

Innovative Research on the Content and Methods of Political Education in Higher Vocational Colleges in the New Era



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Abstracts After getting into the information society, new technologies are appearing incessantly, the development of new media is constantly changing, students have acquired information in various ways, and their ideological concepts have also become enriched and diversified. Such environmental changes need to explore the content and methods of ideological education. In the context of the new era, this paper discusses the innovative methods of the content and methods of political education in higher vocational colleges and puts forward suggestions including revolutionizing the educational concept, innovating the teaching content, reforming the teaching methods, integrating the educational resources, and improving the educational evaluation. Through these innovative paths, it aims to make political education more relevant and effective, and provide theoretical support for the optimization and reconstruction of political education in higher vocational colleges.

Keywords: higher vocational colleges, political education, innovative approach, educational philosophy, teaching content, educational methods

1. Introduction

After entering the information age, political education has always played a significant part in the whole process of cultivating high-quality technical talents. In order to accord with the development trend of the market and to train high-quality practical talents, the government pay much attention to the political education of higher vocational colleges and has introduced a series of policies, which point out the direction for the innovation of political education. Under such a general environment, researching the innovation of the content and methods of political education in higher vocational colleges in the new era is crucial to enhancing the effect of political education. It is even more essential to cultivate high-quality technical and skilled talents who are of great moral character and rich in the spirit of innovation and practical ability.

Exploring the new mode of the content and method of political education can conform to the trend of the era, more effectively establish a correct concept of the world, concept of life and values for students, and provide sustainable, high-quality talents for the long-term development of the economy and society.

2. The Impact of the New Era on Political Education in Higher Vocational Colleges

2.1 Changes in the educational atmosphere

In the new era, the educational environment of higher vocational colleges has changed a lot. At current times, the development of new technologies such as big data and artificial intelligence is growing rapidly, gradually influencing all aspects of education, which is a kind of double-edged sword for the ideological education of higher vocational colleges, with both unmissable opportunities and unchallenged challenges. Students' ways of obtaining information

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are no longer limited to those in the past but have become diversified, and their ideological concepts have become more comprehensive. This means that the content and methods of political education must change to meet the demands of the times. In addition, the process of globalization is accelerating, and there are more and more international exchanges and cooperation. Students in higher vocational colleges have broader perspectives and have access to diverse cultures. In the face of these changes, higher vocational colleges must actively find ways to update their educational concepts and innovate their teaching methods to match the changes and needs that emerge in students in the new era, so that they can cultivate more excellent and high-quality technical and skilled talents.

2.2 New requirements of policy guidance

In recent years, China's attention to vocational education and political education has continued to increase, and relevant policies and documents have been issued successively, pointing out the direction of political education in higher vocational colleges and putting forward new requirements. These policies emphasize the importance of political education in the establishment of a skilled personnel training system, and also indicate the trend of the reform of the content and methods of political education. The policies require higher vocational colleges to integrate political education into the teaching of professional courses, strengthen the practical teaching part, and fully integrate emerging technology to enhance and improve traditional teaching. These requirements are to make the political education of higher vocational colleges keep up with the development of the era, to better satisfy the needs of the new era, and to cultivate more high-quality talents to meet the requirements. Therefore, higher vocational colleges and universities have to positively react to the policy guidance, strengthen the establishment of political education, and constantly innovate the content and methods of education to meet the new requirements of the state for vocational education and talent training.

2.3 New trends in students' characteristics

Contemporary students in higher vocational colleges have different characteristics from the past. With the enablement of information technology, students acquire knowledge and information through a variety of methods, no longer relying only on traditional classroom, but the Internet and social media have become new sources for them to acquire knowledge by themselves. In this way, students' knowledge has been broadened, but it also increases the risk of exposure to harmful information. Furthermore, nowadays students pay more attention to personalization and self-expression, and in political education, they hope to find content that suits their values and don't want to just passively accept "input" education. In addition, some students in higher vocational colleges are more clear about their future career planning and development goals, and they hope that political education can be closely connected with the actual work and help their future professional development. Therefore, when carrying out political education in higher vocational colleges, there is an urgent need to recognize the new trend of students' characteristics, which is the root of the subsequent transformation of teaching and adapting to students' needs and expectations.

3. The Significance of The Innovation of Content and Method of Political Education in Higher Vocational Colleges

3.1 Improve the education quality

In the higher vocational colleges and political courses, the previous methods of political education are relatively simple and have already failed to meet the varied and rich world of students' ideologies. Nowadays, innovative content and methods of political education, such as the introduction of case studies, role-playing and other interactive teaching methods, can enable students to understand the theory of political thinking from a more in-depth perspective, increase their interest in learning, and enhance the sense of identity, and the educational effect will naturally be improved. Most of the previous political classrooms were led by the teacher, and students passively accepted the knowledge,

lacking initiative and participation (Chen & Chai, 2024). The innovative political education focuses more on the student's main part and encourages students to actively participate in classroom discussions, practical activities and so on. Students learn in the process of participation, develop in personal experience, teaching participation is raised, and the educational effect will be better. Political education is not just about imparting knowledge, but more importantly about training and developing students' attitudes and values. By innovating the content and methods of political education and carrying out activities such as social practice and volunteer service, students will experience the organizational combination of knowledge and ability, and realize the independent development of emotion and responsibility in practice, and the educational effect will be further enhanced.

3.2 Training high-quality talents

In the Political education system of higher vocational colleges, the innovation of content and methods has great significance for the training of high-quality talents. First of all, one of the starting points of such innovation is the comprehensive quality of students. Through the introduction of subject contents that are closer to the reality of students' lives and also following the times, such as Thought on Socialism with Chinese Characteristics and Core Socialist Values, students can be guided to establish a correct attitude, values of life, and to improve their ideological and moral qualities and cultural accomplishment (Fan, 2025). Secondly, the innovation of the content and methods of political education can enhance students' vocational ability. Higher vocational colleges as an important base for cultivating skilled talents, their political education should be closely associated with professional education, through practical teaching, case analysis and other ways, so that students can master professional knowledge, but also have good professionalism and teamwork spirit, to give them a great beginnings for their subsequent careers. Once again, innovative content and methods of political education also help to cultivate students' innovative

spirit and practical ability. By organizing students to take the initiative to participate in social research, social practice and other activities, we can stimulate their innovative thinking and practical ability, so that they can learn in practice and develop into talents with both innovative spirit and practical ability.

3.3 Advancing social development

Economic transformation continues to promote the updating of the industry's demand for talent, forcing political education to innovate as well. Higher vocational colleges can more accurately meet the needs of society, cultivate talents with both professional skills and high morals and provide strong talent support for the development of all kinds of industries in society. Political education plays a key role in shaping values. Innovative political education helps to enhance students' sense of social responsibility and citizen identity, as well as to promote social harmony and stability. The purpose of active innovation in the process of Civic and Political Education is to stimulate students' spirit of bi-initiative and to convey problem-solving abilities and critical thinking to them (Hu, 2024). These abilities are very important for promoting society's technological progress and economic development.

4. The Innovative Approach to The Content and Method of Political Education in Higher Vocational Colleges in The New Era

4.1 Renewal of educational philosophy

In the past, the ideological education in higher vocational colleges is mostly the teacher instilling students with knowledge or giving hard lectures, but not paying much concern to the students' subjective motivation, and not paying much attention to training the students' comprehensive ability. The changing era determines that the prerequisite for the change of political education is to renew the concept of education. The new educational philosophy, the focus should be focused on putting students in the main part of education, focusing on the training of comprehensive quality and the stimulation of innovative ability (Jiang, 2024). Each student is a unique individual with different areas of interest and

needs. In political education, teachers need to pay attention to the subjectivity of students and pay attention to their personalized needs, to stimulate students' interest and initiative in learning political education. For higher vocational education, the cultivation of students' critical thinking and the establishment of a sense of social responsibility are also essential, which will enable them to grow up to be high-quality talents with high moral character, innovative spirit and practical ability. In actual teaching, teachers should convey cultural care beyond teaching, focusing on observing students' mental health and understanding their various needs in the process of growth. Interactive and experiential teaching methods can be used, so that students are no longer just passive audiences, but feel the charm of Political Education in actual operation, so that their participation in the classroom will be more active, and they can learn from the political education class. In addition, political education can not be separated from professional education, but combines the two factors, so that students can establish a correct attitude, attitude of life and values while learning professional knowledge. In short, the shaping of new educational concepts is the current higher vocational colleges political education innovation in the title of the meaning of the subject, only the concept is renewed, to train innovative talents under the needs of the development of society.

4.2 Innovative teaching content

Now this era is changing too fast, and the content of the political courses in some colleges still retains the content of the old set of teaching, which falls behind the era. Once ago, most of the political courses were about theoretical knowledge and emphasized moral regulations, which lagged behind the students with active thinking, could not target their ideological needs, and could not meet the expectations of society for political education. Therefore, innovative teaching content is the key to promoting the effectiveness of the political thinking course. Only by following the advance of the new era can we find the direction of teaching content innovation, integrate new technology and new

culture into it, and make the political thinking education closer to the actual life of students and full of the sense of the times, so that it can attract students (Liu, 2024). For example, Thought on Socialism with Chinese Characteristics and Core Socialist Values, the latest theoretical achievements in teaching, the teacher's interpretation of national policies, and leading students with the new atmosphere of the times. With the development of Internet technology, it is also possible to develop digital, networked and intelligent political teaching resources with the help of big data, artificial intelligence, multimedia and other "new styles". In this way, students have more methods to learn about political thinking, and it is more convenient to obtain knowledge. In addition to incorporating new content and applying new technology, innovative teaching content should also focus on cultivating students' comprehensive literacy and innovation ability. By doing so, students' critical thinking is cultivated and their problem-solving ability is improved. Moreover, combining political education and professional education can enable students to learn professional knowledge while having a correct attitude and grow into high-quality talents with all-round development. It can be concluded that innovative teaching content plays an important role in the innovation of political education in higher vocational colleges, which is of great help in improving the relevance and effectiveness of political education.

4.3 Reform teaching methods

In the new generation, the traditional fill-in-the-blank teaching is outdated, interactive, experiential, project-based and other teaching methods are the factors to promote the interest and initiative of learning. In the classroom, you can analyze the hot news through case studies, you can organize debates to clarify students' thinking, create social research projects to increase students' practical experience, only the main focus of the students' teaching methods, in order to promote the active participation of students to participate in the learning. For example, when talking about the knowledge points of ideology and politics, let the students

discuss relevant cases in groups and express their views, which can help students understand the knowledge and output into their thoughts. In addition, it is also possible to use modern information technology, like virtual reality technology, online courses, etc., to provide students with a new way of learning, so that they can learn in practice and grow in experience (Qiu, 2024). Like Chengdu Aeronautic Polytechnic(CAP) and Huang Jiguang Memorial Museum to create the “Huang Jiguang political virtual simulation experience teaching project”, the use of VR technology to Huang Jiguang's heroic achievements vividly, students wear the equipment, as if they were in the fire-fighting era, and can truly feel the spirit. This way to make students from the “auditor” of the political science class into a “participant”, greatly strengthened the attractiveness and infection of the political science class. The goal of innovative teaching methods is not only to make the class more interesting and vivid but also to take into account the development of students' critical thinking and innovation ability. Teachers can design some challenging learning tasks for students, encourage them to take the initiative to explore and innovate and develop their problem-solving and teamwork abilities in the process. At the same time, it is also necessary to closely integrate ideological education and professional education, so that students can establish a correct attitude while learning professional knowledge. In short, the reform of teaching methods aims at motivating students' learning initiative, promoting their internalization and application of political education, and then shaping students' comprehensive ability to create a basis for the talent cultivation mode in the new era.

4.4 Integrate educational resources

Previously, the political education of higher vocational colleges mainly relied on on-campus resources. In the new era, integrating educational resources is beneficial to enhancing the efficiency of political education, and the crucial factor is integrating the Internet, big data, and artificial intelligence technologies, breaking the boundaries of resources inside as well as outside of schools, and

realizing the optimal organization and sharing of educational resources (Wang, 2025). Institutions can create an open and shared platform for political education, bringing together a variety of high-quality educational resources, like high-quality courses, teaching cases, and information on practice bases, so that students have more choices when they study. Moreover, industry experts and enterprise representatives can be invited to the campus to participate in political education. These social figures have rich practical experience, and the teaching content they bring is more relevant and forward-viewing, which enables students to understand the latest developments in the industry. Another important role of integrating educational resources is to promote professional education courses in the ideology, to achieve “silence and teaching” while teaching professional knowledge and value leadership, so that students will establish a correct concept without realizing it. At the same time, according to the development trend of the industry and the needs of enterprises, adjust the content of the political education, so that the political education is more following the social practice and the needs of professional development. In conclusion, the integration of educational resources is an important direction for the innovation of political education in higher vocational colleges. Using modern information technology and breaking the resource barriers, can provide students with richer learning experiences, make the better integration of political education and professional education, and further improve the relevance and effectiveness of political education.

4.5 Improving education evaluation

The traditional educational evaluation methods mostly focus on the students' ability to master knowledge, but ignore the evaluation of the students' critical thinking, social responsibility, professional ethics and innovation ability. Such evaluation methods can no longer meet the development of the times, so it is necessary to improve the evaluation of education. The core of improving educational evaluation is to establish a set of high-level logical

and reasonable evaluation systems to comprehensively evaluate students' comprehensive and innovative abilities (Yao et al., 2025). When evaluating students, we can't just focus on exam results but also pay attention to their performance in practical ability, teamwork ability, critical thinking, and innovation ability. Diversified evaluation methods can be used, such as program evaluation, peer evaluation, self-evaluation, etc., to understand students' learning and growth needs from multiple perspectives. The structure of the educational evaluation system is greatly beneficial to the deepening of ideological education. Through immediate feedback on students' learning effect, it can remind teachers to pay attention to the deficiencies in the teaching process, and then adjust the teaching content and methods according to these problems to improve the quality of education. Moreover, a reasonable evaluation system can also stimulate students' learning motivation, so that they can participate more actively in classroom learning and practical activities, and take the initiative to improve their comprehensive and innovation ability. It can be said that the construction of a comprehensive evaluation system of political education can effectively prevent the innovation of political education in higher vocational colleges from returning to the past way. A scientific and reasonable evaluation system can comprehensively boost political education towards the modernization and intelligentization of the road to achieve long-term and effective development.

Conclusion

In conclusion, under the prompting of the new era, the content and methods of political education in higher vocational colleges need to constantly explore innovative initiatives to enhance the relevance and effectiveness of political education. In the future, the development of society will not cease, and the new requirements of society and the market are constantly arising, and the political education of higher vocational colleges needs to respond to the trend, and continue to strengthen the status of political

education as the core of the cultivation of high-quality and skilled talents. By revolutionizing the concept of education, respecting the subjectivity of students, and promoting the in-depth integration of political education and social practice, it will deepen the leading role of political education in talent training. Only in this way can we ensure that the political education in higher vocational colleges will always progress with the era, and cultivate more talents with advanced moral character and excellent skills for the society in the new era.

Conflict of Interest

The author declares that she has no conflicts of interest to this work.

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