

Legal Literacy Education in Ideological and Political Education in Colleges and Universities

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Abstract: This paper first analyses the current situation of the development of legalization of ideological and political education, and then analyses the legal literacy education in ideological and political education in colleges and universities in the new era. I hope it can provide useful reference and reference for relevant personnel. First, from the theoretical aspect, it will deepen the theoretical interpretation of the core and spiritual essence of Xi Jinping's rule of law thought. Secondly, from the aspects of fundamental guarantee, subject construction, and goal orientation, it is clarified the value implication of Xi Jinping's thought on the rule of law to cultivate ideological and political education in colleges and universities. The second chapter focuses on the logic of Xi Jinping's rule of law thought to cultivate ideological and political education in colleges and universities. Enrich the rule of law education activities, improve the initiative and enthusiasm of college students, promote college students to better improve their awareness of the rule of law, study practical legal issues in a socialized environment, and achieve the goal of efficiently carrying out rule of law education.

Keywords: Legal literacy education, ideological and political education

1. INTRODUCTION

Ideological and political education is the main front of the rule of law education. Colleges and universities should start from the actual needs of college students, fully implement the party's ideological policy, focus on the ideological needs of college students, and based on solving the legal confusion of college students, comprehensively improve the effectiveness of rule of law education and solve the problem of the rule of law. Practical issues in education.

Attach great importance to the training of young talents from a strategic height. Therefore, in order to achieve the mission of cultivating the foundation and strengthening the foundation, casting the soul and educating people with Xi Jinping's thoughts on the rule of law, enhancing the rule awareness and the concept of the rule of law of college students in the new era, and providing important talents for the comprehensive rule of law, it is necessary to develop ideological and political education in colleges and universities. In innovation, thoroughly implement Xi Jinping's thought on the rule of law, strengthen theoretical interpretation and practical exploration, improve the practical path of this thought to cultivate ideological and political education in colleges and universities, and focus on cultivating newcomers of the era who are both moral and legal. my country's strategy of ruling the country by law has been implemented for a short period of time, and the system is still not perfect. The lawful management of college students is still not satisfactory, and it is also facing many challenges. For example, the legislation of colleges and universities is less practical and targeted poor wait. At the same time, there are few rules and regulations in the ideological and political education in colleges and universities. For example, the prevention education for students' violation of discipline is not comprehensive enough. Some colleges and universities do not even train students in legal knowledge or instill the concept of rule of law.

Some schools cannot reasonably implement the rules and regulations, and lack of good communication when dealing with students' violations of discipline. For example, when dealing with violations of discipline in exams, they only ask students to confirm the notification of violations after the fact. Burden, and even make students rebellious. Ideological and political education in colleges and universities has the

problem of simply implementing theoretical knowledge. Ideological and political education in colleges and universities has not effectively stimulated the rights awareness of college students, failed to fully demonstrate the rights of college students, and cannot guide college students to exercise their rights correctly. Therefore, in moral and legal education cause certain negative effects. Moreover, there is a lack of legal education in ideological and political education in colleges and universities. Classroom teaching mostly revolves around the explanation of legal provisions, fails to fully analyze typical cases around college students, and fails to effectively stimulate college students' legal thinking. The basic common sense of legal education and college students' life the connection is not close, so legal education is boring.

The ideological and political theory classroom is the main teaching position for colleges and universities to learn new ideas and transfer legal knowledge, but there are some problems such as insufficient two-way interaction between teachers and students, and neglect of practical experience. The practical characteristics of Xi Jinping's thought on the rule of law require that the ideological and political education work in colleges and universities strengthen the learning, penetration, and practical power of Xi Jinping's thought on the rule of law. It is necessary to change the traditional lecture-style teaching and open a new field of "cultivation". Practice shows that the teaching, management, and evaluation of ideological and political education in colleges and universities are an organic and unified system. This process of educating people should highlight the whole process, full coverage of educating people, and the concept of "three completes" in an all-round way. When students think about or deal with problems, they have not formed the thinking to judge, analyze, and deal with problems in accordance with the concept and standards of the rule of law, and they know little about their own legitimate rights and interests.

2. THE PROPOSED METHODOLOGY

2.1 The Value of Legal Quality Education in Ideological and Political Education

Changes in the market environment drive the transformation of business operations and organizational positions, and inevitably require the ability level of marketing talents to adapt to the new environment and new situations. Most of the

construction of digital campus is to meet the normal teaching environment. However, with the increase of information volume and different application methods, if we want to realize the sharing and smooth flow of information, we need to use information technology to communicate with the normal activities of the school. Combined to achieve a comprehensive digital management method, the use of scientific management methods to integrate information resources, thus forming a unified user management. However, the construction of college information portals requires the integration of content resources, to provide a certain impetus for the application-oriented development of vocational colleges. Management information standards are just like a cornerstone. It is not only the basis for building a digital campus, but also the condition for realizing the exchange and sharing of educational information resources.

Strengthen continuing education, evidence collection and social service functions. The platform runs through all stages of marketing career and can provide online services such as professional knowledge supplement and vocational skills training for marketing practitioners. More importantly, the platform provides employment or job selection service information for students or marketing practitioners, and provides industry company introduction, development prospects, recruitment information and other latest information. Using the basic framework of Spencer's general competency model for marketing personnel, this paper proposes the digital capabilities of marketing professionals in higher vocational colleges under the background of digital transformation of enterprises, and the digital thinking and digital thinking formed in the process of using digital information technology to manage valuable customer relationships. Collection, analysis, and application capabilities.

In this digital capability map, digital thinking, digital acquisition, digital analysis, and digital application capabilities interact with each other, and play different roles and play different roles. Together, they form the digital capability map of marketing professionals in higher vocational colleges. Although vocational schools have established their own digital campus network systems, the utilization rate is low, especially in the past few years of operation. The digital network system is only limited to participating in the digital construction of school management and has not really been used in digital scientific research construction, so more digital construction is only at the basic stage, unable to exert real functions and functions. The network is the most basic facility to realize a digital campus. Without the completion of the network system and organizational structure, there will be no systematic functional departments to realize the management of campus data and server systems, so that certain infrastructure construction cannot be formed. Since the 1980s, the marketing major has been considered as the most versatile sunrise major with the most development potential.

2.2 The Path of Rule of Law Education in Ideological and Political Education in Colleges and Universities

For example, in the moral education for students majoring in financial management, the requirements of financial management systems and regulations should be implemented in the basic quality cultivation of financial management personnel, so that students can fully understand the moral orientation and requirements embodied in the legalization of financial management-related behaviors. Have the courage to

use legal weapons to safeguard their legitimate rights and interests. To realize the combination of ideological and political education in colleges and universities and the education of the rule of law, it is necessary to explore ways to apply the Internet, pay attention to the use of the Internet to better meet the needs of students, meet the needs of students in obtaining information resources under the new situation, and fully meet the needs of education in the rule of law in ideological and political literacy .

The Internet has become an important carrier for college students to influence their thoughts and values today. The Internet is an important platform for students to acquire knowledge of the rule of law. Colleges and universities must seize the main position of ideological and political education and publicity in the Internet age, to effectively use the advantages of new media and comprehensively improve the Internet. The quality of rule of law publicity in the environment. The problem of monotonous educational content is mainly highlighted in the design and content of teaching materials. On the one hand, the vertical content system is not smooth and scientific enough, resulting in vertical blockage, overlapping problems and flooding. On the other hand, the horizontal content system does not cooperate closely. Various ideological and political courses and various professional courses have certain similarities in teaching level, which requires teachers to flexibly integrate ideological and political elements into the rule of law classroom horizontally, combine horizontally and vertically, and learn from different angles and dimensions construct a systematic and comprehensive content system that cooperates with each other.

The teaching content of ideological and political theory courses should be closer to the students' daily concerns, analyze and interpret the Marxist rule of law theory more deeply, and avoid falling into the stereotype of only teaching theoretical knowledge and memorizing by rote. As the main body of education, whether it is teachers or counselors, their excellent legal literacy is a prerequisite for carrying out their work. Taking counselors as an example, how to evaluate the best and awards, the organizational development of party members, the identification of poor students, the evaluation of scholarships and grants, etc., are not only the development and completion of a job, but also a process of legal education. Therefore, this requires them to study the relevant legal system in normal times, act in accordance with the law and regulations in the student management work, and have a fair, just, open, and realistic work style.

Secondly, a dual-teacher system can be implemented, that is, a teacher of ideological and political courses and a counselor will teach together. The two can teach from the theoretical level and the practical application level respectively, instill the rule of law in the teaching process, and break through the limitations of the original textbook chapters. Use the network platform to realize the direct dialogue between ideological and political educators in colleges and universities and students, pay attention to the rule of law education in the daily life of students, focus on legal issues on the basis of paying attention to the phenomena around students, emphasize closely following the rule of law incidents, focusing on social hotspots, the concept of the rule of law is conveyed, so as to comprehensively cultivate the spirit of the rule of law of students, achieve the goal of guiding students to better choose network information, and establish students' correct concept of the rule of law.

The concept of comprehensively governing the country by law and Xi Jinping's thoughts on the rule of law will run

through the entire process of ideological and political education in colleges and universities. Govern the country by law in an all-round way throughout the whole process of personnel training. It should be based on how to cultivate the legal awareness of studying, knowing, obeying, and using the law, and strengthen the consciousness and sense of responsibility of college students in defending the law, so as to become firm advocates and supporters of comprehensively governing the country by law. In line with the principle of being based on textbooks but not limited to textbooks, through different topics, different cases, and the shaping of different characters in cases, discuss multimedia teaching and cases, and convert obscure legal systems and legal clauses into easy-to-understand legal systems. language, and even contact and organize relevant social practice activities, so that students can enter the court and the community, increasing their chances of understanding the national judicial system. Teachers should also receive systematic legal knowledge training to improve legal literacy so that students can become real beneficiaries in specific teaching sessions.

3. CONCLUSION

Ideological and political education in colleges and universities should form a complete system, innovate the method of rule of law education, and under the effective cooperation system of theoretical courses, campus culture, and student interaction, better create a rule of law education environment, innovate the atmosphere of rule of law education, solve practical problems in the field of rule of law, and achieve the goal of colleges and universities. The goal of carrying out rule of law education. The practice of socialist core values in colleges and universities is an important part of ideological and political education in colleges and universities, and the rule of law is an important part of the social aspect of socialist core values. The education of the rule of law and the cultivation of the spirit of the rule of law are also indispensable parts of higher education. In the new era, colleges and universities should shoulder the important task of cultivating contemporary young students' sense of social responsibility. Therefore, from the perspective of the rule of law, it is extremely necessary to explore the content of ideological and political education in colleges and universities.

4. REFERENCES

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