

Research on the Innovation Path of Ideological and Political Education for College Students in the New Era: A Perspective from Youth Volunteer Service in Colleges and Universities

Xiaofei Liu

Huanghuai University, Zhumadian, Henan, 463000, China

ABSTRACT

As society continues to progress and develop, ideological and political education for college students in the new era actively adapts to new changes and responds to new challenges, and becomes more profound and systematic. Volunteer service, as an effective approach to bridge theory and practice, adapts well to the profound societal transformations of the new era. These transformations include structural adjustments in social forces, conflict resolution, and social pattern exploration. Such adaptability is achieved through its distinctive features of philanthropic engagement, flexibility, and adaptable frameworks. To innovate the path of ideological and political education through volunteer service is to integrate the inherent requirements of ideological and political education into all aspects of volunteer service activities, so that college students can be immersed in these activities through purposeful, planned and organized volunteer service activities, and facilitate character building through experiential pedagogy through immersion education. The innovation of the ideological and political work path of college students in the new era based on the practice of volunteer service activities is of great significance to the establishment of character development in colleges and universities and the cultivation of a new generation of youth.

KEYWORDS

College students; Ideological and political education; Volunteer service; Innovation

1 Introduction

The quality of ideological and political education for college students directly impacts the efficacy of moral cultivation and talent development, and also profoundly affects the construction of the great cause of socialism with Chinese characteristics and the realization of the second centenary goal.

In the new era, evolving national development needs and challenges in ideological-political education demand innovative approaches. This study recommends reassessing students' cognitive, behavioral and psychological characteristics to develop new educational pathways. The "Opinions on Accelerating the Construction of Ideological and Political Work System in Colleges and Universities" emphasizes integrating ideological education with practical activities like volunteer service. This "practice + education" model is crucial for reforming talent cultivation and enhancing educational quality. As a core component of practical education, volunteer service significantly strengthens ideological education and moral cultivation.

2 Concepts and theories related to ideological and political education and volunteer service of college students

2.1 Volunteer service for college students

Volunteer service is an altruistic act in which the public, various organizations and institutions voluntarily dedicate their knowledge, ability, time and other valuable resources to assist in carrying out major activities, solving unexpected disasters or social problems without the purpose of material reward, reputation or other benefits, and to continuously promote social progress and development and improve themselves.

Collegiate volunteer service constitutes a practical endeavor wherein university students apply their acquired literacy and competencies, agree with the concept of volunteer service, and manifest their pursuit of intrinsic values in their behaviors; it is a social practice activity with a high degree of participation, wide coverage, and wide praise; college students, with rich professional knowledge, lofty ideals, enthusiasm, and willingness to dedicate themselves, have become an important force in the volunteer team. College students' volunteer service has become a shining business card of China's volunteer service in the new era.

2.2 Connotation of Ideological and Political Education

Ideological and political education is a kind of purposeful, planned and organized educational activities focusing on

ideological education for members of society. Specifically, ideological and political education for college students means that universities, colleges and universities, government agencies or certain social organizations carry out all kinds of conscious, planned and systematic educational activities for college students with certain ideological concepts, political thoughts and moral standards, so as to cultivate and shape college students continuously. Through theory, classroom, practice and other ways of shaping and influencing the words and deeds of college students, the school carries out ideological and political education for college students to help them establish a correct worldview, outlook on life and values.

2.3 Theoretical foundation and logic

2.3.1 Marxist theory of practice

Marx's theory of practice maintains that social reality is shaped by human practical activities. Marx's philosophical revolution fundamentally reoriented the purpose of philosophy by asserting that while previous philosophers had merely interpreted the world through various theoretical frameworks, the more pressing imperative lies in its transformation. This paradigm shift from contemplation to praxis constitutes an essential prerequisite for progressive societal development, the realization of which is intrinsically dependent upon material practice as the mediating force between theory and reality. The Marxist concept of practice points out that practice is the driving force of understanding and the criterion for testing truth. All the prerequisites of social life are created by practical activities, and so is the development of people and times. The comprehensive development of college students should be in the whole process of combining theoretical knowledge learning and practical exercises. Lack of practical exercise will cut off the transformation of "knowledge" and "action"; without real social experience, the mastery of theory will not be profound enough.

2.3.2 The theory of comprehensive human development

Marxism is a scientific worldview and methodology. All it seeks is the complete liberation of the proletariat and all mankind in the world. Marxism's theoretical views on anthropology, especially on the free and comprehensive development of human beings and other theories for us to carry out volunteer service, deepen the connotation of volunteer service education, provide a theoretical basis, laid the cornerstone of the research.

2.3.3 The fit between ideological and political education and college students' volunteer service

The guidelines of ideological and political education and volunteer service for college students in China are basically the same, both always adhere to the guidance of Marxist theory, implement the guidelines and policies of the Party and state on education, and promote the socio-economic development of China and the great rejuvenation of the Chinese nation in the new era. They both contain the mission and responsibility of promoting the growth and development of college students, improving their moral cultivation, shaping their character and behavior, and promoting their practice of Socialist Core Values.

In terms of basic guidelines, both always adhere to the character cultivation as the first, and closely combine the education of people with self-education; maximize the leading role of the school, but also stimulate the endogenous nature of college students, guiding the students to self-management and self-service; and both talk about the facts and address practical issues. Finally, the ideological and political education of college students is basically consistent with the spiritual qualities of volunteers. The dedication and mutual help shown by college student volunteers in practical services are the same and compatible with the qualities that ideological and political education inherently requires college students to have.

3 Exploration of an innovative ideological and political education path for college students

Volunteer service effectively bridges theory and practice in ideological-political education, enabling college students to cultivate moral character while serving society. By systematically organizing diverse volunteer activities and deeply integrating them with ideological education, students gain both theoretical understanding and ethical enlightenment through hands-on experience. This approach requires optimizing top-level designs focused on student development, ensuring volunteer service aligns with holistic education and character-building goals.

3.1 Improvement of student volunteer service system

It is recommended that schools promote the continuous development of college students' volunteer service, enhance its effect of educating people, promote the establishment of a more scientific and perfect volunteer service guarantee

system, promote the smooth operation of all aspects of college volunteer service activities, and realize the optimization of the ideological and political education function of volunteer service.

3.1.1 Improve the guarantee system for college students' volunteer services

Improve the guarantee system, mainly from the policy incentives and legal protection to promote college volunteering more vitality, team building more full, so that the volunteer service activities to play a more guaranteed function of educating people.

The state and society attach great importance to college students' volunteer work, and have promulgated the Volunteer Service Regulations and other documents to ensure the systematic and standardized development of college students' volunteer service. In the new era, the relevant departments need to be more detailed when studying and issuing policies, and improve incentives in line with the actual situation. Particularly in the future career development of college students, to join the government to buy public service posts and other aspects of support. In terms of legal protection, reference can be made to the experience and practices of relevant international voluntary service organizations and legal regulations and other conditions of protection, based on the current social development situation, to further improve the national level of volunteering laws and regulations, and focus on solving the practical problems faced by the current volunteer service, to promote college students to better volunteer service, to help others and educate themselves. Legal provisions should clarify both the rights and responsibilities of volunteers and the rights and obligations of volunteer service organizations and competent agencies. This clarification would enable all parties to fulfill their respective duties effectively.

3.1.2 Improve the management mode of college students' volunteer service

With the help of information technology, colleges and universities have set up online volunteer service management platforms, continuously improved volunteer selection procedures and processes, and enhanced the match between demand and ability. Improve the volunteer access mechanism, clarify the volunteer selection norms, etc., strengthen the management and service level of the volunteer team, and enhance the professionalization of volunteer organizations.

Colleges and universities strengthen the learning and training of volunteers to ensure the quality of volunteer service and social effects. On the one hand, the training of volunteer service related theory and skills education, volunteer service to reach, volunteer duties and other aspects of the content. For service projects with high professional and technical requirements in specialized fields, integrate college faculty to carry out professional skills training on a regular basis to improve the professional competence of volunteers. On the other hand, it strengthens the emergency drills in case of emergencies, and endeavors to improve the ability of college volunteers to deal with emergencies.

Strengthen the positive incentives for volunteer service. Based on the unpaid nature of volunteer service, we insist on spiritual encouragement and material incentives. Especially in the case of dangerous volunteer service and large-scale comprehensive volunteer service, the outstanding volunteer organizations or volunteers will be commended. Summarize evidence-based best practices and advanced models in a timely manner, using various media at all levels and other positions to increase publicity and reporting, widely publicize the concept of volunteer service, and create a good atmosphere. For problems arising from volunteer service, it will put forward improvement countermeasures and suggestions in an appropriate way after evaluation and summarization.

3.1.3 Strengthening the comprehensive ability of college students in volunteer service

Volunteer service has the unique advantage of promoting the unity of knowledge and action among college students and improving their self-management level. It is also an intrinsic requirement of volunteering for college students to improve their comprehensive quality and ability, which will help them carry out volunteering activities with high quality. Volunteer service involves many links and systems, and many places of practice and service have closed transportation and backward economic development. The self-management ability and hard-working quality of volunteers are highly required. It is necessary to improve college student volunteers' resistance and endurance, and to face complicated and difficult situations with a positive and optimistic attitude, so as to encourage them to really maximize what they have learned and what they are good at in volunteer service. College student volunteers are facilitated to strengthen their intrinsic motivation, foster prosocial engagement in volunteer activities, and advance holistic human development through educational practices.

3.2 Strengthening the level of college students' volunteer service platform construction

In the connotation construction of volunteer service in the new era, colleges and universities should actively promote the construction of volunteer service platforms, promote project-based activities and project-branding. Increase the guidance of volunteer service, equipped with instructors who are enthusiastic about public welfare, have high political

quality and strong ability style. Improve the practical education system and promote more volunteer service bases and programs. Colleges and universities, according to the positioning of schooling and volunteer practice, strengthen the top-level design, focus on the new era of national rural revitalization, health China, science and education, and other major strategies, to strengthen the characteristics of the volunteer service project branding, to achieve the full play of the function of volunteer service educating people.

With the help of "Internet+" technology, volunteer service is synergistically promoted online and offline. Integrate and optimize new media resources and network resources to achieve efficient connection. Accurately matching volunteering resources and needs. Promote the interconnection of various types of volunteer service around the world and the integration and sharing of resources. Relying on the advantages of talents, professions and volunteer teams, colleges and universities have made the New Era Civilization Practice Center a base for students to participate in social practice and for teachers and students to carry out volunteer service, and assisted in the construction of the New Era Civilization Practice Center. The twinning of New Era Civilization Practice Centers is included in the winter and summer social practice projects of colleges and universities, and grass-roots colleges are organized and mobilized to carry out volunteer service activities. To help the elderly and disabled, health and hygiene, culture and art, science and technology to enrich agriculture, theory and law, etc. as the key service direction, to create a number of volunteer service boutique projects.

3.3 Effectively exert the function of educating people through volunteer culture in colleges and universities

3.3.1 Maximize the cultural nurturing value of volunteer service

The cause of volunteer service in the new era has made great progress, providing abundant nourishment for the development of volunteer culture. In the long-term practice of volunteer service, the majority of volunteers based on the needs of the country and society through the implementation of projects, values, brand image, excellent service and other condensed spiritual qualities is the concentrated embodiment of volunteer culture. Once the public identifies with the spirit and culture of volunteer service, it is often possible to continue to devote themselves to the cause of volunteer service. Colleges and universities should closely rely on the nurturing function of volunteer culture to enrich the path of college students' ideological education, and to promote soul cultivation and spiritual civilization construction. Volunteer culture as a main line, throughout its entire process, guiding college student volunteers to regulate their own behavior, practice the concept of civilization, and promote the harmonious development of society. Volunteer culture can more profoundly affect the moral cognition of college students, guide them to obtain positive feedback in the practice of volunteer service, and realize the two-way benign interaction.

3.3.2 Playing the value of role model culture in educating people

Exemplary volunteers exert multidimensional influence through their distinctive charisma, fostering cultural consciousness among college students. This role model culture, embodied by advanced volunteers, serves as a vital force for intellectual enlightenment and ideal formation. Higher education institutions should maximize the moral value of such exemplars in character education. Contemporary role models, with their era-specific attributes and compelling narratives, effectively inspire students to engage in volunteer service and pursue self-realization. Furthermore, universities should employ student-preferred communication channels and modern media platforms for outreach. Through this figurative culture, institutions can subtly shape students' values, enhance their sense of social responsibility, and cultivate selfless dedication and noble ideals.

References

- [1] Xi Jinping. Hold high the great banner of socialism with Chinese characteristics to build a modern socialist country in an all-round way. Unity and Struggle-Report at the 20th National Congress of the Communist Party of China (October 16, 2022) [M]. Beijing: People's Publishing House, 2022.
- [2] Wang X.X.The civic-political function of collegiate volunteering[J].Secondary School Politics Teaching Reference,2022(09),90.
- [3] Huang R.j,et al.Exploration of the Integration of Volunteer Service and Talent Cultivation in Colleges and Universities[J].Journal of Zhengzhou Light Industry University (Social Science Edition),2021(08),90-96.
- [4] Li H.I, et al. Ideological and political education of college students from the perspective of youth volunteer service in colleges and universities [J].Journal of Xi'an University of Electronic Science and Technology (Social Science Edition),2020(12),98-102.
- [5] Pan C.I.The Role Mechanism and Realization Path of the Educational Function of College Volunteer Service under the New Situation[J]. Ideological Education Research,2021 (03),126-130.