

# Practical Significance of the Working Mechanism of Public Opinion Guidance in Universities

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**Abstract:** *This paper focuses on the background of the times, concept cognition and practical significance of the work mechanism of public opinion guidance in Colleges and universities. Public opinion field is an indispensable channel for college students to perceive social and political advantages and disadvantages in the new era, which will inevitably have a potential and far-reaching impact on the formation of their values. We need to optimize and improve the public opinion guidance mechanism of college students to guide the public opinion events in Colleges and universities more effectively, through the Marxist point of view.*

**Keywords:** *University public opinion; Public opinion guidance mechanism; Mechanism construction; Practical significance; Marxism.*

## 1. Introduction

In recent years, the public opinion events in Colleges and universities have increased explosively. According to the statistics of the case database of the public opinion data center of the people's network, in 2020, the major public opinions of colleges and universities nationwide will grow by 33% year on year and 133% compared with 2018. In the period of social transformation, the guidance of public opinion in Colleges and universities in China is facing unprecedented new requirements, due to many macro factors such as the intensification of social contradictions, the intensification of new media technology reform, the accelerated transformation of social trends of thought, and the influence of the black swan incident. In addition, college students are positive, sensitive and curious, so they are willing to accept new things and express different views. In recent years, college students' safety, campus management, academic misconduct and other hot topics have aroused great concern of college students in the new era. Students had a heated discussion on these events from different angles and levels, which had a certain social impact. Since the outbreak of the epidemic, public opinion in Colleges and universities has been confronted with new situations, new problems and new contradictions, such as the overlapping of female safety topics and teachers' ethics, and campus security under the control of the epidemic. Most colleges and universities have more room for improvement in grasping changes, making corresponding adjustments and issuing effective solutions. In particular, we should pay attention to women's safety, teachers' ethics, epidemic prevention, campus safety and other topics.

## 2. Concept

As a practical activity, it is constructed by a certain party, organization, group and individual according to a certain social ideology theme. Public opinion guidance will affect the public's consensus on public interests, social beliefs, social emotions and social values. It exists in each historical period of the nation-state and plays a great positive role in the public opinion governance of colleges and universities. It exists in every historical period of the nation-state and plays a great positive role in the governance of public opinion in Colleges and universities. The working mechanism of public opinion guidance refers to the interactive contact mode of each component due to the effect of certain mechanisms in the process of public opinion guidance, and the operation mode of realizing its overall function and completing its overall goal through the organic connection among them. If we can further improve and optimize the working mechanism of College Students' public opinion guidance, then college public opinion events will be more effectively guided. In China, the guiding mechanism of public opinion is the sum of the institutions, rules and operating models formed by the party, the government and the media to play the leading and guiding functions. And they interact and act under the control of the law of the formation and spread of various elements of public opinion. China's president Xi Jinping pointed out that

we should give full play to the role of the Internet in guiding public opinion and reflecting public opinion, so as to create a good atmosphere for Internet public opinion among young students. This is the overall requirements and ideas to improve the public opinion guidance mechanism of college students in the new period, and provides a strong theoretical guidance and scientific action guide for the construction of the public opinion guidance mechanism of college students in the new period.

College students are the high-quality group among the youth. They also are a reliable new force for the development of Socialism with Chinese Characteristics for a New Era. So their ideological trends are directly related to the future and destiny of social and national development. The field of public opinion is an indispensable channel for college students to perceive the advantages and disadvantages of society and politics, and it is bound to have a potential and far-reaching impact on the formation of College Students' values. For college students, Marxism can help them to find the real direction in the complicated ideological trend and value orientation, and cope with the social changes. We should educate them to observe and analyze the world with Marxist stand and viewpoint, and truly understand the problems of the times, deeply grasp the development trend of the world, recognize the development trend of China and the world, optimize and improve the public opinion guidance mechanism of college students with Marxist viewpoint, so as to guide the public opinion events in colleges and universities more effectively. Let college students deeply understand the power of Marxist theory, and lay a scientific ideological foundation for the development of college students.

### **3. Practical significance**

In this paper, the working mechanism of public opinion guidance in Colleges and universities discussed mainly includes the leading mechanism of public opinion guidance, the supervision mechanism of public opinion and the feedback mechanism of public opinion.

First, it helps to provide theoretical reference for the management of public opinion work in Colleges and universities. The emergence of College Students' network public opinion in the new era is often due to the problems existing in the offline work of colleges and universities to a certain extent. Through the construction of public opinion monitoring mechanism and public opinion feedback mechanism, we can build a communication platform between various departments of colleges and universities and college students, provide more extensive and convenient complaint, consultation, complaint and other service channels for college students, and build a permanent network, transparent, extensive and interactive information exchange platform. It can better gather public opinion, respond to students' demands, serve teachers and students, and solve the hot, difficulties and sensitive issues that college students care about and reflect strongly. All departments in Colleges and universities collect opinions and complaints through the public opinion monitoring mechanism to quickly understand the specific situation of public opinion in Colleges and universities. Then coordinate with all departments in Colleges and universities timely, and lastly make reasonable disposal and reply to students and society in the shortest time to solve problems effectively.

Second, it is conducive to improve the management level of network public opinion in Colleges and universities. Strengthening the guidance mechanism of College Students' public opinion in the new era can not only effectively improve the management level of college network public opinion, but also change passive management into active discovery, real-time monitoring, timely alarm and rapid interception, and transfer the main energy to deal with and deal with public opinion events. So as to avoid sudden and group events affecting social stability and public management order, which is helpful for colleges and universities to do a good job in school management and take corresponding preventive measures. With the advent of the new era, the continuous development of the Internet, College Students' sense of participation is growing. Strengthening the construction of public opinion guidance mechanism of college students in the new era, provide an important reference for the scientific and reasonable construction of colleges and universities.

Third, it helps to consolidate the position of public opinion propaganda in Colleges and universities. Colleges and universities should firmly grasp the leadership of Ideological and political work, and arm teachers and students with scientific theory, so as to guide practice with theory. To create a good atmosphere in Colleges and universities, we must do a good job in ideological education, firmly grasp the leadership and discourse power of ideological work in Colleges and universities, and constantly consolidate the guiding position of Marxism. The essence of news propaganda work in Colleges and universities is that the media in Colleges and universities, through their own authority and guidance, make college students establish firm beliefs and serve the construction, peace and stability of the country.

University media, including university newspaper, University website and "two micro-end" platform, plays an important role in authoritative information release, hot event reporting, mainstream public opinion guidance and so on. As an information producer, University media should be sensitive enough to public opinion. Besides colleges and universities should not only create conditions for public opinion guidance by seizing emergencies, but also standardize the work of public opinion guidance, continue to create an atmosphere of public opinion and enhance the awareness of public opinion crisis. University media must become the first line of news and public opinion work and create a positive atmosphere of university public opinion.

Fourth, it is conducive to promoting the ideological and political education in Colleges and universities. In this era, college students often have a stronger desire to participate in and express hot events. However, their social experience is often inadequate, and they are also more one-sided and idealistic when they look at problems. And they may be influenced by the extreme remarks of various network platforms and fall into a state of distrust of the mainstream ideology. If there are problems in the ideological field, it will be easy to provide opportunities for hostile elements and lawless elements. College students are the mainstay of social development in the new era, and once there are problems in their thinking, it will affect the future of the country and the nation. Therefore, we should grasp the position of public opinion in Colleges and universities, especially the ideological and political guidance for college students, then we should use positive energy and positive theme to infect students, and prevent bad forces from taking the opportunity to infiltrate ideas and incite emotions, resulting in serious consequences.

#### 4. Conclusion

Through the "hidden education" function of university media to carry out ideological work, we can achieve the effect of Ideological and political education. Public opinion guidance is often more influential than direct ideological indoctrination. When public opinion occurs, the university media release information in time to publicize and report all kinds of positive energy news. Through these special reports and activity planning that closer to college students, they will have more sense of participation and sense of ownership. Through watching the news, participating in activities and discussions, college students have formed correct values and have a more rational understanding of the whole event.

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