

IDEOLOGICAL AND POLITICAL EDUCATION MANAGEMENT MODEL FOR ART DESIGN MAJORS IN COLLEGES AND UNIVERSITIES UNDER LIAONING PROVINCE

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Received : 21 April 2023

Revised : 4 June 2025

Accepted : 4 June 2025

ABSTRACT

The objectives of this research were: (1)to determine the components and indicators of ideological and political education management for art design majors in colleges and universities under Liaoning Province;(2)to propose the ideological and political education management model of art design majors in colleges and universities under Liaoning Province;and(3)to develop implementation guidelines for ideological and political education management of art design majors in colleges and universities under Liaoning Province.

The research was a mixed methodology research, including qualitative research and quantitative research. The population were 911 art design teachers and ideological and political education administrators in 14 colleges and universities in Liaoning Province. The sample size was determined by the Krejcie and Morgan table (1970), it was 278. The sample was obtained by stratified random sampling. The tools used for data collection were semi-structured interviews form and five-level rating scale questionnaire as well as focus group discussions form. Descriptive statistics content analysis and confirmatory factor analysis were used for data analysis.The research findings revealed that: (1) The components and indicators of ideological and political education management of art design majors in colleges and universities under Liaoning province consisted of seven components and 62 indicators; (2) The ideological and political education management model of art design major in colleges and universities in Liaoning province was fit with the empirical data model; and (3) The

implementation guidelines for ideological and political education management of art design majors in colleges and universities under Liaoning Province were 26 guidelines.

Keywords: Ideological and Political Education, Management Model, Art Design Majors

1. Introduction

Ideological and political education in colleges and universities refers to the systematic process of carrying out education according to the needs of college students, following the law of the formation of college students' moral character, and achieving the all-round development of morality, intelligence, body, Beauty and labor in the interaction of college students' conscious and active participation. (Zhou H Y,2020). Ideological and political education management is the needs of the development of The Times, which could enable ideological and political education to be reflected in all aspects of education and management. From daily study and life, ideological and political education for students is implemented, and students' ideological and political stance is firmly established. Only to benefit the country and its people (Lin M D,2021). Ideological and political education management is not unique to China. From its meaning, we could understand that countries and regions with relatively perfect education systems will carry out educational management of students in the aspects of politics, ideology, character and psychology. Ideological and political education is a phased education concept and education system, including primary schools, middle schools, universities, masters and even doctors. Therefore, the management of ideological and political education also needs to carry out research for each stage of education. The education stage studied in this research is undergraduate or above, specifically art design colleges and universities. According to the research results of Peng Juan (Peng J,2019), Zhou Xiangning (Zhou X N,2020) and others, the ideological and political education management in higher education has the characteristics of international, forward-looking, normative and oriented. As a special group in the higher education system, art design students in colleges and universities were influenced more deeply by the nature of art majors than ordinary college students or non-art students. How to grasp the ideological characteristics of such students and effectively carry out ideological and political education management is the most important task for the ideological and political workers of art design major in colleges and universities.

Nowadays, with the rapid advancement of information technology, colleges and universities with art design majors are faced with new problems and challenges such as the

continuous expansion of education scale, more complex training structure, large gap in education team, and more diversified management. As a teacher of university party affairs and ideological and political management, the researcher researches the ideological and political education management of art design colleges in Liaoning Province, and explores the ideological and political education management model of art design majors in colleges and universities in Liaoning Province, in order to solve these problems and challenges.

The management of ideological and political education in colleges and universities is the basis for the orderly promotion of ideological and political education and its management. Only by managing the main body well and making the management of the main body standardized and scientific, could we ensure the improvement and development of educational work. To clarify and reflect on the problems and reasons existing in the management process of the subject, and to further explore and innovate the management path of the subject, is of great significance for strengthening ideological and political education and management work in colleges and universities, and improving the effectiveness of management.

2. Research Questions

(1) What are the components and indicators of the ideological and political education management for art design majors in colleges and universities under Liaoning Province?

(2) Does the ideological and political education management model of art design majors in colleges and universities under Liaoning Province fit well with empirical data?

(3) What are the implementation guidelines for ideological and political education management of art design majors in colleges and universities under Liaoning Province?

3. Research Objectives

(1) To determine the components and indicators of ideological and political education management for art design majors in colleges and universities under Liaoning Province.

(2) To propose the ideological and political education management model of art design majors in colleges and universities under Liaoning Province.

(3) To develop implementation guidelines for ideological and political education management of art design majors in colleges and universities under Liaoning Province.

4. Research Hypothesis

The ideological and political education management model of art design majors in colleges and universities under Liaoning Province was fit with empirical data.

5. Research Method

This research adopted a mixed research method combining qualitative research and quantitative research.

The population of this research were 829 art and design teachers and 82 ideological and political education administrators from 14 universities in Liaoning Province, with a total of 911 people. The sample size was 278.

The main research instrument used in this research were semi-structured interviews, five-level rating scale questionnaires and focus group discussions.

The collection of research data were completed by distributing survey questionnaires to the sample through Questionnaire Stars (stratified random sampling), with a total of 278 samples collected.

Data analysis mainly consisted of descriptive statistics, content analysis, and confirmatory factor analysis.

6. Research Results

6.1 Research findings of objective 1

To explore objective 1, The aim was to determine the components and indicators of ideological and political education management of art design major in Liaoning Province, and establish a preliminary database for the ideological and political education management of art design major in Liaoning Province. The researcher examined the literature on concepts, principles and theories, relevant research on the management of ideological and political education, and semi-structured interviews with key informants. Based on in-depth interview data and content analysis, through processing, merging and purifying the original indicators, it was concluded that the ideological and political education management of art design major in colleges and universities in Liaoning Province consisted of 7 components and 62 indicators.

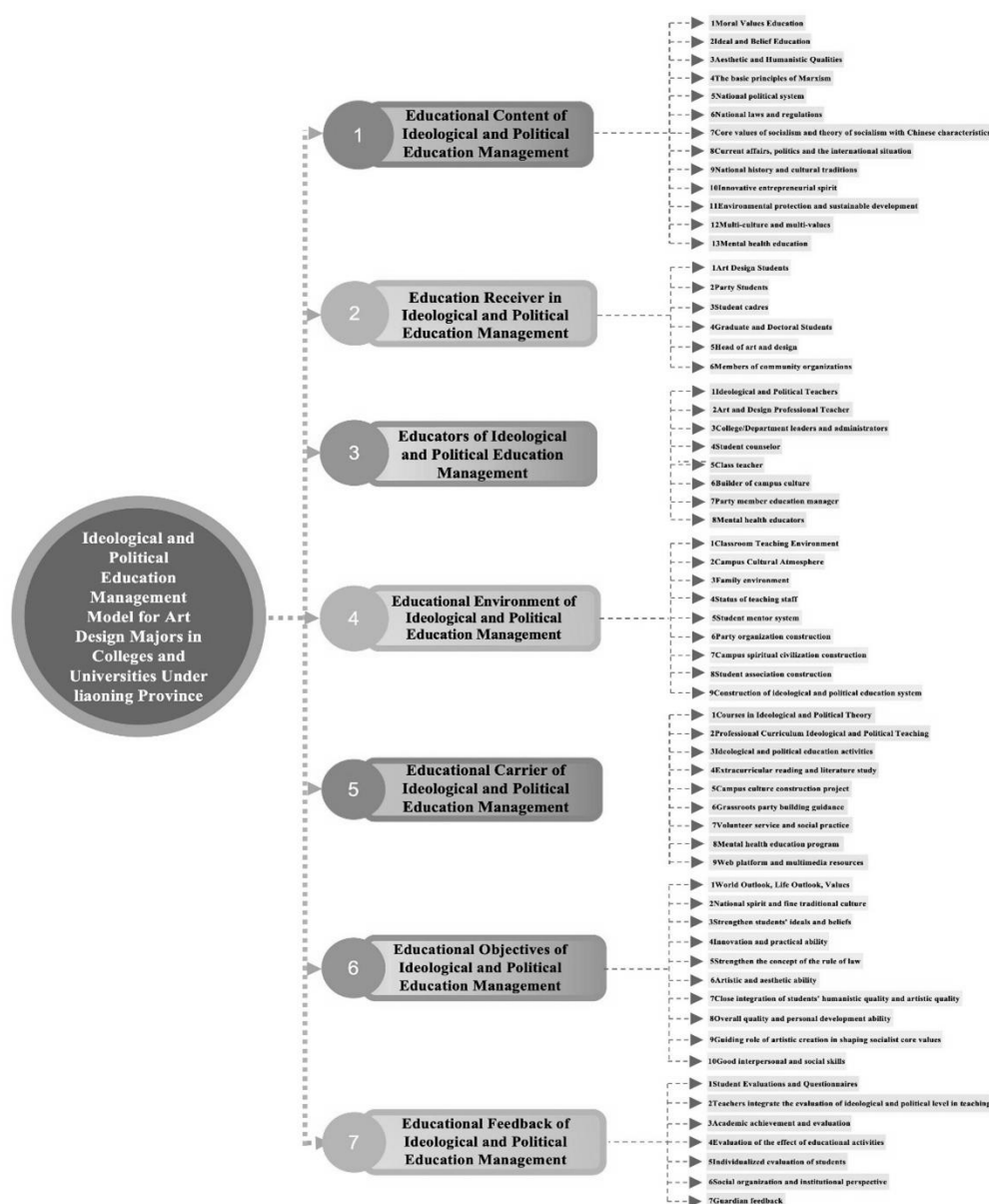


Figure1 Ideological and political education management of art design major in colleges and universities in Liaoning Province consists of 7 components and 62 indicators

6.2 Research findings of objective 2

The Ideological and Political Education Management Model for Art Design Majors in Colleges and Universities under Liaoning Province found in this research was fit with empirical data. The value of $\chi^2/df = 1.175$, $GFI = 0.913$, $AGFI = 0.895$, $TLI = 0.989$, $RMSEA = 0.025$, all in line with specified criteria. The standardized factor load of each measurement index of the questionnaire all reached the general standard of 0.5, and all reached the significant level. The CR value of the combination reliability was also above 0.7, and the AVE value was also greater than 0.5, which showed that the combination reliability and convergence validity of each variable dimension and measurement items of the questionnaire set in this study met

the theoretical requirements. Both consistency and effectiveness were ideal. Therefore, the ideological and political education management mode of art design major in colleges and universities in Liaoning Province has been recognized as effective and reasonable by CFA. As shown in the figure below:

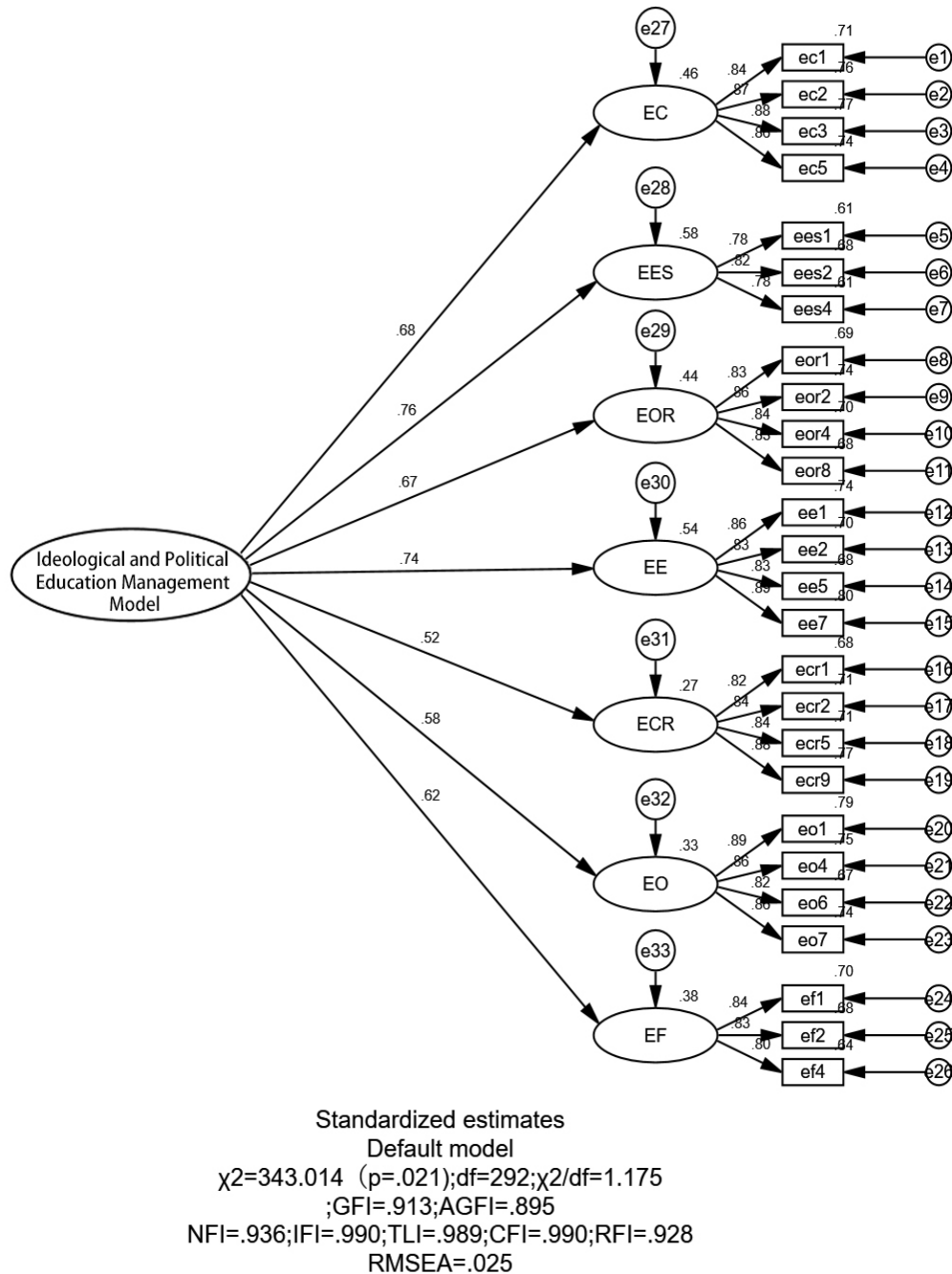


Figure2 Ideological and political education management model for art design majors in colleges and universities under Liaoning Province

6.3 Research findings of objective 3

In this stage, through focus group discussion, the guidelines for the implementation of ideological and political education management of art design majors in colleges and universities in Liaoning Province were formulated, including 26 guidelines. As shown in the figure below:

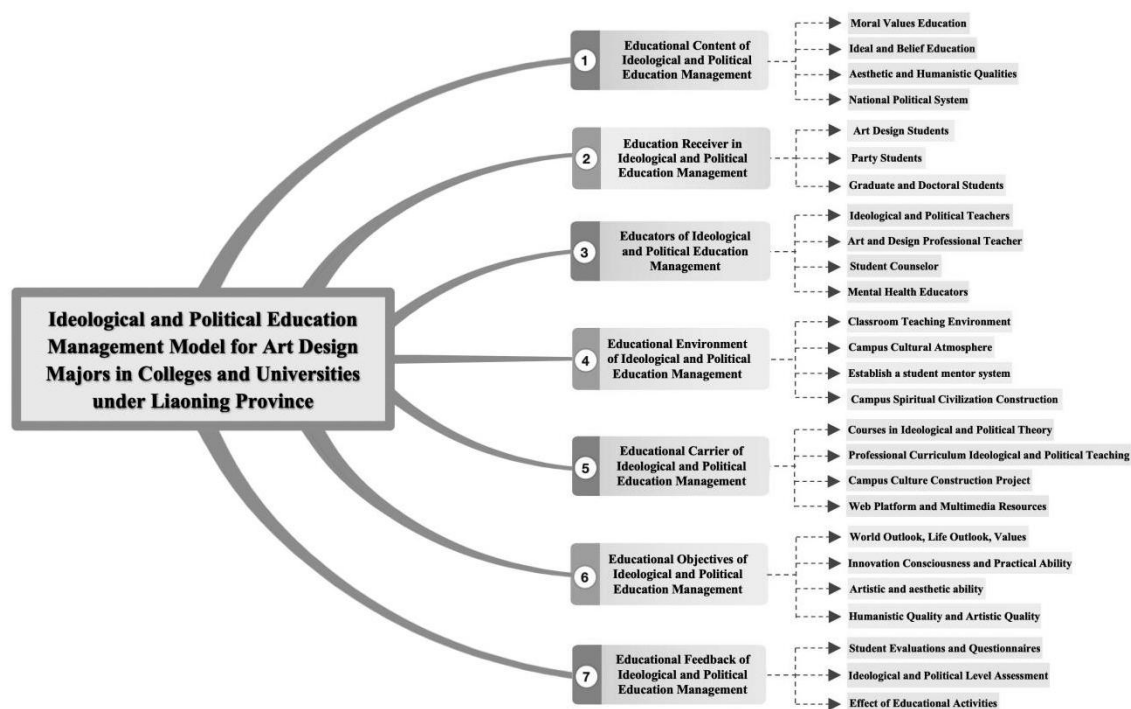


Figure3 Implementation guidelines for ideological and political education management of art design majors in colleges and universities under Liaoning Province

7. Discussion

7.1 Discussion about Major Findings of Objective 1

There were seven components and 62 indicators of Ideological and Political Education Management Model for Art Design Majors in Colleges and Universities under Liaoning Province which consisted of Educational content, Education receiver, Educators, Educational environment, Educational carrier, Educational feedback.

The first part is the educational content of ideological and political education management. The educational content of ideological and political education management is a basic element of the process of ideological and political education, and it is the embodiment of the goal and task of ideological and political education, which is directly related to the completion of the purpose and task of ideological and political education. Strengthen the construction of educational content, so as to promote the improvement and development of

the teaching system of art and design majors, and train more art and design professionals. This research findings and authors Hu X F(2014), Yao Q F,et.al.(2023) were consistent, and the construction of educational content should be strengthened.

The second part is the educatees in the management of ideological and political education. The educatees in the management of ideological and political education, that is, the student group, are not only the support for students to carry out ideological and political education activities, but also the direct embodiment of the effect of ideological and political education. This finding is consistent with the research of the authors Zhang Y J(2009), Jiao Y,et.al.(2022).The educatee is the direct embodiment of the effect of ideological and political education.

The third part is the ideological and political education management workers. The ideological and political education management educators are individuals or groups who carry out ideological and political education to students in the process of college students' ideological and political education. Educators play a leading role in ideological and political education. This research finding is closely related to the authors Fu J (2023), Li F,et.al. (2015). Educators play a leading role in ideological and political education.

The fourth part is the educational environment of ideological and political education management. The educational environment of ideological and political education management is the general term of the external social, economic and cultural environment faced by ideological and political education. The environment has an important influence on ideological and political education of college students. This research finding and authors Xie W L(2022), Sun J,et.al. (2020) were consistent. Educational environment has an important influence on ideological and political education of college students.

The fifth part is the educational carrier of ideological and political education management. The educational carrier of ideological and political education management is the form and means of carrying and transmitting educational content or information. In the process of students' ideological and political education, students' ideological and political educators pass on ideological concepts, political views and moral norms that meet the requirements of social development to students through certain forms and means, so that they have the ideological and political moral character required by society. This research finding is closely related to the authors Ju Y X,et.al. (2023) were consistent. The educational carrier of ideological and political education management carries and transmits the educational content.

The sixth part is the educational goal of ideological and political education management. The educational goal of ideological and political education management refers to the state or expected result that ideological and political educators expect students to achieve in enhancing ideological morality, strengthening political accomplishment, and forming good psychological quality and behavior habits after carrying out ideological and political education activities. This research finding is closely related to the authors Hou K (2022), Fu J,et.al. (2023) agree that the educational goal of ideological and political education management is the desired state or expected result.

The seventh part is the educational feedback of ideological and political education management. The educational feedback of ideological and political education management is the process in which ideological and political educators carry out ideological and political education to the educatees, the educatees respond to the educatees and the educatees collect and implement the reaction information. This research finding is consistent with the authors Ma Y T,et.al (2017) were consistent, which are information transmission and response information for educators and educatees.

7.2 Discussion about Major Findings of Objective 2

Through confirmatory factor analysis (CFA), there are abundant empirical data on ideological and political education management mode of art design major in colleges and universities in Liaoning province. The ideological and political education management mode of art design major in colleges and universities in Liaoning province provides help for the scientific development of art design major and is conducive to the realization of ideological and political education goals in colleges and universities. Strengthen the standardized and scientific management of professional students to ensure the improvement and development of education. It is of great significance to strengthen the ideological and political education and its management in colleges and universities, and to enhance the effectiveness of management. (1)Hu X F(2014) pointed out that art majors should provide ideological guidance to students, cultivate correct moral concepts and norms of behavior, and emphasize social responsibility and civic consciousness. (2) Zhang Y J(2009) pointed out that ideological and political education in colleges and universities is aimed at guiding students majoring in art and design to establish a correct world outlook, outlook on life and values, and improve their ideological and moral quality in the process of cultivating creative thinking. (3) Fu J(2023) pointed out that Art and design professional teachers should integrate ideological and political education content into art and design professional courses to make them have the quality of

all-round development. (4)Yao Q F(2023) points out that in the classroom teaching of art design majors, we should create a classroom teaching environment for ideological and political education, select appropriate curriculum entry points, inspire the soul, give students spiritual nutrition for life, and help them find the direction of development. (5)Ju Y X(2023) pointed out that Courses in ideological and political theory include basic principles of Marxism, outline of modern and contemporary Chinese history, ideological and moral cultivation, legal basis and other theoretical courses. It is an important foundation of ideological and political education. (6) Hou K (2022) pointed out that Improve students' artistic and aesthetic ability: cultivate students' ability to discover natural beauty, life beauty and spiritual beauty. Give full play to aesthetic education thinking and flexibly use effective carriers to create beautiful scenes and environments for ideological and political education. (7) Zhu H(2018) pointed out that the effect of ideological and political education activities should be evaluated so as to know the teaching situation.

7.3 Discussion about Major Findings of Objective 3

There was a implementation guideline contained 26 items used for Ideological and Political Education Management Model for Art Design Majors in Colleges and Universities under Liaoning Province.The research results are consistent with Zhang H Y (2014) study on creating a new model of ideological and political education based on majors and Yu CH(2023) study on the management model of ideological and political education based on educating people. According to the specialty characteristic, open up the network ideological and political education position; Combined with professional practice, build a new platform for social practice; Make use of professional resources to exert the educational function of the second classroom; Extend professional education and promote the vigorous development of student activities. At the same time, the research results are consistent with the research direction of Fu Jia (2020) in his article “An Exploration on the Cultivation of Art and Design Professionals Based on Ideological and Political Education”.

8. Recommendation for policy formulation

8.1 Recommendation for Policies Formulation

Recommendation for policies formulation contained:Formulate a special ideological and political education management system for art and design majors, strengthen ideological and political education and management for educatees, do a good job in the management of ideological and political education workers, build an educational environment suitable for

ideological and political education management, strengthen the construction of ideological and political education management education carriers, and formulate special ideological and political education management education objectives and targets for art and design majors Formulate the educational feedback mechanism of ideological and political education management.

8.2 Recommendation for Practical Application

Recommendation for practical application contained: Administrators of colleges and universities should strengthen the system construction of ideological and political education management of art and design majors, and ideological and political teachers should carry out the classroom teaching of ideological and political education management in colleges and universities and art and design teachers through the main channel of classroom teaching of ideological and political theory courses. Form a synergistic effect, college counselors are the main channel for students to upload and transmit work, to work with the school student work department, the Youth League Committee and other departments to carry out a good college ideological and political education management, mental health educators to solve the psychological problems of college students through psychological counseling.

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