Research on the Innovation of Online and Offline Mixed Teaching Reform of Ideological and Political Courses in Universities in the New Era

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Abstract: *In university courses, ideological and political courses are very important for cultivating students' outlook on life and values. Teachers should combine the main situation of ideological and political courses in universities, innovate teaching models, further ensure students' ideological and moral levels, and improve the quality of talent cultivation in all aspects. Teachers should combine the personal characteristics of students to construct a mixed online and offline teaching mode for ideological and political courses in universities, select scientifically appropriate textbooks, and build and improve the teaching resource library, in order to better ensure the smooth implementation of teaching activities and form an education system that meets teaching objectives. This article will mainly discuss the relevant content of ideological and political courses in universities.*

Keywords: universities; Ideological and political courses; Online and offline blended teaching; reform.

1. INTRODUCTION

With the continuous development of modern information technology, teachers can use information technology to reform online teaching models. However, for universities, offline teaching is a relatively important form of development. Therefore, teachers should combine the actual situation of students to build a mixed online and offline teaching model, and build efficient online classrooms based on relevant technologies such as the Internet and big data, Build a teaching platform that integrates theoretical knowledge teaching and practical training. The implementation of ideological and political courses can not only help students form correct ideological cognition, but also do a good job in career planning and employment guidance for college students, and improve the employment rate of universities. In the context of the development of the new era, university teachers should comply with the trend of the times, achieve comprehensive coverage of teaching information resources in offline classrooms, help students establish correct outlooks on life and values, and fully consider teaching design to build appropriate teaching platforms.

2. THE CONNOTATION AND CHARACTERISTICS OF TEACHING MODELS

2.1 Connotation analysis

The mixed online and offline teaching mode utilizes the Internet and big data technology to better expand teaching resources and connect teaching content. Relevant personnel should combine the main characteristics of the development of the new era to build a complete ideological and political education system, organize students to use online platforms such as animations and videos, and unleash students' enthusiasm for independent learning. By using offline classrooms, teachers can provide targeted Q&A and guide students to participate in social practice. The blended teaching model is an important product of the development of modern internet, It is an important part of promoting deepening teaching reform, to some extent, blended learning. The teaching mode can activate students' thinking and enable them to participate in ideological and political teaching activities with a more positive attitude.

2.2 Main features

The mixed online and offline teaching mode has various characteristics of modernity, compatibility, and innovation. Teachers can use information technology to obtain a large amount of online teaching resources and assist them in the teaching design process, better ensuring the richness of teaching content. The modernity and compatibility of blended teaching mode are more reflected in the full application of multimedia technology. In teaching activities, the use of big data technology can further ensure the improvement of teaching efficiency. With the help of advanced information technology, teachers can better ensure the layering of teaching content and have strong compatibility. Integrating blended teaching mode into modern ideological and political subject teaching in universities can better meet the specific requirements of the new curriculum reform, Ensure the effectiveness of teaching. Pay attention and select controversial social hot topics from online resources to stimulate students' discussion enthusiasm. Teachers can also analyze different information and use big data thinking to understand students' learning situation. Starting from students' information points, teachers can choose teaching materials well, enrich students' learning content, expand their horizons, and also enable students to participate more enthusiastically in teaching activities.

3. ANALYSIS OF SPECIFIC OPTIMIZATION MEASURES FOR THE ONLINE AND OFFLINE MIXED TEACHING MODE OF IDEOLOGICAL AND POLITICAL COURSES IN UNIVERSITIES

College ideological and political teachers should combine the personal characteristics of students to innovate the online and offline mixed teaching mode, better conform to students' cognitive patterns, and promote the improvement of teaching quality. The following will analyze specific optimization measures.

3.1 Teachers should choose appropriate teaching materials based on the trend of the times' development

The important goal of carrying out ideological and political courses in universities is to improve students' ideological cognition and improve teaching quality. The combination of online and offline teaching modes by teachers can play a synergistic role in educating students and build a more suitable ideological and political teaching system for modern development trends. Firstly, universities should be guided by the development needs of modern society and choose appropriate teaching materials. In terms of teaching content design, it is also necessary to combine the main content of teaching models and do a good job in transferring students' knowledge. Teachers can fully understand students' corresponding content in ideological and political learning through online interactive platforms such as Xuetong, Weibo, WeChat, and Cloud Classroom, Based on changes in student ideology and their understanding of social events.

3.2 Improve and update the teaching resource library

Teachers should improve the online and offline blended teaching mode based on the main goal of ideological and political education, in order to better ensure the effectiveness of education. In the context of the development of the new era, the main carrier for students to obtain knowledge and information is no longer limited to teachers. Students can obtain a lot of interesting content from internet platforms, and their forms of learning knowledge are also more diverse, which can be presented in various forms such as pictures, links, videos, text, etc. The massive network resources can actively expand students' horizons, precisely due to the massive nature of network resources, Some students lack the ability to make independent judgments, which is particularly prone to negative energy affecting their thinking. Universities should strengthen the guidance of teaching resources and fully improve the network resource library. Teachers should take the lead in the ideological and political classrooms of universities. Teachers should process and process ideas and information that are conducive to the healthy growth of students, and use high-quality resource libraries to carry out corresponding teaching activities. This will further evolve the environment for students to obtain information. Teachers can also help students obtain more comprehensive teaching resources by updating the database. Students can download teaching resources to have a more comprehensive understanding of the content of teaching resources. At the same time, teachers can use the function of data statistics to fully understand students' thoughts and cognition, understand the main problems in learning, and design targeted ideological and political teaching plans.

3.3 Integrate online and offline teaching organically

Teachers should actively integrate offline and online teaching, and further promote the reform of ideological and political education in universities. Teachers should use internet technology to build intelligent and efficient ideological and political classrooms for students. Through internet technology, traditional classrooms can be infinitely extended to various aspects, effectively breaking the constraints and limitations of time and space in traditional teaching, and providing students with richer teaching resources. Teachers can use various forms such as websites, videos, images, and text to share teaching resources and stimulate students' discussions on guided learning cases and social topics. In teaching, teachers not only need to impart valuable teaching resources to students, but also need to help them form good learning habits, guide students to constantly think, constrain their behavior, and cultivate students' consistent thinking and behavior. Teachers can use MOOCs to learn from others, Cloud class courses and other apps upload theoretical knowledge materials such as ideological and political education videos, courseware, and teaching syllabus, which can stimulate students' interest in ideological and political learning based on their basic understanding. In the classroom, teachers also need to strengthen the interaction between teachers and students to increase their participation. In addition, teachers can continuously enrich the content of blended teaching models through group collaboration, social practice, online evaluation, and other forms.

3.4 Continuously improving the professional quality of teachers themselves

In the context of modern social development, the primary task of carrying out ideological and political work in universities is to continuously improve the teaching quality of teachers themselves. Teachers are an important medium for knowledge dissemination, and their professional qualities, ideological and political consciousness, and stance awareness will all affect the final teaching quality. Universities should strengthen the exploration of online and offline blended teaching models based on the main forms of ideological and political education, and also innovate in teaching forms. These are all based on teachers' full understanding of blended teaching models. Therefore, teachers should continuously strengthen their comprehensive qualities. Firstly, universities need to strengthen their understanding of the significance of the mixed teaching mode for ideological and political teachers, and at the same time, it is necessary for teachers to strengthen their learning of information technology and

better carry out relevant information technology teaching activities. Teachers should be good at capturing key teaching resources from the massive amount of online information, and scientifically integrate and process them to facilitate students' reading of effective teaching resources. Through regular training, colleges and universities can improve teachers' information literacy. They can also let teachers visit other schools to learn about the teaching methods of ideological and political teachers in other schools, and reform their own teaching models. Colleges and universities should improve teachers' professional quality through various forms to better ensure the orderly development of teaching activities. Secondly, universities should strengthen the cultivation of communication skills among ideological and political teachers. The mental health of college students is already sound, and strengthening communication with them can ensure the development of teaching activities, while also paying attention to the psychological changes of college students and ensuring their healthy growth. Teachers can effectively use online social media to bring students closer and lay the foundation for the development of blended teaching activities. Universities can organize teachers to exchange and discuss topics related to exploring new teaching models. Each ideological and political teacher puts forward several ideas for innovative teaching models, helping other teachers improve their professional qualities and also better learn advanced theoretical system knowledge. During the discussion, the teacher is able to stay updated on current affairs and politics, while also gaining a full understanding of the important role of information technology. After the discussion, the teacher conducted learning on the main measures for optimizing the teaching process of Internet technology by consulting online resources outside of class, and learned to proficiently use modern teaching tools such as MOOCK and Xuetong, and applied them to ideological and political education courses to ensure teaching effectiveness.

3.5 Universities Should Accurately Achieve the Training Objectives of Ideological and Political Courses

From the current employment situation, college graduates have achieved 9.09 million people, greatly exceeding the demand for talent in the market. In the case of saturation of college graduates, enterprises will definitely increase their recruitment threshold to select suitable talents, which puts forward higher requirements for college graduates. College graduates not only need to have solid theoretical knowledge, but also need to demonstrate their communication skills, teamwork ability, and innovation ability. The most important thing is that college graduates should have a strong ideological and moral level, Often, many companies have high requirements for students' moral qualities. In this social context, universities should establish correct talent cultivation goals, reform ideological and political teaching content in a planned and targeted manner, and better align with modern society. Meeting the needs of enterprise development. If the goals of talent cultivation in universities are vague, there will be a mismatch between teaching activities and social development, which will affect the future development of students.

4. CONCLUSION

The integration of online and offline teaching modes in ideological and political education in universities requires further improvement of students' participation in teaching activities, ensuring the fun of teaching content, and integrating high-quality teaching resources into traditional classrooms to strengthen students' absorption of theoretical knowledge in ideological and political education. Universities should take practical background as a specific reference, take various measures for the integration of ideological and political teaching resources, the extension of teaching space, and the innovation of teaching methods. Universities should fully recognize the specific standards for market talent demand, choose more practical teaching materials, which can not only ensure students' cognition and understanding, but also guide students to understand the current employment situation and help them clarify their future employment direction, After understanding the severe employment situation, students will continuously improve their theoretical knowledge system, strengthen the learning of various skills, and enhance their core competitiveness.

In summary, universities should fully understand the importance of society for talent development. The demand for further reform of ideological and political courses requires teachers to strengthen the organic integration of online courses and offline classrooms, integrate massive ideological and political resources on the internet, fully leverage the role of ideological and political course teaching, improve students' ideological and political awareness, promote the improvement of students' core competitiveness, and thus ensure the innovation of ideological and political teaching models in universities.
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