

# An Analysis of Strategies to Enhance the Practical Effectiveness of Ideological and Political Education in Colleges and Universities from the Perspective of Fostering Virtue and Cultivating Talent

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**Abstract:** Fostering virtue and cultivating talent serves as the fundamental mission of education in the new era, and the practical effectiveness of Ideological and Political Education (IPE) in higher education institutions is a crucial guarantee for fulfilling this mission. Currently, IPE in colleges and universities faces realistic challenges such as a disconnect between theory and practice, a singular mode of educational methods, a lack of synergy in educational forces, and the impact of the complex online environment. Based on the perspective of fostering virtue and cultivating talent, this paper systematically analyzes these predicaments. It proposes that the fundamental way to enhance effectiveness lies in adhering to a student-centered approach. Specific strategies include: innovating educational content and methods to strengthen appeal and affinity; promoting the deep integration of ideological and political education with all academic disciplines to construct a comprehensive educational ecosystem; optimizing the development of the teaching faculty to enhance the comprehensive quality and educational capabilities of educators; and actively leveraging new media technologies to innovate educational carriers and expand educational influence. This study aims to provide theoretical insights and practical references for deepening the reform of IPE in colleges and universities and improving its quality in the new era.

**Keywords:** Fostering Virtue and Cultivating Talent; Ideological and Political Education in Colleges and Universities; Practical Effectiveness; Educational Strategies; Comprehensive Education

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## 1. Introduction

### 1.1 Research Background and Significance

The report of the 20th National Congress of the Communist Party of China once again emphasized the implementation of the fundamental task of "fostering virtue and cultivating talent" and strengthening and improving ideological and political work in the new era. College students are valuable talents for the country's future development, and their ideological and moral standards, political literacy, and sense of social responsibility are directly related to the future and destiny of the nation. As the main channel for fostering virtue and cultivating talent in higher education, IPE's practical effectiveness is a key indicator for measuring the success of talent cultivation in colleges and universities. In the current complex and changing domestic and international environment, and amidst the profound impact of information technology, the ideological concepts, ways of thinking, and behavioral patterns of college students have undergone new changes. Traditional IPE models face challenges in terms of appeal, penetration, and effectiveness. Therefore, exploring effective strategies to enhance the practical effectiveness of IPE from the perspective of fostering virtue and cultivating talent is of great theoretical and practical significance for cultivating new-era builders and successors who are well-rounded morally, intellectually, physically, aesthetically, and labor-wise, and who are capable of shouldering the great task of national rejuvenation.

### 1.2 Literature Review

Scholars have conducted extensive research on the effectiveness of IPE. Existing research mainly focuses on the following aspects: First, exploring the connotation, characteristics, and evaluation dimensions of IPE effectiveness. Second, analyzing the influencing factors of effectiveness, including factors related to educators, students, educational content, methods, carriers, and the environment. Third, proposing pathways to enhance effectiveness, such as reforming teaching methods, strengthening practical education, and building a faculty team. These studies

have laid a solid foundation. However, research that systematically integrates the perspective of "fostering virtue and cultivating talent" as a logical starting point and core concept to comprehensively analyze realistic predicaments and propose systematic strategies remains insufficient. This paper aims to make a marginal contribution in this area.

### **1.3 Research Objectives and Methodology**

This paper aims to, based on the fundamental requirement of "fostering virtue and cultivating talent," conduct an in-depth analysis of the main predicaments currently faced by IPE in colleges and universities, and systematically propose a strategic system to enhance practical effectiveness. The research methods mainly include literature analysis, theoretical research, and comparative analysis.

### **1.4 Structural Framework of the Paper**

Following the logical sequence of "raising the question, analyzing the problem, and solving the problem," this paper is divided into five parts. Following the introduction, the second part clarifies the intrinsic requirements of "fostering virtue and cultivating talent" for IPE effectiveness; the third part analyzes the main realistic predicaments; the fourth part proposes specific enhancement strategies; and the final part presents the conclusion.

## **2.The Connotation and Intrinsic Requirements of "Fostering Virtue and Cultivating Talent" for IPE Effectiveness**

### **2.1 Core Connotation of "Fostering Virtue and Cultivating Talent"**

"Fostering virtue and cultivating talent" is the fundamental mission of education in the new era. "Virtue" refers to moral character, ideological and political literacy, and core socialist values, representing the direction of education. "Cultivating talent" refers to professional knowledge, skills, and innovative and practical abilities, representing the content of education. The two are an organic whole, with fostering virtue as the foundation and cultivating talent as the goal. Education must integrate the cultivation of moral integrity with the transmission of knowledge, integrating ideological guidance and value shaping into all aspects of knowledge impartation and ability cultivation, guiding students to become well-rounded individuals with firm ideals and beliefs, deep patriotic feelings, excellent moral qualities, rich knowledge, and the ability to contribute to society.

### **2.2 The Inherent Unity Between "Fostering Virtue and Cultivating Talent" and IPE Goals**

The fundamental task of IPE is to use scientific theories to educate and guide people, to consolidate the guiding position of Marxism in the ideological field, to cultivate and practice core socialist values, and to promote the comprehensive and healthy development of students. This is highly consistent with the core requirements of "fostering virtue and cultivating talent." From the perspective of fostering virtue and cultivating talent, the effectiveness of IPE should ultimately be reflected in whether it effectively promotes the formation of students' correct worldviews, outlooks on life, and values; whether it effectively enhances their identification with the Party's theories, lines, principles, and policies; and whether it effectively stimulates their sense of historical mission and responsibility to serve the country through knowledge and action. It emphasizes the unity of knowledge and action, and the transformation of internal beliefs into external actions.

### **2.3 Effectiveness of IPE: The Core Indicator for Measuring the Implementation of the Mission**

The practical effectiveness of IPE is a comprehensive reflection and concentrated embodiment of the implementation of the "fostering virtue and cultivating talent" mission. Specifically, it includes cognitive effectiveness (students' understanding and mastery of theoretical knowledge), identification effectiveness (emotional recognition and ideological identification with the educational content), and behavioral effectiveness (applying what they have learned to guide practice and transform behavior). Only when IPE truly enters students' minds, touches their hearts, and guides their actions can it be considered effective, and only then can the goal of fostering virtue and cultivating talent be truly achieved.

### **3. Realistic Predicaments in the Practical Effectiveness of Current IPE in Colleges and Universities**

#### **3.1 Disconnection and Lack of Depth in Educational Content**

Some IPE contents remain at the level of abstract theory and policy interpretation, failing to closely integrate with the ideological dynamics, life experiences, and career planning of contemporary college students, and lacking effective responses to hot and difficult issues in social reality. This leads to a sense of distance and irrelevance for students, making it difficult to trigger deep thinking and emotional resonance, resulting in a "watermelon rind" phenomenon where knowledge is heard but not internalized.

#### **3.2 Singularity and Insufficient Innovation in Educational Methods**

Although teaching methods have improved, in many classrooms, the "cramming" method, with teachers speaking and students listening, is still dominant. The application of interactive, experiential, and inquiry-based teaching methods such as case teaching, seminar-style teaching, scenario simulation, and social practice is insufficient, and the depth and effectiveness of their use need to be enhanced. The educational process lacks sufficient interaction and participation, making it difficult to fully mobilize students' enthusiasm and initiative, affecting the penetration and absorption of educational content.

#### **3.3 Insufficient Synergy in Educational Forces**

The phenomenon of "IPE is solely the responsibility of ideological and political theory courses and student affairs departments" persists. The exploration and utilization of ideological and political education resources within professional courses are insufficient, and the awareness and ability of some professional course teachers to integrate "fostering virtue" into teaching are weak. Additionally, the connection and cooperation between ideological and political theory course teachers, counselors, professional course teachers, and administrative and logistics staff are not close enough, failing to form a cohesive, all-staff, whole-process, and all-round educational pattern, which affects the overall effectiveness of education.

#### **3.4 Challenges and Impacts of the New Media Environment**

The openness, interactivity, and concealment of the network have brought unprecedented challenges to IPE. Massive amounts of online information, diverse value concepts, and erroneous social thoughts (such as historical nihilism, extreme individualism, etc.) constantly impact students' ideological concepts. The lag in the construction of online IPE positions, the lack of attractiveness of content, the weakness in public opinion guidance, and the lack of timeliness in response make it difficult for mainstream ideological discourse to effectively penetrate and occupy the online front, and even cause some students to have doubts or misunderstandings about classroom education.

### **4. Pathways and Strategies to Enhance the Practical Effectiveness of IPE from the Perspective of Fostering Virtue and Cultivating Talent**

#### **4.1 Deepening Content and Methodological Reform to Enhance the Appeal and Affinity of Education**

(1) Innovating Educational Content: Adhere to problem-oriented and demand-oriented approaches. On the basis of deeply interpreting theoretical principles, closely integrate the national development strategy, social hot issues, and students' growth needs. Use vivid cases, detailed data, and profound comparative analyses to explain the rationale, making theories concrete, vivid, and grounded. For example, integrate the great practice of Chinese modernization, the spirit of scientists, and stories of model workers into teaching, making education both lofty and down-to-earth.

(2) Diversifying Educational Methods: Vigorously promote heuristic, inquiry-based, and participatory teaching. Increase the proportion of case analysis, group discussion, debate, and scenario simulation. Utilize high-quality social practice bases to organize students to engage in social surveys, voluntary services, and professional internships, guiding them to understand the national context and society in practice, deepen their understanding of theory, and

cultivate feelings for home and country. Utilize virtual simulation technology to develop immersive teaching resources for ideological and political courses.

#### **4.2 Promoting the Deep Integration of Ideological and Political Education with All Disciplines to Build a Comprehensive Education Pattern**

(1)Deepening Curriculum Ideology and Politics: Fully leverage the educational function of all courses, systematically sort out and explore the ideological and political elements and educational functions contained in various professional courses, and integrate them naturally into professional teaching. For example, engineering courses can emphasize the spirit of craftsmen and scientific ethics; medical courses can emphasize the spirit of healing the wounded and saving the dying and medical ethics; art courses can emphasize aesthetic education and the cultivation of sentiments. Formulate guidance plans for curriculum ideology and politics and compile case sets to provide support for teachers.

(2)Improving Collaborative Education Mechanisms: Establish a regular communication and collaboration mechanism between ideological and political theory course teachers, counselors, and professional course teachers. Hold joint teaching and research meetings, collective lesson preparation sessions, and case study meetings to discuss student ideological dynamics and educational methods. Clarify the responsibilities of all faculty and staff in "fostering virtue and cultivating talent," incorporating the effectiveness of ideological and political education into the assessment and evaluation system for relevant positions, forming a joint educational force.

#### **4.3 Strengthening Faculty Development to Improve Educators' Comprehensive Literacy and Educational Capacity**

(1)Enhancing Teachers' Comprehensive Literacy: Ideological and political educators must first have firm beliefs, deep feelings, and solid theoretical foundations. It is necessary to strengthen the study and training of teachers' theories, continuously improve their political judgment, understanding, and execution. At the same time, attention should be paid to cultivating teachers' humanistic care, understanding and caring for students' growth, and becoming good teachers and helpful friends to students.

(2)Improving Educational Teaching Abilities: Organize regular teaching competitions, observation activities, and training, encouraging teachers to explore and innovate teaching methods and artistic approaches. Support teachers to conduct teaching research on the effectiveness of ideological and political education. Establish a mentoring system for young teachers to help them grow quickly.

(3)Optimizing Incentive Guarantee Mechanisms: Increase policy inclination and support for ideological and political education teachers, ensuring their status and treatment. Establish a scientific evaluation system that focuses on educational and teaching effectiveness and student satisfaction, stimulating teachers' internal motivation and creativity.

#### **4.4 Innovating Educational Carriers and Expanding Educational Influence by Leveraging New Media Technologies**

(1)Building a Matrix of Online Education Platforms: Relying on university resources, build high-quality online open courses for ideological and political theory (MOOCs), ideological and political-themed websites, and WeChat public accounts, Weibo, and TikTok accounts. Produce and disseminate micro-lectures, micro-videos, animated interpretations, and other new media products that are in line with network communication laws and appealing to students, making positive energy and mainstream values the strongest presence on the network.

(2)Strengthening Online Interaction and Guidance: Actively engage with students on online platforms, listen to their voices, and respond to their concerns. Organize online thematic discussions, Q&A sessions, and interviews. Train and establish a team of online public opinion guides among students to promptly discover and guide negative online sentiments, creating a clean and positive campus cyber environment.

(3)Promoting Online-Offline Integration: Deepen the integration of online education resources and offline

classroom teaching, using online platforms for preview, discussion, and extension, and using offline classrooms for in-depth explanation, guidance, and summarization, forming an integrated teaching model.

## 5. Conclusion

Enhancing the practical effectiveness of IPE in colleges and universities is a systematic project and a long-term task. From the perspective of "fostering virtue and cultivating talent," it is necessary to closely focus on the fundamental goal of cultivating new-era talents who are worthy of the great task of national rejuvenation. We must adhere to a student-centered approach, follow the laws of education, ideological and political work, and student growth. By deepening reform and innovation in educational content, methods, and carriers, promoting the deep integration of ideological and political education with all disciplines, strengthening the construction of the teaching faculty, and actively responding to challenges in the new media environment, we can continuously enhance the appeal, affinity, and penetration of IPE. Only in this way can IPE truly take root, blossom, and bear fruit in the hearts of students, effectively fulfilling the fundamental mission of "fostering virtue and cultivating talent" and making new and greater contributions to cultivating generations of capable individuals for the Party and the country.

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