. However, these teaching requirements cannot be realized in the current physical education in China. In the future, the reform of physical

education in teaching content can be realized from the following two aspects: first, according to the quality requirements of modern education, the ability development of students in moral, intellectual, physical and aesthetic aspects is closely combined with the basic quality of physical education, so it is necessary to divide the education units; second, in the actual teaching process, the results are used to guide the evaluation mechanism, so teachers are forced to adopt effective means to improve students' learning efficiency, ensure students' physical and mental health, take care of the cultivation of students' ability and accomplishment and the realization of the results; teachers should make full use of the subject medium role of physical education, and cultivate contemporary college students to be excellent in physique, mental health, quality, creativity and adaptation.

## **2.2 Take "scientific and humanistic physical education" as the teaching goal, explore the training system, and realize the sustainable and scientific development of physical education**

Sports come from human production and life, which is closely related to the development of culture. While exercising human body, sports spirit and sports humanity accumulation become the spiritual force for human beings to move forward and make breakthroughs. So it has profound cultural connotation and humanistic spirit. Under the current situation of new education, for the reform and development of physical education in colleges and universities, it must return to the tenet of "scientific and humanistic physical education", so as to solve the limitations of the current low proportion of public physical education courses for college students and the lack of optional physical education items and the profound contradiction between teaching and learning needs. Taking "scientific humanistic physical education" as the teaching objective, exploring the training system and the future development of sports discipline, and realizing the sustainable and scientific development of sports teaching will expand the coverage and narrow selection of traditional sports teaching. With the deepening of humanistic education in physical education, students can spend more time in single or certain project groups, study more deeply, which have profound influence on learning. Even in the process of continuous expansion of knowledge and technology, they can obtain more diversified knowledge and ability, turning the traditional task driven training into an internal drive formed by interest and desire for independent exploration. It can also stimulate the students' autonomy of physical education course learning and the awareness of lifelong physical education, so as to form an interactive and mutually promoting relationship in teaching and realize the sustainable and scientific development of physical education.

## **3. Conclusion**

Physical education is an important part of modern education, the essence of which is not only to teach sports skills to exercise students' physical quality, but also to realize the development of moral, intellectual and physical quality of college students and the promotion of relevant quality and ability in group relationship, to enhance students' physique, to improve students' health, and to promote students' consciousness of "lifelong physical education". In other words, physical education has become an important part of individual lifelong education. Physical Education is a kind of activity combining physical quality with intelligence and cultural quality. Physical education is a subject of multi-dimensional quality training. Therefore, under the current talent demand mode and the joint promotion of quality education and well-off society, physical education in colleges and universities must recognize the discipline responsibility and take the initiative to change, which is an important foundation and starting point to promote the renewal of teaching concept, the sustainable development of disciplines and the development of quality education. From the perspective of subject development, this paper analyzes the key elements of the reform and development of physical education in colleges and universities, which are related to the results of the cultivation of students' quality and the long-term development of the subject from the aspects of the construction of teaching content, the exploration of the cultivation system of teaching objectives, the development of the subject and the results of the cultivation of talents' quality.

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*Original Research Article*

# Research on the Construction Path of Ideological and Political Education Community

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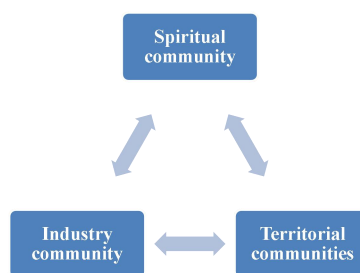
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**Abstract:** The development of globalization, the frequent communication between different cultures, the increasing awareness of mutual assistance and cooperation, the collision of different cultures and the infiltration of Western ideology have brought challenges to the development of ideological and political education. The necessity and importance of establishing a community have gradually emerged. Based on this, this paper first analyses the elements and interrelations of the value structure of the educational community, then studies the construction strategy of the educational community, and finally gives the construction path of the educational community.

**Keywords:** Education Community; Ideological and Political

## 1. Introduction

With the development of China's social economy, adaption to the development of the times to cultivate more talents is the urgent task of ideological and political education. With the development of globalization, the frequent communication among different cultures, and the increasing awareness of mutual assistance and cooperation among human beings, the necessity and importance of establishing a community have gradually emerged. Therefore, human beings begin to construct various types of communities, extending from economic and political fields to many other fields, as shown in **Figure 1** below.



**Figure1.** Various types of communities.

In addition, the multi-cultural collision and the infiltration of Western ideology have brought challenges to the development of ideological and political education. Therefore, in the context of China's entering into a new era, it is of great practical value to build a practical education community of ideological and political education in colleges, organically combine colleges and universities with the society, realize seamless docking of all aspects of practical education, and systematically build a practical education community of higher education, so as to innovate the practical

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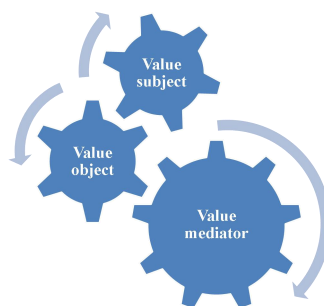
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education mode of ideological and political education in colleges and improve the effectiveness of practical education.

## 2. The elements and interrelations of the value structure of the ideological and political education community

As the result of the practice of objectification, value is not only related to the object of activity, but also to the activity itself. The structure is the collocation and combination of the components according to a certain arrangement, and represents the objective law of the development of things and the organic arrangement and combination of the constituent elements. The value structure refers to the arrangement and combination of the elements of the value system and their mutual relations. Therefore, the value structure of ideological and political education community is an organism formed by the constituent elements as shown in **Figure 2** below.



**Figure2.** Constituent elements of education community.

### 2.1 The elements of the value structure of ideological and political education community

First of all, at the level of value subject, as the value subject of the educational community, it is not only the educational object of practical education, but also the educated students. Because of the individual differences among college students, there are also differences in their needs. The diversified needs of college students also require the value of practical education community to be diversified, which needs to help college students build a comprehensive quality.

Secondly, at the level of value object, as the value object in the value structure of practical education community, the implementer of education is not only the educational institution and learning, but also the social and enterprise level. The value object is of great significance to the value subject, and has an important influence on its ideological cognition and function. In addition, in the value intermediary layer, it plays an important role in promoting the value transmission between the subject and the object of value, which not only satisfies the transmission of the value of the subject, but also satisfies the acquisition of knowledge by the object of value. Therefore, the role of the value intermediary cannot be ignored.

### 2.2 The relationship between the elements of the education community

First of all, at the level of value subject and value object, value object has an important impact on the operation direction of value structure, not only guiding the operation direction of value structure, but also playing an important role in the development direction of value subject, promoting the relationship, and value object plays a leading role, while value subject has an important impact on the enthusiasm of value object. Secondly, in the internal relationship level of value object, the value object of education community is one education system which composed of many parties. Among them, colleges and universities play an important role in the main responsibility of education, while enterprises play an important role in providing information and education practice. In addition, the society plays the role of coordinating the educational objects, so as to promote the educational practice.

### **3. The construction strategy of ideological and political education community**

#### **3.1 Strengthen the pertinence of practical education based on problems**

To enhance the pertinence of practical education based on problems is not only the embodiment of scientific education methodology, but also an important guarantee to promote the summary of experience and lessons. Besides, in order to strengthen the pertinence of practical education, it is necessary to take pertinence countermeasures based on the existing problems, as well as the common problems, individual problems, superficial problems and deep-seated problems in the work of education, so as to solve them fundamentally and effectively promote the construction of the community of higher education and education.

#### **3.2 Adhere to co-construction and sharing principle to build the education community**

In the process of practice of educational community, it is difficult for colleges and universities to play the overall function and role only by their own power. Therefore, it is necessary to gather the synergy of all the value objects of enterprises and society. To insist on sharing and co-construction is to give full play to the group wisdom of education community through the integration of resources and values, as well as the clarification of the responsibility and power of value objects. In addition, the principle of co-construction can give full play to the advantages and functions of each value object, so as to achieve more educational achievements, maximize the value of the educational community, and make all parties get their due interests through the principle of sharing.

#### **3.3 Adhere to the principle of practical innovation and find out the coordination points**

First of all, universities need to formulate targeted education programs based on the needs of social and economic development, and jointly promote the construction of education practice education community with other value objects. Secondly, based on the guiding effect of the application policy, it should make other value objects actively participate in the process of education, and promote the organic coordination and integration of resources among society, enterprises and universities, so as to realize the talent training joint force of education community from the perspective of social responsibility and education objectives.

### **4. The construction path of ideological and political education community**

#### **4.1 Establish the basic principles of educational community**

First of all, it should follow the law of talent growth, guide the development and growth of students, and establish an effective education platform to ensure the smooth implementation and development of education. Secondly, it should promote the all-round development of students, give them rich experience and spiritual enjoyment in the process of education, so as to promote the improvement of students' ability and quality in all aspects, and coordinate students to correctly deal with the problems of interpersonal communication and exchange. In addition, based on the basic principles of educational community, the ocean demonstrates the essence of practical educational community, so as to give full play to the role of community in education. Therefore, it should make full use of the elements of the educational community, so that the elements can operate in a harmonious and orderly state, and ensure the maximum play of the role of the educational community.

#### **4.2 Operation carrier of innovation and education community**

First of all, with the rapid change of network media, higher requirements are put forward for the effectiveness of education, so it is necessary to strengthen the use of network media in teaching practice, and give full play to the advantages of network media in the process of education. Secondly, it is necessary to give full play to the role of cultural carriers, give full play to local advantages, adhere to morality and cultivate people, so as to further improve the educational effect of the educational community. In addition, attention should be paid to the role of interpersonal



relationship carriers. In the process of community construction, it should rely on the cooperation platform, drive education projects, set up core courses based on development needs, and carry out comprehensive cooperation among education communities based on the construction of production, learning and research platform, so as to promote the construction of achievements.

### 4.3 Improve the joint force mechanism of educational community

First of all, it should establish an efficient coordination mechanism to integrate the internal and external systems into a unified whole, and realize resource sharing, department linkage and full participation. Secondly, it should give full play to the leading role of university teachers, the organization and guidance role of counselors and the supporting role of social groups. In addition, it should strengthen the operation guarantee system of the educational community, and increase investment in the construction of activity sites, funds and practice sites. Finally, it should optimize the evaluation mechanism, the comprehensive quality evaluation, the evaluation system and the content of education experience evaluation, and bring the specific requirements of education into the evaluation system, so as to better promote the construction of the community.

## 5. Conclusion

With China's active integration into the process of globalization, the collision with other cultures is more and more frequent, which brings challenges to the development of ideological and political education discipline, and puts forward an urgent demand for the construction of the practical education community in colleges. Therefore, it is necessary to combine colleges with the society organically, so that all links of practical education can be seamlessly connected. In summary, it should strengthen the pertinence of practical education based on the problem orientation, adhere to the principle of practical innovation, find out the coordination point of the education community, establish the basic principle of the education community, innovate the operation carrier of the education community, and improve the joint force mechanism of the education community, so as to better promote the construction of the community.

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# Journal Introduction

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