

Research on the Practice of Ideological and Political Education in Holiday Universities A Case Study of Jingdezhen Vocational University of Art

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Abstract

This article takes the summer ideological and political education practice of the School of Economics and Law at Jingdezhen Vocational University of Art as the research object, and explores the mode innovation and optimization path of ideological and political education practice in universities during holidays. Through in-depth analysis of the "Rural Revitalization" themed practical activities carried out by the school in Xixiang Village, Tonggu County, Jiangxi Province, a practical education mechanism centered on party building guidance, professional empowerment, red soul casting, and cultural integration has been summarized. This effectively integrates ideological and political education into various scenarios such as industry research, red education, and folk customs inheritance, promoting the dual improvement of students' ideological and political literacy and practical abilities. Research has found that current ideological and political practices during holidays generally face problems such as prominent formalism, homogeneous content, insufficient resource coordination, and a single evaluation system. In response to this, this article proposes optimization strategies such as strengthening school local linkage, deepening demand orientation, and improving long-term mechanisms, emphasizing the precise docking of social needs through the "demand list+service menu", and promoting the transformation of ideological and political education from "task oriented" to "education oriented". The case shows that the practical model rooted in reality and responding to the propositions of the times can stimulate students' ideological resonance and conscious action, providing replicable experience references for the construction of a "big ideological and political" education pattern in universities in the new era.

Keywords : Ideological and political education; Practical education mechanism; School local linkage

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Background

Social practice for college students serves as a crucial platform for enhancing ideological and political education in universities and fostering practical talent development. Universities fully utilize the summer vacation to organize students to engage in social practice activities such as "going to the countryside" and "returning to hometown". However, the key challenge in ideological and political work in universities lies in how to make ideological and political courses more engaging, allowing students to appreciate the charm of ideological and political education through hands-on experiences and solidify their ideals and beliefs through practical application.

Each university has its own unique approach to ideological and political education during the holidays. This article analyzes the summer ideological and political practice activity carried out by the School of Finance, Economics, and Law of Jingdezhen Vocational University in Xixiang Village, Tonggu County, Yichun City, titled "Remembering the Entrustment, Strengthening the Country, I Am Here. Walking Through Jiangxi and Poyang, Grateful and Advancing." It provides a reference for other universities to carry out ideological and political education activities during the holidays.

Based on its professional characteristics, the college takes "rural revitalization" as the main theme and "party building leadership, research improvement, cultural soul-building, and service co-construction" as the main route. Through investigation and research, red tourism, promoting the use of Putonghua and supporting education, theoretical propaganda, and other methods, the college integrates ideological and political education into the entire process of summer social practice, allowing young students to travel around the countryside, see and understand firsthand, measure the path of rural revitalization with their feet, appreciate the changes brought about by rural revitalization, and guide and help them "receive education, develop talents, and make contributions" in the "big ideological and political course" combined with reality.

Analysis on the practice of Ideological and political education in Colleges and universities during holidays

As an important part of Ideological and political education in Colleges and universities, the practice of Ideological and political education in Colleges and universities during holidays aims to deepen students' ideological cognition through social practice, voluntary service, red education and other activities, but there are still some universal problems in the actual promotion process, as shown below:

The tendency of formalization is prominent and the effectiveness of education is insufficient

(1) obvious task orientation. Some practical activities are aimed at "completing tasks", and students participate passively, such as simply clocking in red scenic spots and writing template practice reports, lacking deep-seated ideological interaction and value guidance.

(2) pay more attention to process than connotation. The activity design focuses on the integrity of the process (such as taking photos and summarizing materials), and ignores the emotional experience and ideological sublimation of students in practice, which leads to the phenomenon of "going through the motions".

Lagging content innovation and lack of attraction

(1) serious homogenization. The forms of activities are limited to traditional visits, research, teaching support, etc., and lack the combination with the hot spots of the times (such as rural revitalization, science and technology serving the country), which is difficult to stimulate students' interest.

(2) divorced from students' needs. Failed to design differentiated programs according to the cognitive characteristics of students of different grades and majors. For example, students of science and engineering may need to combine the practice of science and technology ethics, but the actual activity content tends to be the same.

Weak resource integration and coordination mechanism

(1) insufficient internal and external linkage. The cooperation between universities and social institutions (such as communities, enterprises and red bases) is mostly short-term projects, lacking a stable practice platform and resource support, leading to fragmentation of activities.

(2) the absence of cross departmental collaboration. The coordination among ideological and political teachers, academic and work departments and professional teachers is insufficient, and the practice content has not been deeply integrated with professional education and career planning, forming a joint force of education.

Single evaluation system and lack of feedback mechanism

(1) focus on quantitative assessment. Excessive reliance on hard indicators such as the number of words in the practice report and the length of participation, while ignoring the implicit growth of students' values and social responsibility.

(2) lack of continuous tracking. After the end of the practice, there is a lack of summary and reflection and achievement transformation, and the dynamic changes of students' thoughts are not included in the follow-up education design.

Imbalance between coverage and depth of participation

(1) "elitism" tendency. Key projects are concentrated on a few student backbones, and ordinary students have limited opportunities to participate, or they can only cope with the assessment through "seal practice", which leads to the reduction of the coverage of Ideological and political education.

(2) insufficient in-depth participation. Part of the practice stays in shallow experience (for example, short-term teaching support only completes the teaching task), lacks systematic reflection on social problems, and is difficult to realize the internalization of values.

Lack of guidance and guarantee mechanism

(1) insufficient teachers. Ideological and political teachers' holiday guidance mainly relies on online, which is lack of pertinence; Professional teachers' participation is low, and it is difficult to improve the practical professionalism in combination with the characteristics of the discipline.

(2) security risks. The safety plan practiced in remote areas is not perfect, and the ability to respond to emergencies is weak, which may restrict the activities.

The link between theory and Practice

(1) it is difficult to transfer classroom knowledge. It is difficult for students to transform ideological and Political Theory (such as Marxist Methodology) into the ability to analyze social practical problems, and practice and theory show "two skins".

(2) weakening of value identification. Some students are confused because of their exposure to negative social phenomena (such as grass-roots governance difficulties) in practice. If they lack timely guidance, their original cognition may be shaken.

A case study on the practice optimization of Ideological and political education in Colleges and universities during holidays

Adhere to the guidance of Party building, establish and improve the mechanism and system

The college set up a leading group for summer social practice activities, with the Secretary of the general Party branch as the group leader, the secretaries of each branch as the Deputy group leaders, and the main principals of the office, the students' department, the academic affairs department and the leading counselors as the group members. The leading group meeting was held, the activity plan was formulated in detail, and two teams were established, covering 19 project plans. The practice activities were carried out in groups and batches according to the theme of the activities.

The research on the "one village, one product" base will boost the revitalization of rural industries

Students incarnate as "rural experience officers", shoot micro documentaries and tell the story of rural industry development, effectively enhancing students' ability to integrate theory with practice.

Inherit the red gene and give full play to the red culture to cultivate people

General Secretary Xi Jinping stressed that "we should adhere to the unity of political, ideological and artistic nature, give good guidance, focus on the theme, speak with historical facts, strive to create high-quality exhibition, enhance the expression, communication and influence, and vividly spread the red culture." the students went to Daijia Laowu, Xixiang Village, the former site of the garrison of the third regiment of the seventh division of the 16th Red Army, the revolutionary martyrs' cemetery, the former site of the CPC Tonggu County Committee, the former residence of Chen Yiqun and other places to visit the red footprints. Students are divided into groups in advance, and integrate major historical events and important historical figures according to red resources. Through "immersive" role play, they can reproduce a revolutionary story on the scene every time they go to a key place, pursue the origin of the revolution, cherish the models of predecessors, review the course of struggle, and have a deeper understanding of why the Communist Party of China can, why Marxism can, and why socialism with Chinese characteristics is good.

Deeply cultivate folk culture and enable the integrated development of culture and tourism

General Secretary Xi Jinping stressed that "the cultural industry and the tourism industry are inseparable. We should adhere to the principle of building tourism with culture and highlighting culture with tourism, promote the integrated development of culture and tourism, and let people feel the beauty of culture and cultivate the beauty of the soul while appreciating the beauty of nature." during the "Red Sun Festival" on the sixth day of June in the bronze drum lunar calendar, students helped revitalize the countryside with the power of youth, and presented a cultural feast with ethnic customs for the local villagers through carefully arranged artistic programs such as songs, dances and dramas. At the same time, students made great efforts in "integration", deeply explored the traditional customs of the Red Sun Festival, innovatively designed the characteristic cultural and tourism route of "folk experience+ecological tourism", and incarnated the "Cultural Guide (NPC)" in the activity area to guide tourists' Deep Participation in the whole process and feel the charm of Chinese excellent traditional culture in the form of interactive games, story telling and other interesting forms.

Innovate the rural classroom and create a "propaganda+" mode

General Secretary Xi Jinping pointed out that "we must adhere to integrity and innovation". Students are not limited to venues and forms, go deep into school classrooms, fields and farmyards, and carry out extensive theoretical propaganda activities such as "fire safety and drowning prevention knowledge", "popularization action", "Law Popularization" and "changing customs and customs" through "propaganda+activities", "propaganda+Classroom", "propaganda+volunteer service" and scenario simulation, interactive question and answer, and case sharing, so as to spread the concept of civilization into the fertile soil of the countryside, so that safety knowledge can take root in the hearts of the masses, and draw a new picture of civilization, harmony, peace and happiness in the countryside.

Condolences to the people in need, and services show warmth and responsibility

General Secretary Xi Jinping pointed out that "we must uphold the people first." students actively carried out household visits and consolation activities, sent rice, oil and other consolation items to the five guarantee families, had in-depth conversations with people in need, asked about their living conditions, listened to their voices, and conveyed the care and warmth of the society with practical actions.

Analysis on the effect of education mode

Students' Ideological and political literacy has been significantly improved

The activity adheres to the concept of "small incision" and "big ideological and political", which enables students to have a deeper understanding and understanding of the history of the party and the development of the country, and enhances patriotism and social responsibility.

Students' practical ability is trained

Students actively participate in various practical activities and improve their hands-on ability, communication ability and teamwork ability. For example, by participating in folk cultural activities and tourism promotion design, students not only understand the actual situation of rural industry development, but also learn how to use the knowledge they have learned to solve practical problems.

Students' awareness of social service has been cultivated.

95% of the participating students were able to actively respond to the call of the college's social practice activities during the semester. They went to the community on weekends and holidays, and the school regularly carried out various volunteer service activities, such as household surveys, small classes on weekends, and children's safe survival training, which significantly enhanced their awareness of serving the society.

Analysis of the practice results of Ideological and political education in Colleges and universities during holidays

Improve the quality of the team

To build a high-level social practice team, we must adhere to the "two wheel drive" of teacher guidance and student training. On the one hand, we should establish and improve the teacher training mechanism, systematically improve the professional ability of teachers to plan, organize and guide social practice through special workshops, experience sharing meetings and other forms, and ensure the high quality of practical activities. On the other hand, it is necessary to improve the student echelon construction system, give full play to the role of "mentoring", realize the inheritance of practical experience and skills, and continue to cultivate the backbone team of students with high political literacy and strong practical ability through the ways of old students leading new students and excellent team demonstration.

Precise design activities

To achieve in-depth research and supply and demand matching, the college team should fully communicate with the practice in advance, fully grasp the local actual situation and development needs through field visits, demand research and other methods, and establish a two-way docking mechanism of "demand list+service menu", with the specific needs put forward by the practice unit "order", and the college team can customize the activity plan accordingly, so as to ensure that the practice activities not only meet the students' training objectives, but also effectively solve the practical problems in practice, so as to realize the complementary advantages and win-win cooperation between the college and the locality.

Enhance the effectiveness of publicity

It is necessary to carefully refine the highlights of the activities, transform the typical practices into the experience mode that can be popularized, actively connect with the provincial and municipal mainstream media, establish a normalized communication mechanism, and centrally display the college's characteristic practice cases on the media platform; We should improve the college's official website and official wechat official account, strive to build a comprehensive and multi-level publicity matrix, maximize the communication effect, and continuously improve the college's external popularity and social influence.

Conclusions

Taking the summer ideological and political practice of the school of economics and law of Jingdezhen Art Vocational University as an example, this paper systematically discusses the mode innovation, problem challenges and optimization path of the practice of Ideological and political education in Colleges and universities during the holidays. The ideological and political education is embedded in specific scenes such as rural revitalization, industrial research and folk custom inheritance through multiple practice paths such as party building guidance, professional empowerment, red casting soul and cultural integration, so that students can feel the charm of theory while walking, cultivate the feelings of home and country in practice, effectively solve the problem of disconnection between theory and practice in traditional ideological and political education, and provide fresh samples for ideological and political education in Colleges and universities in the new era.

The current holiday ideological and political practice still faces some common problems, such as the tendency of formalization, the lack of resource coordination, and the single evaluation mechanism. In this regard, it is necessary to further strengthen the school local linkage, deepen the content innovation, improve the evaluation system, and promote the ideological and political practice from "task oriented" to "education oriented", and from "short-term activities" to "long-term mechanism". In addition, we should pay attention to the close combination of students' individual growth and social needs, and achieve the dual goals of win-win between school and local areas and value transmission through the precise docking of "demand list+service menu".

Only by taking root in the realistic soil and responding to the proposition of the times, can ideological and political education stimulate students' ideological resonance and action consciousness. In the future, we can expand the practice field in combination with regional characteristics, explore the cross professional and cross regional collaborative education mode, and strengthen the long-term tracking and achievement transformation research, so as to provide a more universal and sustainable solution for the construction of the "big ideological and political" education pattern.

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Conflict of Interest

The authors declare no conflict of interest.

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