

# Strengthen the ideological work path research of colleges and universities in border areas

**Ma Jin**

*West Yunnan University, 677000 Lincang, China*

**Abstract.** *In order to strengthen the ideological work in colleges and universities in border areas, this paper will study the specific work path, mainly discuss the importance of ideological work in colleges and universities, point out the current problems in the work, and finally put forward relevant strategies for the problems. In this paper, the strategy represents the path, and the work carried out according to the path can improve the work strength and protect the ideological safety of college students.*

**Keywords:** *Border areas; Colleges and universities; ideology*

## 1. Introduction

Ideology is the symbol of a country and a nation, as well as the symbol of independence. If a country or a nation's ideology is abnormal, it is likely to cause political and security problems, so it is not impossible to fall apart. Therefore, ideological work is an extremely important work, colleges and universities must constantly strengthen the strength of this work, and actively undertake the responsibility of ideological cultivation and protection. The general office of the central committee of the communist party of China, issued by The General Office of the State Council on further strengthening and improving propaganda and ideological work in colleges and universities under the new situation of the opinions that countries attach great importance to ideological work in colleges and universities, General Secretary of the CPC Central Committee also pointed out that to strengthen the ideological work in colleges and universities is very urgent, so the border region should response to the party's call, explore to strengthen ideological work path, And find the correct method, so it is necessary to carry out relevant research.

## 2. The importance of ideological work in colleges and universities

The importance of ideological work in colleges and universities is embodied in many places, but ultimately is to protect the safety of students ideological positions: universities cultivate the next generation successor, if this generation's ideological problems, on behalf of the state and the future development of ethnic groups may be running deviation, also can become not harmonious social environment, this kind of phenomenon is absolutely not allowed to happen. But in reality, because of the current state and the links between countries, especially in border areas, the communication, so the influence of some foreign information will intentionally and unintentionally students, relatively weak ideological impact to them, may cause the student ideological problems, this kind of phenomenon has happened too much, For example, some students highly advocate western culture, indicating that their ideology began to westernize, which is a typical ideological security problem. If the problem is popularized, it will be a devastating blow to the Chinese nation. Look at this, the students in colleges and universities must to protect the safety of students ideological positions of responsibility, it lets the student ideological stand firmly, in the face of the impact of foreign culture or information, to keep continue, don't be swayed (can understand and appreciate the foreign culture, but can not be affected by its criticism to the local culture), Only in this way can China's future development and social stability and harmony be guaranteed, which shows how important ideological work in colleges and universities is [1].

## 3. Problems of ideological work in universities

### 3.1. *Insufficient attention to ideological understanding*

Implementation, the current horizon, communication between nations is necessary, impossible to protect the ideology to exchanges with other countries, so the foreign culture will be from different

sources into the domestic, and to get in touch with students, such as the Internet is the spread of foreign culture and other related information channels, students and Internet users, therefore, there must be some contact. Foreign culture under the background of the incoming for ideological work in colleges and universities is a challenge, on the one hand can't reject foreign culture contact with students, on the other hand, to avoid foreign culture bad influence on college students' ideology, therefore, universities should keep an eye on the impact of foreign culture, attach importance to it from the Angle of ideological understanding, How to equip students with the ability to resist the impact of foreign cultural ideology is a problem that colleges and universities need to focus on. But in reality, many colleges and universities in this respect the value degree is not high, for example, some colleges and universities has not unified ideological workers work target, lead to different staff to form the difference, this nature is bad to do ideological work, or part of the concept in the ideological education in colleges and universities is conservative, lagging, A one-size-fits-all approach, such as blocking students' access to the Internet, has only increased students' respect for foreign cultures. Focusing on this point, colleges and universities must attach more importance to ideological understanding in ideological work and carry out reform in view of current problems [2].

### 3.2. Traditional working methods

By considering the effectiveness of the ideological work in colleges and universities, colleges and universities should be adopted in accordance with students' internal needs, and more efficient way to work, so as to ensure work efficiency, but the reality of many colleges and universities are still using the traditional working methods, with a border region college as an example, according to its nearly two years of ideological work, The school still uses the traditional manual work mode, mostly by holding student conferences and Posting relevant propaganda slogans. These methods can indeed play a certain role, but for modern college students, they do not like to obtain information from these ways, resulting in ideological work is difficult to achieve results. At the same time, the message conveyed by these methods and approaches is hard to penetrate into people's minds, and many students subconsciously ignore these messages because they are so familiar with them. These performances are sufficient to show that the ideological work methods of colleges and universities are traditional and need to be innovated. Colleges and universities should keep pace with The Times to carry out reform, so as to strengthen the ideological work [3].

### 3.3. Lack of talent support

Table 1 Questionnaire survey results of teachers in a university (15 persons)

The problem	Options and answers
Are you familiar with new media	Yes (2) No (13)
Have you ever participated in new media information compilation and release	Yes (0) No (15)
Do you think new media is meaningful for campus ideological work	Yes (1) No (0) I don't know (14)
Do you think it is necessary to bring new media into ideological work	Yes (2) No (2) I don't know (11)

Some colleges and universities also want to adopt some advanced methods to carry out ideological work, but they soon find that their own talent team does not have the ability to implement advanced methods, so the reform of ideological work lacks talent support and is difficult to strengthen. With a border of colleges and universities as an example, the school to try to use new media way to spread information, hope the teacher can in charge of the new media related work, but found that the school teachers for the new media don't understand, lack of business philosophy and consciousness, the information after the release of writing students attention, even some longer grade teacher not new media operation background, This phenomenon has forced the university to abandon the introduction of new media and continue to work with traditional methods. It is worth noting that the colleges and universities for confirmation of talent support problem has made some attempt on related training work, for example, or to recruit staff, and the efficiency of these methods or slow, can't keep up with reform of ideological work needs, or difficulty is big, can't guarantee the ideological work department of the talent team of stability, therefore, although these methods can be put into use, But it doesn't solve the immediate

problem. Table 1 shows the results of a questionnaire survey for teachers in a university. The results clearly show that teachers in the university lack awareness of new media, which is insufficient to support the reform and strengthening of ideological work.

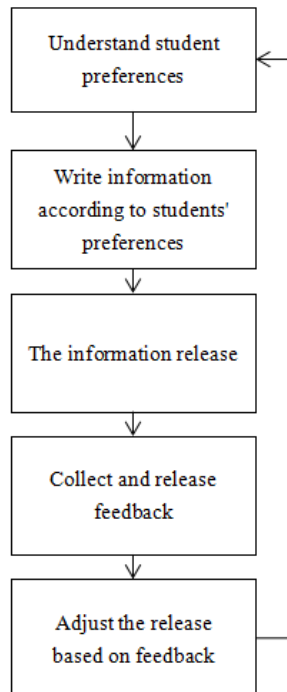
**4. Strategies for strengthening ideological work in colleges and universities**

**4.1. Unity of thought, innovative understanding**

The ideological work in colleges and universities is a long work involving a wide range of groups and complicated internal situation. Therefore, to do this work well, all people need to work together towards the same goal. Therefore, the thoughts of the relevant faculty in colleges and universities must be unified. Advises the regular staff meeting, the meeting shall be presided over by the school leaders, put forward the idea of a unified theme, such as "under the new situation, how to deal with the impact of foreign culture on Chinese college students' ideology", the theme is put forward to facilitate faculty to discuss, through continuous discussion, many can get a unified as a result, on behalf of all the staff thought is unified. And then need innovation in colleges and universities faculty cognition, namely, as mentioned above, in the face of the impact of foreign culture on Chinese college students, we can't refuse, but should strengthen the students' ability to withstand level, therefore, all staff to realize that the fundamental goal of ideological work is to improve the students "soundness" of ideology, The work should be aimed at the students' cultural identity, national responsibility and other internal thoughts to train, to promote the students' ideology is indestructible, itself can accept foreign culture, but not blindly worship, so as to ensure the safety of the ideological position.

**4.2. Introduce the Internet and optimize the working mode**

Contemporary college students are fond of "Internet", are more willing to obtain information through the network, so it should revolve around the Internet optimization way of ideological work in colleges and universities, in the case of a university, the school had been introduced in the Internet environment is the mainstream of new media channels to expand the ideological work, and the related work plan, as shown in figure 1.



*Figure 1 Ideological work plan based on new media in colleges and universities*

As you can see, the school's work plan is cyclical, and close to the people-oriented concept, focus on students' preferences to write the relevant information of ideology, to ensure that information to get students attention, at the same time with the aid of new media properties, could be more students to see information, and constantly adjust, can be long-term to maintain the effectiveness of the ideological, and

raise the level of effectiveness. In addition, the university can also adopt other third-party platform to start the work, such as weibo, post bar, etc., these platforms are conflict, can be used at the same time, the specific circumstances identified, but no matter what kind of way, the university chose ideology in the network environment, campus staff must remain dominant network topic, the purpose is to avoid bad opinion of the effect on the students.

#### **4.3. Set up a student team, with teachers responsible for guidance**

Since the stability of colleges and universities in a short period of time can't get new media or other aspects of the talents, colleges and universities can set out to develop talent resources from within, can help the student groups, such as the university student party members can organize campus is responsible for the new media operations, because the students themselves to these new things is more understanding, so handy to operate, The only drawback is that students may not know enough about ideological work requirements, tasks, etc. For this kind of situation, colleges and universities can make experienced teachers to guide students to new media operation, through the teachers present ideological work request, let students complete requirements, on the one hand, to further strengthen the student party members' ideological work, on the other hand, because the student party members is to understand students, so the information more easily accepted by ordinary student, It also shows that efforts have been strengthened. In addition, colleges and universities should emphasize communication to ensure that they can give the most accurate advice based on the actual situation.

### **5. Conclusion**

To sum up, ideological work in colleges and universities is very important, so colleges and universities in border areas should pay attention to it. It is necessary to conduct research on current work problems and adopt corresponding strategies to carry out reform. Strategies can strengthen ideological work and improve the effectiveness of work, indicating that strategies are equivalent to work strengthening path, but to achieve this, it is necessary to ensure the correct implementation of strategies and targeted, so colleges and universities should make more attempts to find the most appropriate strategies to protect the security of ideological positions.

### **Acknowledgement**

This paper is the phased achievement of the scientific research fund project "Research on ideological work in Colleges and universities in border areas in the new era" (Project No.: 2021j0932) of Yunnan Provincial Department of education in 2021.

### **References**

- [1] Banfield G. *IDEOLOGICAL WORK*[J]. *Journal of Contemporary Ethnography*, 1999, 28(2):138-165.
- [2] Robert G, Thomas K. *The Fate of Elite Idealism: Accommodation and Ideological Work at Harvard Law School*[J]. *Social Problems*, 1992(4):315-331.
- [3] Thompson C J, Ustuner T. *Women Skating on the Edge: Marketplace Performances as Ideological Edgework*[J]. *Journal of Consumer Research*, 2015, (2):235.