

Theoretical Dimension of Image Building of Ideological and Political Educators in Colleges and Universities

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Abstract: Image building of ideological and political educators in colleges and universities is an important part of the team construction of ideological and political educators. As a kind of social practice, the image building of ideological and political educators in colleges and universities undoubtedly needs certain theories as guidance and basis. The theoretical guidance for the image building of ideological and political educators in colleges and universities is mainly the requirements of teachers in the series of important speeches of General Secretary Xi Jinping. Western psychology social cognitive bias theory, communication audience theory and social psychology impression consolidation theory also provide important theoretical reference for the image building of ideological and political educators in colleges and universities.

The image of ideological and political educators in colleges and universities is the external expression of the status, function, inner quality and individual image of the ideological and political educators in the society, and the overall impression and evaluation of the public to the ideological and political educators in colleges and universities. The good image of ideological and political educators is the core component of the "soft power" of ideological and political education, and the key factor to improve the practical effect of ideological and political education. Ideological and political education workers image creation activity has a solid theoretical foundation, general secretary of marxist theory of humanism and xi series of important speech about teacher's requirement for the ideological and political education workers image provides an important theoretical guidance, western theory of psychology, communication, social psychology and so on also for ideological and political education workers image shape provides the beneficial theory for reference.

1. Communication Studies and Social Psychology Provide Theoretical References for the Image Building of Ideological and Political Educators in Colleges and Universities

The image building of ideological and political educators in colleges and universities is a long-term and complex systematic project. This long-term nature is reflected in the time persistence, the development of The Times and the practical importance of the image building of ideological and political educators in colleges and universities. This complexity is mainly reflected in the diversity of factors influencing the image building of ideological and political educators in colleges and universities, the twists and turns of path exploration and the repetition of implementation process. In order to achieve the sustainable and effective image building of ideological and political educators in colleges and universities, it is necessary to integrate the forces from all walks of life and make use of the beneficial guidance of relevant disciplines such as cognitive bias theory of psychology, audience theory of communication, impression supervision theory of social psychology (impression management theory).

1.1. Cognitive Bias Theory in Psychology

The construction of a good image of ideological and political educators in colleges and universities is to leave a good and lasting impression on the public. The image of ideological and

political educators, as the "first name card" of ideological and political education, directly affects the first impression of the educated on their ideological and political work, and is also an important coordinate and measuring stick for the public to observe and evaluate the ideological and political work. Psychological research shows that in the process of social cognition, because the cognitive subject is an individual in the social background, it is often affected by various subjective and objective factors, which leads to some cognitive biases. "The so-called cognitive bias refers to the fact that people make judgments about others based on certain phenomena or false information, which leads to errors in judgment or inconsistency between the judgment and the real situation of the object." The theory of cognitive bias in psychology provides an important reference for analyzing the psychological factors that influence the image building of ideological and political educators in colleges and universities. Ideological and political educators in colleges and universities should pay special attention to the formation of the first impression, and adopt scientific methods to minimize the influence of the primary cause effect, halo effect, projection effect and recency effect on the image building.

1.2. The Audience Theory of Communication

The main purpose of shaping the image of ideological and political educators in colleges and universities is to enhance the public's acceptance and recognition of their image, and then improve the public's acceptance of ideological and political education. Therefore, the audience theory of communication has important theoretical reference significance for the image building of ideological and political educators in colleges and universities. The audience theory is a modern communication theory constructed with the audience as the core. From the perspective of the audience theory, it examines the image building of ideological and political educators in colleges and universities and grasps the audience, that is, the psychological characteristics, selection mechanism and feedback of the acceptor in the process of acceptance. In the image building process of ideological and political educators in colleges and universities, the public is the "receiver" and "feedback source" of the image information dissemination of ideological and political educators in colleges and universities. According to the communication audience theory, needs and motivations are the important factors affecting the psychological characteristics of the audience, the audience's acceptance of external things should be screened through the selection mechanism, and the feedback of the audience is conducive to the improvement of the communication effect. We can optimize the effect of the image communication of ideological and political educators in colleges and universities if we grasp the various characteristics of the audience and their internal relations. Ideological and political education workers in the process of image creation accept expectation and needs to pay attention to the audience, make full use of audience choice mechanism to strengthen audience image of accepting the ideological and political education workers, according to the feedback of the social public area inspection and confirmed the effect of image creation, in order to improve and optimize the image of the shape of ideological and political education workers.

1.3. Impression Modification Theory in Social Psychology

Scientific image management is indispensable to the scientific image building of ideological and political educators in colleges and universities. Impression consolidation theory provides an important theoretical reference for the management of good image of ideological and political educators in colleges and universities. Impression Tightening, also known as impression management or self-presentation, originated in the work of Italian political thinker and historian Niccolo Machiavelli and was developed into a theory by American sociologist Irving Goffman. Impression modification is a kind of control, analysis, balance and integration of self-impression and social impression. It can provide more accurate information resources and a broader space for comparison for self-cognition, and encourage individuals to continuously evaluate, control, adjust and improve themselves.

Self-impression and social impression are the basic basis of self-cognition for ideological and political educators in colleges and universities. In the scientific management of their own image, the ideological and political educators in colleges and universities should grasp the principles of truth,

collection, subordination and development. The principle of truth is the first principle of impression management, which requires the ideological and political educators in colleges and universities to have a true and accurate positioning of their own images, not one-sided elevation or derogation of their own images; The principle of aggregation is the foundation of impression management. It requires ideological and political educators in colleges and universities to comprehensively consider the views and evaluations of their own images from the outside world, and to realize comprehensive control and comprehensive analysis of information about their own images. The principle of subordination is the direction of impression management, which requires the ideological and political educators in colleges and universities to grasp their core image well, and to unify the work of image building to the establishment and improvement of the core image around the image goal of realizing their own comprehensive and optimal development. The principle of development is the fundamental attribute of impression management, which requires the image building of ideological and political educators in colleges and universities to pay attention to summarizing and retaining the good image characteristics in the past, and at the same time to keep up with the development of The Times, the progress of ideas, timely integrate new elements, so as to make their own images more vivid.

2. General Secretary Xi Jinping's Important Speech Provides Theoretical Guidance for the Image Building of Ideological and Political Educators in Colleges and Universities

On the eve of Teacher's Day in 2013, General Secretary Xi proposed the idea of "Three Firms" in his letter of condolence to teachers across the country, which set a benchmark for teachers. In an important speech delivered at the 2016 National Conference on Ideological and Political Work in Colleges and Universities, General Secretary Xi Jinping proposed to strengthen the construction of teachers' ethics and ethics, adhere to the "four unifications" and do a good job of ideological and political work in colleges and universities, and follow the important thought of "three laws". In 2019, General Secretary Xi Jinping even pointed out that it is the fine tradition of the Party's ideological and political work to conduct ideological and political courses well and expand the teaching position of ideological and political theory courses with The Times, and it is an important embodiment of ideological and political educators' position consciousness. He put forward new requirements and expressed new expectations for the ideological and political educators in colleges and universities, pointed out the direction and opened up a new road for the image building of the ideological and political educators in colleges and universities in the new period, and had a strong ideological, political, targeted and guidance.

2.1. Adhere to the "Three Firmly Established" Thought, and Strive to Practice the "Four" Good Teacher Standards

Teachers across the country should "firmly establish the ideals and beliefs of socialism with Chinese characteristics, take the lead in practicing socialist core values... ; Firmly establish the concept of lifelong learning, strengthen learning, broaden vision, update knowledge, and constantly improve professional ability and education quality... ; We should firmly establish a sense of reform and innovation, actively devote ourselves to educational innovation, and make contributions to the development of modern education with Chinese characteristics and of world level." "To be a good teacher is a problem that every teacher should seriously consider and explore, and it is also the ideal and pursuit of every teacher." To be a good teacher, you must have ideals and beliefs; A good teacher should have moral sentiment; To be a good teacher, one must have solid knowledge; To be a good teacher, one must have the "four qualities" of kindness. The thought of "three firmly established" and the standard of "four good teachers" not only set a benchmark for the majority of teachers, pointed out the direction, but also has a strong guiding significance for the image building of ideological and political education workers in colleges and universities in the new era. The ideological and political educators in colleges and universities shoulder the important tasks of "what kind of people to train", "how to train people" and "for whom to train people". The special nature and important mission of their work fundamentally determine the far-reaching significance of the

image building of ideological and political educators in colleges and universities, which is different from that of ordinary educators. Only under the guidance of the important thought of "three firmly established" and the standard of "four good teachers", can the image building of ideological and political educators in colleges and universities be guaranteed to serve the overall situation of ideological and political work. "Three firmly establish a thoughts" and "four have" good teacher standard in ideological and political education workers should firmly establish the ideal faith of socialism with Chinese characteristics, on the basis of the concept of lifelong learning and innovation consciousness, with a strong ideal and faith, to shape become noble moral sentiment, extensive solid scholar, the heart of humanity "four have" good teacher image.

2.2. Strengthen the Construction of Teachers' Ethics, Follow the "Three Laws" and "Four Unity"

"Teachers are engineers of the human soul, bearing the sacred mission. We should strengthen the construction of teachers' ethics and conduct, integrate teaching with education, words with examples, study with concentration and concern for society, academic freedom with academic norms, and guide teachers to establish themselves, learn and teach with ethics." In the important speech of "running ideological and political work through the whole process of education and teaching, striving to create a new situation of China's higher education", General Secretary Xi Jinping stressed: "we should follow the rules of ideological and political work, follow the rules of teaching and educating people, follow the rules of student growth, and constantly improve our working ability and level.

General Secretary Xi Jinping has put forward instructive and realistic requirements for the image building of ideological and political educators in colleges and universities in the new era. First of all, it makes clear the orientation of the image of ideological and political educators in universities. Ideological and political educators in colleges and universities mainly do work that touches people's mind and soul, and the sanctity of their mission determines the greatness of their images. In this regard, in the new era, we should have a clear understanding and orientation of the image of ideological and political educators in colleges and universities, and the image of "engineer of human soul" should be the ideal pursuit of every ideological and political educators in colleges and universities in image building. Secondly, it points out the central link of image building of ideological and political educators in colleges and universities. Xi general secretary in this speech, repeatedly mentioned something about "ethics", the core of the ideological and political education workers image creation is "morality", is the cast of "ethics" and reveal, ideological and political education workers image should be around the "live morally, good learning, good for teaching" the center link. Thirdly, it clarifies that the image building of ideological and political educators in colleges and universities should adhere to the "four unity". Ideological and political educators in colleges and universities are not only scholars, but also teachers, propagandists of ideological and political work, but also guides and guides for students' healthy growth. Therefore, the image of ideological and political educators in colleges and universities has many dimensions and levels. The unification of teaching and educating, preaching and teaching by example, asking and paying attention to society, academic freedom and academic norms is the inevitable requirement to realize the multi-dimensional image building of ideological and political educators in colleges and universities. Finally, it puts forward the "three rules" that should be followed in the image building of ideological and political educators in colleges and universities. It is the key to do the ideological and political work well to correctly follow the three laws of the ideological and political work, the law of teaching and educating people, and the law of student growth. The improvement of the working ability and level of the ideological and political educators in colleges and universities will undoubtedly contribute to the shaping of their good images.

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