

Research on the Discourse System of College Students' Ideological and Political Education Based on the Concept of Social Needs

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Abstract: IPE (Ideological and Political Education) is a highly practical subject. To study its discourse system, it is necessary to constantly update and improve theoretical data, and its core values should be integrated into teaching practice. The author believes that to solve the confusion in the field of IPE, we should start from the perspective of social needs and realize it through the transformation of IPE discourse system. Through the study of IPE subject discourse, this paper sorts out the achievements and shortcomings of IPE subject discourse system in the development process since the reform and opening up. Following the development logic of cultural self-confidence, this paper puts forward the concrete path of constructing college students' IPE discourse system.

1. Introduction

Socialist harmonious society is a society in which all people do their best, get what they want, and live in harmony. It is a society characterized by democracy, rule of law, fairness and justice, honesty and friendship, vitality, stability and order, and harmony between man and nature. IPE contains the scientific dialectic of the effectiveness of national education construction, and is an important link to realize the organic combination of Marxist theory and the development path of Chinese modern education [1].

For a long time, IPE discourse system has been a hot topic in academic research, but the connotation of discourse resources is not clearly defined. Therefore, how to use the concept of social needs to change the ideology and political education of universities has become an important issue that universities have been actively concerned about in recent years. In the context of new media, this is especially true for the research of constructing the platform of university political education. Thinking about the confusion in the field of IPE and putting forward solutions can be realized from the perspective of social needs through the transformation of IPE discourse system.

2. IPE Discipline Discourse

Educational discourse refers to the process of deduction, reasoning and narration in the field of pedagogy. Simply put, it refers to a speech symbol system that is used to promote communication between discourse subjects in a specific language context, and to describe, explain, evaluate and construct some special information or content through certain language practice rules and rules in the process of educational practice [2-3].

IPE, as a highly practical subject, needs to constantly update and improve its theoretical data to study its discourse system. It should integrate its core values into teaching practice, combine the background of the times, innovate on the basis of inheritance, and better adapt to the development of the times in the process of innovation. IPE discourse not only has the basic elements, characteristics, connotations and functions of general discourse and educational discourse, but also has the characteristics of IPE discourse itself, which reflects the particularity of IPE discipline.

IPE discourse system is not a simple symbol system, but an organic whole composed of various elements. The overall unified function of each element is far greater than the simple addition of a single element [4]. Content is the key of IPE discourse, which dominates the development direction

of IPE discourse. The core of IPE discourse is indoctrination, persuasion and propaganda. Therefore, the construction of IPE discourse system for college students mainly involves indoctrination, persuasion and propaganda. The main field of college students' IPE discourse system construction is school. Therefore, this paper mainly discusses the significance of school environment to college students' IPE discourse system construction. In addition, factors such as inter-discourse and discourse communication are also the components of IPE discourse system.

3. The Function of IPE Discourse System

3.1 Social Practice Level

Socialist core values are the main melody melody of IPE in China today. Under the wave of multiculturalism, the construction of college students' IPE discourse must learn from foreign excellent cultures and even specific educational discourse. From the perspective of discipline, the development of discourse system on the one hand strengthens the holistic and systematic study of Marxist theory [5]; On the other hand, by strengthening discipline construction, integrating resources, gathering strength, and jointly tackling key problems, we can face up to major practical and theoretical problems in the process of education, innovate and develop Marxism, and create an innovative theoretical foundation for the ultimate realization of class liberation and human liberation.

The system of discourse permeates all elements of IPE process. In the process of education among educators and educational objects who are mutual subjects, first of all, the two sides of discourse who are mutual subjects adopt specific ways to carry out specific communication activities with specific discourse contents in specific contexts (Figure 1).

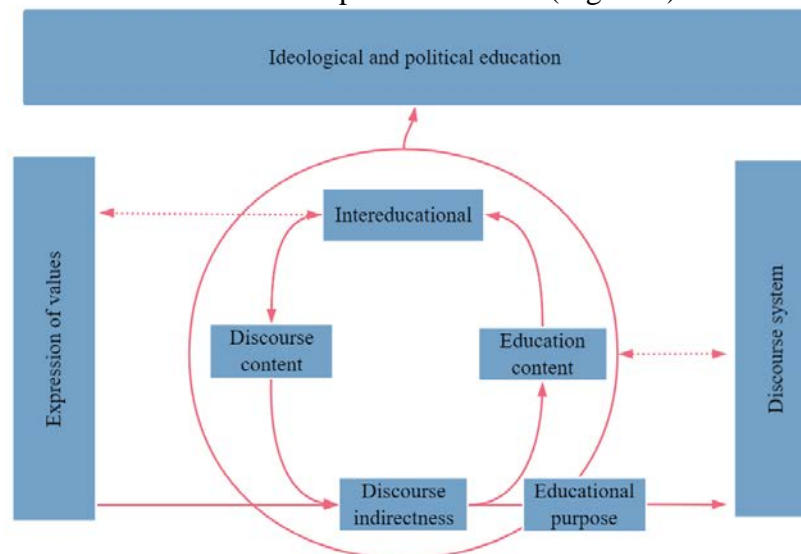


Fig.1 Orientation and Embodiment of Discourse System in IPE Process

The core of discourse description is the content of IPE, and what and how to describe it in a certain context determines the value orientation and effect realization of IPE. The author believes that to solve the confusion in the field of IPE, we should start from the perspective of social needs and realize it through the transformation of IPE discourse system.

3.2 Dynamic Interaction

The emergence and development of IPE and the learning machine of its content have always been centered on social needs. From the perspective of the emergence and development of IPE, IPE has social characteristics. Educational care refers to the overall change of all people's educational status, because under the objective economic and social inequality, education provides people with the opportunity of fair competition and upward mobility, which can significantly improve the living conditions of disadvantaged people and reduce social unfairness [6-7]. The interaction of discourse

power runs through the whole process of IPE, and this discourse interaction is also the externalization of IPE.

3.3 Dominant Sexual Function

IPE discourse system of college students is constructed under the interaction mechanism between teachers and students. Among them, teachers are the leading force in the construction of discourse system, and college students are the main body in the construction of discourse system. The construction of college students' IPE discourse system from the perspective of cultural self-confidence should adhere to the leading role of teachers. Therefore, teachers should play a leading role in this process, always care about college students' psychological development and behavior trends, and guide college students' IPE practice activities to develop in the right direction, so as to meet the needs of the country and society.

IPE is a practical activity to enhance the effectiveness through discourse. In the process of communication, the effectiveness of language directly affects the educational effect, and discourse carrier is an important link in the construction of discourse system. University teachers should make use of all carriers conducive to the construction of college students' IPE discourse system, and construct college students' IPE discourse system in all aspects [8]. Teachers play a leading role actively, so as to eliminate the influence of bad factors and prevent problems before they happen.

4. Construction of IPE Discourse System for College Students

Social needs are a dynamic and changing process. Therefore, it is very important to grasp the eternal theme of social needs, which are related to the ultimate concern of human beings. Therefore, happiness, wisdom and growing satisfaction are the inexhaustible motive force for their employment [9]. Based on the concept of social needs, this paper studies the construction of university IPE discourse system under the concept of social needs. The framework of discourse system construction based on the concept of social needs is shown in Figure 2:

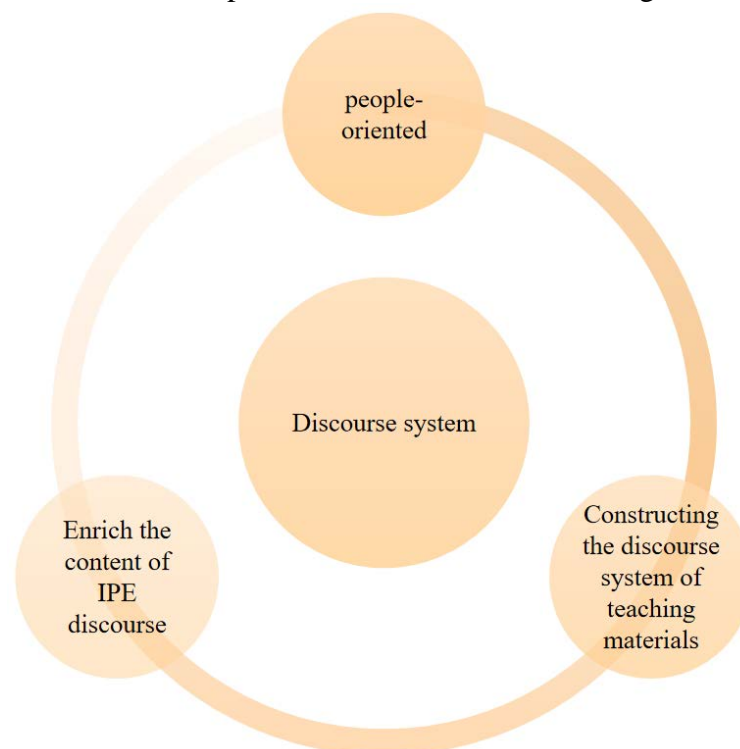


Fig.2 Frame Diagram of Discourse System Construction Based on Social Needs

4.1 Integrate into the Concept of Social Needs and Constantly Enrich the Content of IPE Discourse

If IPE discourse wants to keep vigorous vitality, it must not only have its own discourse style,

but also conform to the discourse characteristics of the times, so as to endow it with continuous vitality and vitality. Therefore, in the process of mutual learning between new network terms and IPE discourse, we should guard against the influence of the disadvantages of diversified thoughts on contemporary college students' behavioral norms. At the same time, on the basis of expanding and innovating the content and form of discourse, we should also keep its politics and principle and resolutely safeguard the main position of IPE discourse.

To guide students' feelings, improve their discourse level, IPE's discourse content must always adhere to the guidance of Marxist theory. The effectiveness of the discourse system depends on young students' acceptance and recognition of the discourse content. A warm discourse can enhance the affinity of IPE, and grasping and solving the educational guidance students need and expect can win students' thoughts and hearts. Targeted in-depth counseling; In daily communication, we should pay attention to establishing the relationship of mutual trust and understanding, actively respond to students' ideological trends and life needs, constantly improve working methods and contents, find out the accuracy of discourse, and promote IPE to improve quality and efficiency.

4.2 Adhere to Humanism and Value

People-oriented promotes the harmonious development of man and nature, man and society, and man and man. The essential requirement of socialist society is to evolve into a process of harmonious development, that is, to melt the continuous improvement of human subjectivity into the harmonious development of man and nature, man and society, and man and man through the reform and improvement of social organism itself.

The concept of social needs refers to the concept centered on adapting to and meeting the needs of social development. Obviously, it is a kind of instrumental rational thought, and a concept opposite to humanism. The idea of social needs mentioned by the author is to adapt to and promote the development needs of society on the premise of maximizing the value of people's own development. Education should not only meet the development needs of the society, but more importantly, it should play its social function-leading and promoting the development needs of the society.

In the new era, IPE discourse must adhere to the core value concept of people-oriented, and realize the synchronous development and harmonious progress of social and educational activities [10]. Starting from the characteristics and actual needs of the educated object, we should change the educational concept, teach students in accordance with their aptitude, have an equal dialogue with the educated object, communicate effectively, and pay attention to mobilizing their awareness of active participation, so that the educated object can realize self-worth and move towards all-round development. And absorb and use the new network media's novel expression and colorful discourse content to help college students solve their ideological confusion and guide them to establish correct ideological cognition.

4.3 Construct the Discourse System of Textbooks At All Levels

As a mature science, IPE only relies on the fine tradition summed up from working practice, which obviously can't adapt to reflect the essential characteristics and social functions of IPE under any circumstances. At present, although many colleges and universities set the employment guidance course as a compulsory course, because the course is for all students, the shortage of teachers is very prominent. There are various teaching materials for employment courses used by colleges and universities. Some colleges and universities use the teaching materials compiled by the Ministry of Education, some by provincial education departments, some by themselves, and some even have no teaching materials for employment courses.

How to develop the value of the curriculum, so as to fully stimulate students' learning motivation and make them happy and eager to learn. The author believes that in every course implemented, to expand the connotation and extension of knowledge and make it really work, as long as it points to students' long-term development and soul turn, it is the embodiment of the eternal needs of the society. Therefore, improving the teaching quality is also an effective way to expand the curriculum horizontally.

In the past IPE course environment, the guidance of the concept of social needs was lacking, and most employment courses in colleges and universities ignored the social needs, thus reducing the teaching effect of employment courses. The discourse of IPE subject textbooks will be constantly updated with the development of the times and society. To keep pace with the times, we should pay attention to the development of discourse theory, promote the China, modernization and popularization of Marxism, and build an ideology with strong guiding force and cohesion. IPE is the main way to spread Marx's theory, and the construction of IPE subject textbook discourse system should be based on the new era.

5. Conclusions

IPE contains the scientific dialectic of the effectiveness of national education construction, and is an important link to realize the organic combination of Marxist theory and the development path of Chinese-style modern education. The core of discourse description is the content of IPE, and what and how to describe it in a certain context determines the value orientation and effect realization of IPE. To solve the confusion in the field of IPE, we should start from the perspective of social needs and realize it through the transformation of IPE discourse system. We need to start with the social needs and reform and innovate them. People-oriented promotes the harmonious development of man and nature, man and society, and man and man. Melt the continuous improvement of human subjectivity in the harmonious development of man and nature, man and society, and man and man. To keep pace with the times in the discourse system of teaching materials, we should pay attention to the advancement of discourse theory, and we must promote the China, modernization and popularization of Marxism.

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