

# Research on ideological and political education in universities under the background of international integration of industry and education—ideological and political education in universities based on students' practical interest

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**Abstract.** Under the dual background of the in-depth promotion of international integration of industry and education and the connotative development of higher education, ideological and political education in universities, as the core link to implement the fundamental task of fostering virtue and cultivating people and cultivate international interdisciplinary talents, has attracted much attention for its effectiveness. Students' practical interest is the key to stimulating the attractiveness of ideological and political education, solving the dilemma of "formalization" and improving the effectiveness of education. It is also the starting point for ideological and political education to connect with the international practice of integration of industry and education and meet the growth needs of students. From the perspective of students' practical interest, this paper analyzes the internal correlation between students' practical interest and ideological and political education in universities under the background of international integration of industry and education, dissects the prominent problems of current ideological and political education in terms of content, mode, practice, evaluation and carrier, and puts forward targeted optimization suggestions combined with teaching practice. The aim is to solve the problem of disconnection between ideological and political education and students' practical interest, enhance the pertinence and effectiveness of ideological and political education, help universities cultivate young people of the times with firm faith, international vision and practical ability, and provide a reference for the reform of ideological and political education.

**Keywords:** international integration of industry and education, students' practical interest, ideological and political education in universities, educational effectiveness, practice-oriented education

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## 1. Introduction

At present, international integration of industry and education has become an important strategy for talent training in universities. Ideological and political education in universities shoulders the important mission of cultivating students' correct worldview, outlook on life and values, guiding students to strengthen their ideals

and beliefs in international practice and improve their cross-cultural literacy. It is a key path to implement the fundamental task of fostering virtue and cultivating people and promote the quality and efficiency of international integration of industry and education. Although the ideological and political education in universities in China has been continuously reformed, under the new situation of international integration of industry and education, there are still problems such as disconnection from students' practical interest, procedural teaching and weak practical links, which are difficult to arouse students' active participation and inner identity, and the educational effect fails to meet expectations. Upgrading ideological and political education based on students' practical interest conforms to the demands of fostering virtue and cultivating people and the law of international integration of industry and education, and is in line with the growth characteristics of young students. It is an inevitable choice for the reform of ideological and political education in universities. Universities should closely follow students' practical interest, connect with the needs of international practice, make up for shortcomings and innovate methods, so as to integrate ideological and political education into practice and get close to students, and effectively improve the effectiveness of education.

## **2. Internal logic between students' practical interest and ideological and political education in universities under the background of international integration of industry and education**

Under the background of international integration of industry and education, the core goal of ideological and political education in universities is to integrate value guidance into the whole process of talent training relying on international practice scenarios, help students improve their spiritual realm, establish correct values, and enhance practical ability and cross-cultural literacy. As an internal driving force to promote students to actively participate in ideological and political learning and practice ideological and political concepts, students' practical interest promotes and is dialectically unified with ideological and political education in universities.

Students' practical interest is an important dimension to measure the effectiveness of ideological and political education, and also a concrete embodiment of ideological and political education returning to the original aspiration of fostering virtue and cultivating people and connecting with the international practice of integration of industry and education. Ideological and political education under the background of international integration of industry and education emphasizes practice-oriented education and integration of knowledge with practice, requiring in-depth integration with international practice and professional practice, so that students can perceive the connotation of ideology and politics in practice. Students' practical interest directly determines their enthusiasm for participating in ideological and political practice. Only when the content and form of ideological and political education fit students' practical interest can their participation enthusiasm be stimulated, enabling students to change from passive acceptance to active practice and realize the "internalization and externalization" of ideological and political education. On the contrary, ignoring students' practical interest will easily lead ideological and political education into formalism, fail to play a positive guiding role, and cannot meet the needs of international education [1].

At the same time, ideological and political education under the background of international integration of industry and education provides a broad platform for stimulating students' practical interest. International integration of industry and education breaks the barriers between universities and enterprises, and between domestic and international, providing students with diversified scenarios such as cross-border practice, cross-cultural communication and school-enterprise collaborative practice. These scenarios are closely related to

students' professional learning and career development, and meet the needs of students' practical interest. Integrating ideological and political education into these scenarios can not only enrich the content and form of education, but also enable students to feel the practical value of ideological and political knowledge, stimulate practical interest and exploration desire, and realize the resonance of ideological and political education and students' practical interest.

In addition, promoting the reform of ideological and political education based on students' practical interest is also an important measure to improve the quality and efficiency of international integration of industry and education. The core of international integration of industry and education is "collaboration between industry and education, integration of knowledge with practice", cultivating interdisciplinary talents adapting to the needs of international industries, and the effectiveness of ideological and political education directly affects its quality. By stimulating students' practical interest and guiding them to actively participate in international practice and professional practice, we can promote the in-depth integration of ideological and political education and international integration of industry and education, help students establish correct professional ethics, patriotism and international vision while mastering professional skills, and provide talent support for the development of international integration of industry and education.

### **3. Existing problems of ideological and political education in universities based on students' practical interest under the background of international integration of industry and education**

#### **3.1. Content of ideological and political education is detached from students' practical interest and international practice scenarios**

The content of ideological and political education is the basis for stimulating students' practical interest. At present, the ideological and political education content in some universities is seriously disconnected from students' practical interest and the international practice scenarios of integration of industry and education, becoming the primary factor restricting the improvement of effectiveness. Some ideological and political courses still focus on traditional theoretical interpretation with outdated content and empty expression. They overemphasize the explanation of grand theories, ignore the excavation of ideological and political elements in the international practice of integration of industry and education, fail to respond to students' practical confusion and interest points in international practice and professional practice, and cannot achieve the goal of practice-oriented education.

Meanwhile, the teaching content lacks pertinence and operability, mostly consisting of unified theoretical knowledge, lacking vivid cases and practical design close to students' practice and international scenarios. It fails to design differentiated content according to the practical interest of students in different majors, making it difficult for students to combine ideological and political knowledge with their own practice and obtain practical inspiration. This not only fails to stimulate practical interest, but also may cause resistance [2]. For example, the international trade major does not carry out ideological and political teaching combined with cross-border trade practice, and the computer major does not excavate ideological and political elements in international technical cooperation, resulting in the disconnection between ideological and political education and students' practical interest.

### 3.2. Inflexible teaching mode, difficult to stimulate students' practical enthusiasm

At present, the teaching methods of ideological and political education in universities are rigid and single, which are difficult to fit the characteristics of students' practical interest, directly leading to insufficient attractiveness of ideological and political education and contradicting the practice-oriented education orientation of international integration of industry and education. Most universities still adopt the indoctrination teaching mode of "teachers teach and students listen", in which students are in a passive receiving position, lacking interactive design fitting international practice, with insufficient teacher-student interaction and low participation.

Even if some teachers try to carry out practical activities and classroom interaction, most of them are mere formality, lacking pertinence and effectiveness. They fail to design in-depth practical inquiry activities combined with students' practical interest, and cannot truly mobilize students' practical initiative. This boring and single teaching mode makes the ideological and political classroom lack vitality, making it difficult for students to take the initiative to participate in practice. They can neither experience the fun and sense of achievement of practice nor cultivate practical interest, falling into the dilemma of "teachers are tired of teaching and students are tired of learning".

### 3.3. Weak practical teaching links, insufficient interaction and interest

Practical teaching is the key link to stimulate students' practical interest. At present, the practical teaching links of ideological and political education in universities are missing, with insufficient interaction and interest, which cuts off the connection between ideological and political education and the international practice of integration of industry and education. Some universities attach importance to theory and neglect practice in ideological and political education, with insufficient practical class hours and lack of systematic design and professional guidance for activities. Most activities are simple visits and lectures, failing to build a practical platform suitable for students' practical interest and connecting with international scenarios, making it difficult for students to participate in international practice and professional practice fitting their own interests.

Meanwhile, practical teaching lacks sufficient interaction and interest, mostly carried out in a "one-way" manner, lacking in-depth interaction between teachers and students and among students. It is difficult to realize the sharing of practical experience and ideological collision, and cannot create a good atmosphere for active practice. Some teachers ignore students' practical interest and needs, turn a deaf ear to students' practical ideas, further dampening students' practical enthusiasm and making it difficult to stimulate practical interest.

### 3.4. Education evaluation system emphasizes form over practice and ignores interest orientation

The education evaluation system is the "baton" to guide the reform of ideological and political education. At present, the evaluation mechanism of ideological and political education in universities has the drawbacks of "valuing form over effectiveness" and "valuing theory over practice". The single evaluation index cannot objectively reflect the stimulation of students' practical interest and the actual effect of ideological and political education, which is not conducive to the cultivation of students' practical interest.

Most universities still take quantitative indicators such as students' scores, attendance rate and homework completion as the core of ideological and political education evaluation, focusing on examining the compliance of teaching procedures, and ignoring the evaluation of core effectiveness such as students' practical participation, practical ability improvement and practical interest stimulation. This evaluation method is difficult to judge whether students have achieved growth through ideological and political education, and cannot reflect the essence of practice-oriented education, leading some teachers to carry out "perfunctory" teaching and practical activities and ignore the cultivation of students' practical interest. In addition, the

evaluation subject is single, mostly teacher evaluation, lacking student self-evaluation, peer evaluation and practice unit evaluation, resulting in insufficient comprehensive and objective evaluation results.

### 3.5. Lagging innovation of practical carriers and insufficient adaptability

Practical carriers are important supports for the implementation of ideological and political education and the stimulation of students' practical interest. At present, the development of practical carriers of ideological and political education in universities is slow and insufficiently innovative, which is difficult to adapt to the pace of international integration of industry and education and the characteristics of students' practical interest. Contemporary college students are accustomed to learning through diversified and digital forms, but some universities still take traditional classrooms and paper books as the main carriers, lacking the application of new media and digital platforms, and failing to build ideological and political practice positions meeting students' needs.

Offline practical carriers are also scarce. Collaborative practice projects with enterprises and overseas universities are mostly mere formality, lacking purpose and interest, making it impossible for students to practice ideological and political concepts in practice. Meanwhile, practical carriers lack personalized design, failing to push resources according to the characteristics of students in different majors and with different interests, and cannot meet personalized practical needs. As a result, it is difficult for students to experience the value of ideological and political education through diversified ways, and the stimulation of practical interest loses support [3].

## **4. Optimization countermeasures for ideological and political education in universities based on students' practical interest under the background of international integration of industry and education**

### 4.1. Anchor practical interest and consolidate the practical foundation of ideological and political education

Ideological and political education in universities should accurately grasp students' practical interest, abandon empty content, and build an education content system suitable for students' needs and connecting with international practice. Universities should organize ideological and political course teachers to conduct in-depth research on students' practical interest, practical needs and concerned international topics, establish a database of students' practical interest, and combine the concept of dual-tutor collaborative education to link with enterprise tutors to excavate ideological and political elements in international practice and professional practice, so as to make the content of ideological and political education more fit students' practical interest.

Optimize teaching content guided by students' practical interest, eliminate outdated and boring theoretical knowledge, integrate cases and practical content close to students' practice and international scenarios, and design differentiated content according to the characteristics of students in different majors to realize the in-depth integration of ideological and political education and professional practice. For example, the international trade major focuses on integrating professional ethics and cultural self-confidence education in cross-border trade, and the computer major focuses on excavating patriotism and innovative spirit education in international technical cooperation.

Establish a real-time update mechanism for ideological and political course content, dynamically collect changes in students' practical interest and international practice dynamics, adjust teaching priorities according to students' growth stages, and refine content for high-frequency directions such as cross-cultural practice and

professional practice, so that each class can accurately meet students' needs. Meanwhile, integrate the development achievements of international integration of industry and education and deeds of young role models to keep teaching content advancing with the times, guide students to think about personal growth from a practical perspective, and enhance their sense of identity with ideological and political education.

#### 4.2. Innovate teaching mode and stimulate students' practical participation enthusiasm

Universities should break the traditional indoctrination teaching mode, establish the concept of "practice-oriented education and interest orientation", build practical and interactive classrooms, and stimulate students' practical participation enthusiasm. Introduce diversified teaching methods such as case teaching method, situational practice method and group cooperative practice method to transform students from passive listeners to active participants and stimulate their enthusiasm for independent practice. For example, when teaching content related to cross-cultural collaboration, organize situational simulation activities to guide students to share practical experience, deepen cognition in communication, and enhance the fun and attractiveness of ideological and political classrooms.

Strengthen classroom interaction, highlight the dominant position of students, adopt differentiated guidance strategies for students with different practical interests, and encourage introverted students to take the initiative to participate in practice; design characteristic teaching activities combined with the characteristics of international integration of industry and education to promote the in-depth integration of ideological and political education with international practice and professional practice, and improve students' classroom engagement. Allocate classroom time reasonably, reserve sufficient time for practical inquiry and interactive communication, and ensure students' right to speak in practice.

Promote the extension of ideological and political education to extracurricular activities and build a practice system integrating inside and outside class. Teachers assign extracurricular practice tasks combined with teaching content and students' practical interest, organize students to carry out cross-border practical research, international exchange practice, school-enterprise collaborative practice and other activities, guide students to step out of the classroom and go deep into practice, and transform theoretical knowledge into practical actions. Strengthen the guidance and comment on practical activities, give students timely encouragement, assist in solving practical problems, enable students to temper their character and gain growth in practice, and further stimulate practical interest.

#### 4.3. Strengthen practical interaction and cultivate the core of students' practical interest

Strengthen practical interaction among education subjects, eliminate barriers between teachers and students and among students, build diversified practical interaction platforms, and cultivate the core of students' practical interest. Ideological and political course teachers should put aside their stance, get close to students, abandon preaching teaching, and become guides and close friends of students' practice. Learn from the dual-tutor collaborative education mode to link with enterprise tutors to excavate ideological and political materials in practice [4]. Use spare time to go deep into student groups, listen to practical interest and confusion, patiently answer questions, build a harmonious teacher-student relationship, and enhance students' enthusiasm for participating in ideological and political practice.

Build a normalized practical dialogue platform, grasp the dynamics of students' practical interest in real time through face-to-face communication and practical sharing meetings, provide targeted assistance to students with practical confusion, and stabilize students' practical interest. Divide practice groups around the content of international integration of industry and education practice and students' practical interest, assign cooperative practice tasks, guide students to carry out inquiry and communication within the group, and

deepen the understanding of ideological and political knowledge; organize ideological and political practice sharing meetings, practical skill competitions and other activities to build a platform for students to display practical achievements and stimulate practical interest.

Guide students to learn to listen, tolerate and communicate in practical communication, form a sense of practical community, enrich practical experience in an environment of care, recognition and respect, and make ideological and political education full of practical warmth.

#### 4.4. Improve the evaluation system and clarify the orientation of practical interest

Reform the evaluation mechanism of ideological and political education, abandon the evaluation method of formalism and valuing theory over practice, and build a diversified comprehensive evaluation system guided by practice and led by interest. Optimize evaluation indicators, break the limitations of "score-only" and "attendance-only", include students' practical participation, practical ability improvement, practical interest stimulation and practical achievements as core evaluation indicators, combine the dual-tutor collaborative education assessment concept, integrate practice-oriented education effectiveness and enterprise tutor evaluation into the core of evaluation, and ensure that the evaluation fits the needs of international practice and students' practical interest. Formulate specific practical evaluation criteria to transform the intangible stimulation of practical interest and ideological transformation into observable and measurable results, avoiding excessive subjectivity of evaluation.

Expand evaluation subjects and build a system combining teacher evaluation, student self-evaluation, peer evaluation and practice unit evaluation to improve the comprehensiveness and fairness of evaluation. Teacher evaluation focuses on examining students' practical performance and practice of ideological and political concepts; student self-evaluation focuses on summarizing practical gains and deficiencies; peer evaluation focuses on learning from each other; practice unit evaluation focuses on evaluating students' performance in international practice and school-enterprise collaborative practice.

Improve the evaluation feedback mechanism, regularly optimize evaluation criteria combined with feedback from teachers, students and practice units, establish a closed loop of evaluation feedback, timely feed back evaluation results to students, affirm practical achievements and progress, and commend and reward students with strong practical interest and outstanding performance to stimulate students' practical enthusiasm and initiative.

#### 4.5. Innovate practical carriers and strengthen the support for practical interest

Innovate practical carriers of ideological and political education by relying on diversified means to enhance adaptability and interest and expand practical approaches. Build a digital and international ideological and political practice platform, integrate practical cases of international integration of industry and education, cross-border practice information, international curriculum resources and other content, break through time and space restrictions, and meet students' personalized practical needs; optimize platform functions, add practical exchange areas, achievement display areas and other sections to improve students' practical participation [5].

Innovate new media practical carriers. Ideological and political course teachers skillfully use short videos, online live broadcasts, official accounts and other forms popular among students to release ideological and political practice content and carry out online interactive teaching, so as to integrate ideological and political practice into students' online life; create original content suitable for students' practical interest and international integration of industry and education, build a characteristic ideological and political practice IP, and enhance the fun and attractiveness of carriers [6].

Enrich offline practical carriers, strengthen cooperation with enterprises and overseas universities, build school-enterprise collaborative ideological and political practice bases and cross-border practice bases, carry out joint training, cross-border research and other activities, enable students to practice ideological and political concepts and stimulate practical interest in international practice scenarios; design international exchange salons, cross-cultural practice training camps and other activities combined with students' practical interest to enhance the pertinence and effectiveness of practical carriers. Use VR/AR technology to create virtual international practice scenarios, enabling students to participate in cross-border practice and cross-cultural communication without leaving home, and improve the attractiveness of ideological and political practice and students' practical interest.

## 5. Conclusion

In summary, students' practical interest is the core starting point for improving the quality and efficiency of ideological and political education in universities under the background of international integration of industry and education, and the two promote each other and are dialectically unified. Optimizing ideological and political education based on students' practical interest is an inevitable choice for universities to practice the fundamental task of fostering virtue and cultivating people and connect with the educational needs of international integration of industry and education in the new era. At present, ideological and political education in universities still faces challenges such as disconnection from students' practical interest, rigid practical carriers and imperfect evaluation system, which restrict the exertion of educational function.

Under the background of international integration of industry and education, universities should base on students' practical interest, make breakthroughs from five aspects: content optimization, mode innovation, practical interaction, evaluation improvement and carrier innovation, and integrate advanced concepts such as dual-tutor collaborative education and life practice teaching to accurately connect students' practical interest and international practice needs. In the future, universities should adhere to the people-oriented and practice-first principle, constantly innovate educational methods and enrich practical carriers, stimulate students' practical interest, improve students' practical ability and ideological awareness, guide young students to strengthen their ideals and beliefs and cultivate patriotism in international practice, grow into new people of the times who can shoulder the important task of national rejuvenation, and provide support for the development of international integration of industry and education and the implementation of the national strategy of strengthening the country through talents.

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