

Research on the Path to Promote the Ideological Work in Colleges and Universities in the New Era

Shuang Guo

Dalian Jiaotong University, Dalian, Liaoning, China

Keywords: Colleges and Universities; Ideology; Path

Abstract: In the new era, the development of higher education in China is faster and faster. The Party and the state have intensively held a series of important meetings and released corresponding great policies. Concerning new tasks and challenges, this paper focuses on how to promote the ideological work in colleges and universities. By exploring the way of integrating ideology with other work in colleges and universities, it firmly grasps the leadership and discourse power of ideological work.

1. Introduction

Since the 18th National Congress, General Secretary Xi Jinping has attached great importance to ideological work and mainstream ideological security. He has repeatedly emphasized that "building a socialist ideology with strong cohesion and leadership is a strategic task that the entire Party, especially the propaganda and ideological front, must undertake." [1] In the report of the 19th National Congress, he pointed out that the socialism with Chinese characteristics in the new era is the latest results of the Sinicization of Marxism; To develop socialist culture with Chinese characteristics is to take Marxism as a guide and firmly grasp the leadership of ideological work. Colleges and universities are important front to spread the ideology and value system of the Party and state. Focusing on ideology can enhance the guiding position of Marxism in this field and consolidate the common ideological foundation for the unity and struggle of the whole Party and the state. This enables students to correctly fulfill their responsibilities and missions in the national reform and development, and serve the social development and national construction [2]. Meanwhile, at the National Education Conference, concerning "what kind of people to train, how to train and for whom to train", Xi Jinping especially pointed out that the moral education should be a fundamental task. We should strive to build a comprehensive educational system of morality, intelligence, physique, aesthetics and labor, and form a higher talent training system.

2. Analysis and Judgement on the Situation and Challenges of Ideological Work

2.1 Influence Brought by Domestic and Foreign Situations and Changes

The international situation is undergoing profound and complex changes, and the world has entered a new era of great development, changes and adjustments. China is producing a great influence in the process of economic globalization with the momentum of rapid development. China's path has become the focus of western academic and political circles, and more and more countries acknowledge China's great achievements. Meanwhile, various ideological theories and values coexist. Facing the new situations of various ideological and cultural exchanges, integration and confrontation worldwide, as well as the diverse, complex and changeable ideological values in the whole society, college students are experiencing more temptations and challenges [3]. Moreover, China's development is in a key period just like rolling stones and climbing over the ridge. On the road of reform and development, conflicts are intertwined and interests are diversified, making it more difficult to reach consensus; The "double-edged sword" of Internet makes the ideological struggle in the field of network more and more complex. The public opinion has not completely eliminated murmurs, the discourse needs to be further enhanced, and some

people and organizations have weak political concepts, etc. These complex situations in the ideological field are challenges that we cannot avoid.

2.2 New Situation and Challenges in the Development of China's Higher Education

General Secretary Xi Jinping has stressed the need to make the influence of core values as ubiquitous as air [4]. While implementing "Implementation Plan for Accelerating Educational Modernization (2018-2022)", "On Deepening the Reform of Undergraduate Education and Teaching, and Comprehensively Improving the Quality of Talent Training", speeding up the first-level colleges and curriculum construction, and promoting the connotative development of higher education, colleges and universities must firmly grasp the current trend of higher education. Schools should firmly establish the first-level consciousness and quality concept, and make layout around the new requirements of talent training in the new era. Schools should also take moral education as the basis, fully conduct educational and teaching reform, and grasp the key factors of talent training, like teachers, disciplines, majors, classes, courses, teaching materials, teaching methods, practical teaching, etc. Only in this way can we form a higher level of talent training system and strive to improve the school-running quality.

2.3 Key Points of Ideological Work in the New Era

2.3.1. Persisting in the Theoretical Learning System and Focusing on Building Learning Party Organizations

Party organizations at all levels should enhance theoretical learning, conduct special seminars, fully play the political core roles, and timely convey and implement various requirements. It is necessary to enhance the training of Party cadres, organize them to give Party lessons in grass-roots branches, and focus on the fundamental task of moral education. The leading group of the Party should give lectures on the situation and policies for college students and guide them to establish correct outlooks on life, world and values.

2.3.2. Continuing to Enhance the Construction of College Ideological Team and Striving to Enhance and Improve Ideological and Political Work

General Secretary Xi Jinping proposed that ideological and political work should be run through the entire process of education and teaching to realize "full-process education, full-people education, and all-round education", which is an innovative mode of college talent training. Its core idea is that ideological and political work should be combined with education and teaching and penetrated to its beginning and end[5]. To build a systematic training and competence improvement system, we should guide teachers to be teachers of both knowledge and conduct. Teachers must combine teaching and educating, preaching and deeds, questioning and society caring, academic freedom and academic norms, and better undertake the guiding responsibility for the healthy growth of students. The first is to continuously build a good ideological and political team, and form a working pattern of the unified leadership of the college general Party (department) and the joint management of the Youth League Committee and trade union of each grass-roots Party branch (teaching and research office). We should insist on moral education activities, dig educational resources, and integrate supervisors into the ideological and political educational camp of students, so as to play a powerful role in educating people. The second is to combine the college (department) major setting, deeply dig the ideological and political elements, promote the ideological and political construction, so as to realize the full-people, full-process and all-round education.

2.3.3. Continuing to Enhance the Construction of Network Propaganda Fronts and Fully Playing the Role of Network Ideology

General Secretary Xi Jinping has emphasized to "use achievements of the information revolution to promote the in-depth development of media integration, and to make mainstream public opinion bigger and stronger"[6], so as to consolidate the common ideological foundation. The Internet is an important place for college students to study and live. It is not only an important propaganda carrier

for the ideological work of colleges and universities, but also the "main battlefield" for the dominance of their ideology. Enhancing the integration of network ideology into campus culture is an important path to strengthen the leading power of their socialist ideology [7]. Thus, we should further develop, utilize, construct and manage microblog, WeChat and other network media platforms. We should display the achievements of campus activities through the school newspaper, radio, television, official microblog, WeChat public account, enhance Party building and ideological and political work, develop noble ethics, tell good stories of outstanding college students and other positive information, and build a red platform [8]. Besides, we should also maintain the discourse in campus activities on the Internet, use Chinese discourse to interpret Marxist ideology and Xi Jinping's thought on Socialism with Chinese Characteristics in the new era, strengthen positive ideological opinions and guide public opinion well.

3. Path to Advance Ideological Work under the Background of Epidemic Normalization

3.1 Further Implementing the Ideological Responsibility System and Identifying the Focus of Ideological Work

To study and make decisions on major issues in colleges and universities, like teaching and scientific research management, we must adhere to the correct political stance, political direction, political principles and political path. The first is to strengthen the responsibility of Party organizations and firmly grasp their leadership and leading power of at all levels in ideological work. The second is to cultivate socialist core values and strengthen the leading force and cohesion of the mainstream ideology of teachers and students. Among them, to strengthen the innovation of the teaching mode of college ideological and political theoretical course, doing a good job in the ideological work of contemporary college students is an important task for socialist colleges and universities with Chinese characteristics. College ideological and political theoretical course is the most important part of this work [9]. The third is to enhance the construction of network front and create a public opinion environment for the healthy development of ideological work. The fourth is to firm cultural confidence and consolidate the ideological foundation for this work. The fifth is to build a general pattern of ideological work and promote its in-depth development.

3.2 Leading the Fight against the Epidemic with Party Building and Boosting Ideological Work with Party Building

To do a good job in ideological work is based on talents and teams. Xi Jinping pointed out that "ideological propaganda must rely on the whole party, establish the concept of increasing publicity, and mobilize all fronts and departments to work together." [10] Colleges and universities must resolutely implement the Party's decision and deployment, earnestly implement the political responsibility for epidemic prevention and control, fully play the role of grassroots Party branches as battle fortresses and the exemplary role of Party cadres, and promote the smooth and orderly development of the college ideological "leading goose". Moreover, schools should also call on Party members and staffs to raise their political awareness and political position, stick to their duty and care about students. Party cadres should take the lead, firmly prevent and control the epidemic, assume the role of "hard core", gather the strength of Party organizations at all levels, and build a strong fortress.

3.3 Coordinating the Normalized Epidemic Prevention and Control and Promoting the Scientific Development of Colleges and Universities

Currently, colleges and universities must resolutely implement Xi Jinping's important speech, the spirit of instructions, the Party Central Committee's decisions and deployment, and the prevention and control spirit of COVID-19 at all levels. We should constantly make efforts concerning the normalized epidemic prevention and control and consolidate its positive trend. We should guide students not to believe in rumors, not to spread rumors, not to make rumors, enhance their ability to distinguish right from wrong, establish correct concepts, develop the national spirit, and cultivate

patriotic feelings. Meanwhile, we should orderly promote the scientific development of colleges and universities. According to the requirements of "stopping schools without stopping teaching, stopping classes without stopping learning", we should rely on various online curriculum platforms and campus online learning space to firmly promote the sharing of online teaching resources and the innovation of educational and teaching modes. We must actively implement online teaching and online dissertation guidance, constantly enhance students' independent learning ability, and fully promote the employment of graduates. In addition, we need also orderly do well in discipline construction, staff team construction, and scientific research, etc, enhance public opinion guidance and monitoring, and effectively maintain the overall safety and stability of colleges and universities.

References

- [1] Xi Jinping. Raise the Banner, Gather the Hearts, Educate New People, Develop the Image of Culture, and Better Complete the Propaganda of Ideological Work under the New Situation[N]. People's Daily, 2018-08-23(01).
- [2] Yan Jing, Chai Zhongxue. Key Issues and Countermeasures of Ideological Work in Colleges and Universities[J]. Western China Quality Education, 2020(05).
- [3] Qi Liangzhao, Yang Qinqin. An Analysis of the Reasons for the Challenges to the Ideological Security of Colleges and Universities[J]. Journal of Hubei Open Vocational College, 2020(04).
- [4] Thirty Lectures on Xi Jinping's Thoughts on Socialism with Chinese Characteristics in the New Era[M]. Beijing: Learning Press, 2018:196-198,213,219-220.
- [5] Lan Lan. Ideological Responsibility and Practical Path of College Teachers in the New Era[J]. Theory Observe, 2020(05).
- [6] During the 12th collective study session of the Political Bureau of the CPC Central Committee, Xi Jinping emphasized to promote the in-depth development of media integration and consolidate the common ideological foundation of the whole Party and the country[N]. People's Daily, 2019-01-26(1).
- [7] Qian Juan, Deng Chunyu. Research on the Network Path of Strengthening the Leading Force of Socialist Ideology in Colleges and Universities[J]. Legal System and Society, 2020(06).
- [8] Ren Yan, Ou Yangxia. The Realistic Path to Enhance the Ideological Discourse Power in Colleges and Universities in the New Era[J]. Theory Research, 2020(06).
- [9] Zhang Qing, Zhang Bo. Realistic Challenges and Practical Approaches of Ideological Security in Colleges and Universities from the Perspective of All Media[J].The Party Building and Ideological Education in Schools, 2020(07).
- [10] Xi Jinping emphasizes to work hard to do better propaganda and ideological work[EB/OL].2013-08-21.<http://politics.people.com.cn/n/2013/0821/c70731-22638925.html>.