

# Ideological education of college students

Sun Jiqin, Miao Yanfei

Taishan University, Taian, Shandong, 271000, China

**ABSTRACT.** Universities are at the forefront of national ideological work. In the current complex times, the ideological work of colleges and universities in China is facing many challenges. This paper summarizes the main problems existing in college students' ideology by analyzing the current situation of college students' ideology and analyzes the reasons. At present, colleges and universities should improve the ideological construction of colleges and universities from the aspects of consolidating the main responsibilities of party committees, transforming education concepts, and attaching importance to team building, and consolidate and strengthen the leading position of Marxism in college ideology.

**KEYWORDS:** Ideological education; universities; Marxism; socialism

## 1. Introduction

Ideology is the ideological foundation and spiritual pillar of the country, and an important barrier to realize national interests and maintain national security. As an important position for training qualified socialist builders and reliable successors, colleges and universities have always been highly concerned by the party and the state for their ideological work. In 2015, the "Opinions on Further Strengthening and Improving the Propaganda and Ideological Work of Colleges and Universities in the New Situation" issued by the General Office of the Central Committee of the Communist Party of China and the State Council emphasized that strengthening the construction of ideological positions in colleges and universities will strengthen the guiding position of Marxism in the field of ideology. It has very important and far-reaching significance<sup>[1]</sup>. At present, with the transformation of domestic society and the development of international globalization, it has brought a series of complex and profound social problems. Because college students' life outlook, world outlook and values are not mature yet, they lack the ability to comprehensively, rationally, and dialectically view and analyze problems, and they are extremely vulnerable to the decay of Western ideology, thus shaking and doubting the mainstream ideology. In addition, as western hostile forces and the "three forces" continue to deepen the "differentiation" and "westernization" of China, college students have become an important object of ideological penetration by Western hostile forces. How to effectively enhance college students' recognition of Marx's mainstream ideology and strengthen ideological education in colleges and universities is an urgent and important task facing ideological and political education workers in colleges and universities. Therefore, taking the core values of socialism as a guide and firmly grasping the initiative of ideological work in colleges and universities is an important task of establishing morality and the overall situation of education reform and stability.

## 2. Analysis of the problems and causes in college students' ideology

### 2.1 Questionnaire survey

This research group has designed a questionnaire that includes mainstream college students' mainstream ideological identity, university ideological education identity, etc. Through the survey methods promoted by the online questionnaire star and WeChat, it is different from all the 6 representative universities in our university. A questionnaire survey was conducted on college students of different ages, different disciplines and different academic qualifications. A total of 2718 valid questionnaires were received in this survey, including 781 junior college students, 1555 undergraduates, 237 postgraduates, and 145 doctoral candidates; 1,326 liberal arts students, 1033 engineering students, and 98 art students. Based on the survey results of this questionnaire, this article analyzes the problems and main causes of college students' ideology.

**2.2 The current ideology of college students**

The survey results show that the overall ideology of colleges and universities is in good condition, but there are still some problems that need to be taken seriously and resolved in time.

First of all, the ideology of colleges and universities has a pluralistic feature of "mainly Marxism and a mixture of various ideologies". The survey results show that a considerable number of college students are not firm enough in their belief in Marxism. Those who believed that "socialism will inevitably defeat capitalism" accounted for 65.4%, and those who believed that "the future of socialism with Chinese characteristics has a bright future" accounted for 83%, and 54.6% expressed "approval" and "comparative approval" of the American political system. 56.3% regarded "collectivism" as the "fundamental standard for handling personal and overall interests". When answering the multiple choice question "Your Approved Outlook on Life", 87% of college students chose "Marxist Outlook on Life", 74.7% of college students chose "Pragmatic Outlook on Life", "Hedonistic Outlook on Life" and "Money Worship". The proportion of "life outlook" is 36.4%.

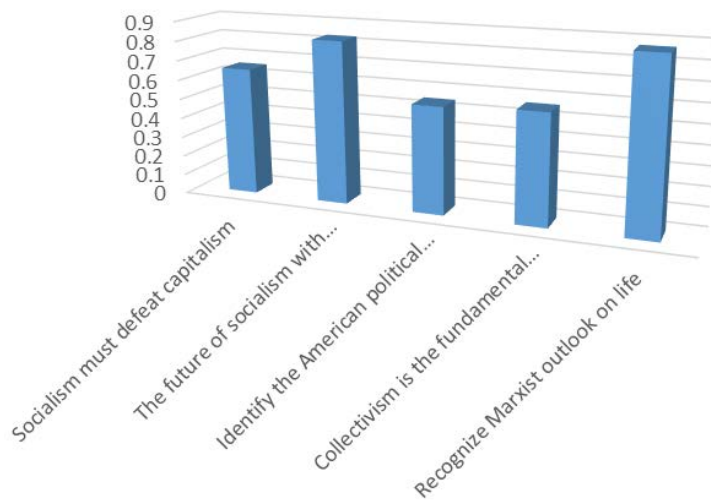


Figure 1 Status of college students' Marxist values

Secondly, some college students are confused or even biased towards China's ideology. When asked "What do you think should be the guiding ideology of our country", the total number of students who answered "Democratic Socialism", "Pragmatism" and "Confucianism" totaled 9.2%. In the answer to "whether you understand the true meaning and logic of the socialist core value system", only 27.8% of students said "very understanding", and 34.6% of students said "basic understanding" and the proportion of "not understanding" up to 16.5%.

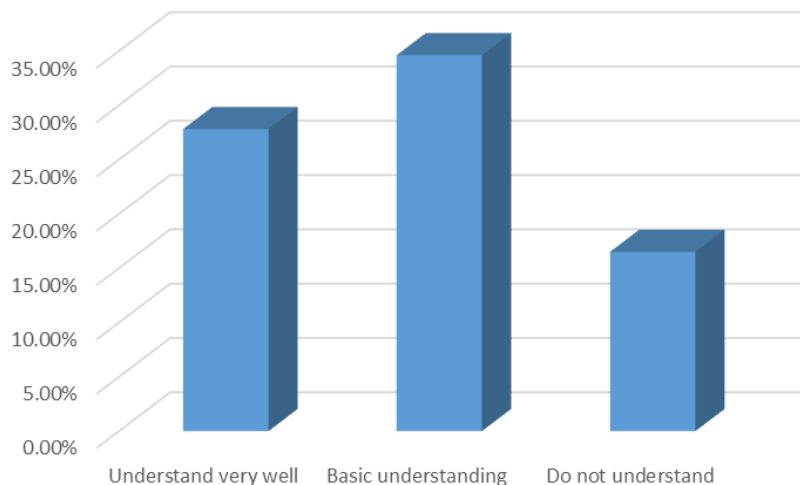


Figure2 answer of Whether understanding the true connotation and logic of the socialist core value system

Finally, some college students have misplaced their ideology and practice links. When asked "What do you think are the problems with ideological education in colleges and universities", 54.3% of students choose "there is a phenomenon of inconsistent knowledge and behavior". When asked "whether you think Marxism has played a guiding role in your own real life", 34.7% of the respondents chose not to think. 56.5% of students equated college ideology education with the content of ideological and political theory courses, and simply regarded ideological and political theory courses as an "examination subject".

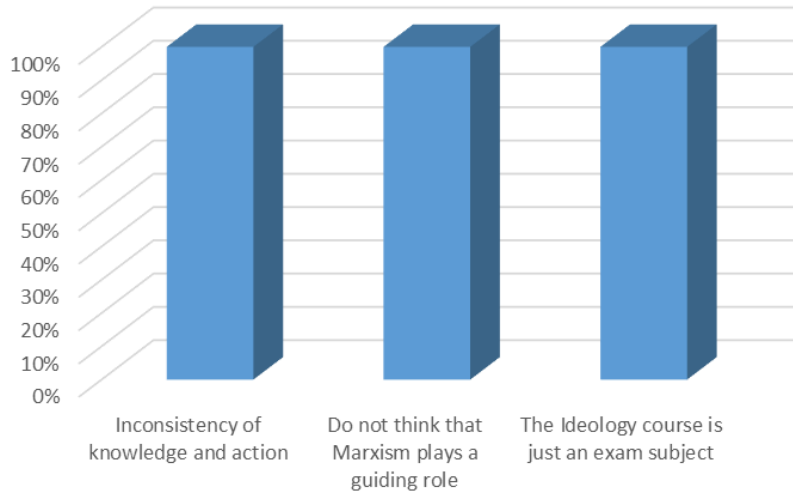


Figure3 Investigation results of college students' ideology and practice

### 2.3 Causes of problems in college students' socialist ideology education

The weakening of ideological identity, the blurring of ideological cognition in China, and the misalignment of ideology and practice links indicate that the impact of new media and new media applications on college students and educators cannot be underestimated. The reasons for the problems in the analysis and research are summarized in the following three aspects.

First, the lag of education methods. With the advent of the new media era, the traditional methods of education are facing severe challenges: on the one hand, in the application of new media for socialist ideological education. Some educators, especially older educators, are unable to adapt to the new media environment. They have barely received systematic information technology education, and due to age, their ability to accept new things has gradually declined, coupled with work, family, and social In terms of impact, there is not enough time to learn and study<sup>[2]</sup>. Although some educators try to apply new media to ideological education, they still follow the traditional education model in specific education methods. When some educators use the new media to spread mainstream ideology, the way of discourse expression is still limited to the style of traditional theoretical classrooms. There is no Internet thinking in the battle with non-mainstream ideology on the Internet. "In the new media, the" education "method in real education is transformed into an informational one-way" indoctrination ", ignoring the subjective initiative of college students. , Restricting the effect of ideological education. On the other hand, in terms of educational methods. The education methods of some colleges and universities are theoretical accumulation and rational indoctrination. The method of socialist ideological education faces the dilemma of not being replaced by new education methods, and still fulfills its original responsibilities. Under the pressure of new media, its limitations It is also increasingly apparent. College students often receive education passively, and their own initiative and independent understanding of ideology are ignored. Too much emphasis on the repeated indoctrination of ideological positions, but lack of diversified teaching methods, lack of grasping the characteristics of the ideological struggle in the era of all media, and launching innovative socialist ideological education.

Second, the lack of self-discipline in college students The word "self-discipline" first appeared in "Zuo Zhuan", the original meaning was "self-restraint, follow the rules". Self-discipline in the new media era is to emphasize people's self Constraint, abide by the intangible framework constructed by law and morality<sup>[3]</sup>. College students are in a special stage of life. The world outlook, outlook on life and values are inevitably affected by informatization. Facing the quantified information, they lack sufficient discriminating ability and sometimes have insufficient selection ability when information is mixed. First of all, the rhythm of university learning life highlights the shortcomings of college students' self-control. The transition from a tense middle

school stage to a university stage with a higher degree of freedom means that students do not have the pressure to enter the high school stage, and they also have less parental attention and have plenty of control time. Therefore, in order to pass the time, some students are addicted to computer entertainment, online games, and chatting. Under the network conditions, college students lack certain discriminating ability and self-control ability. The mixed information and diversified thoughts on the network will have an impact on the college students' "Three Views".

Third, the constraints of insufficient media literacy. Entering the era of new media, with the tremendous changes in information dissemination methods, educators and college students must constantly improve their media literacy in order to adapt to the new requirements of the changing communication environment. However, at this stage, the current state of media literacy of college students and educators in China is worrying. As far as college students are concerned, most college students lack scientific media theory guidance and systematic training. They lack a rational understanding of what media is, the nature and characteristics of media, and the sociality and purpose of media communication, especially in the face of the wave of informatization. During the attack, it was difficult to make a correct and rational judgment; some college students affirmed the importance of media literacy, but did not consider themselves necessary for learning. These directly lead to some college students lacking certain judgment on network information and misunderstanding of media. As far as educators are concerned, many educators are currently unable to adapt to the new media environment, lack the ability to apply new media, and lack of status recognition; The research is still weak, lacking effective targeted and innovative research results put forward by the comprehensive national conditions, which has led to poor socialist ideological education. At the same time, colleges and universities do not have a professional management team for the control of campus networks and other official new media platforms. They are usually managed by teachers part-time or even by students. Many of these managers lack professional knowledge and technology and are unable to use the latest technology. It is applied to them; and they are only piggybacked to management while working and studying, and they cannot play the role of new media on campus. In addition, some managers only focus on controlling the content on the new media, while neglecting to adjust the students' actual situation. Many colleges' official new media platforms only publish some of the school's policies and notices, or publish some school news with a single content; the published content is all found online, mixed with various information, and many of the information is messy, repetitive, and redundant; Many news can only be released after three or four days, the content lags behind, and the readability is greatly reduced. These problems have caused students to pay less attention to the new media on campus, so that the content of ideological education cannot be effectively and effectively delivered to college students.

### **3. Innovative ways and strategies of ideological education for college students**

In view of the current situation in the field of ideological education of college students under the new media environment, we should clarify the working ideas as soon as possible, innovate the working methods, and actively take measures to respond.

#### ***3.1 Implement the main responsibility of the party committee and strengthen the system guarantee***

The party committee of colleges and universities is the first person responsible for ideological education in colleges and universities, and has unshirkable leadership responsibilities. Party organizations at all levels in colleges and universities must effectively shoulder the responsibilities of implementing ideology, grasp the main tasks of ideological education, and constantly strengthen the leadership and execution of ideological education in the new media environment. In daily education, the ideological working mechanism under the new media should be incorporated into the important agenda in conjunction with the current new situation and new tasks. The new media education platform should be used, managed and created to make it a high-profile event. A clear banner, an important carrier to carry forward the main theme, spread positive energy, and tell good school stories. The person in charge of the school party committee must stand on the front line of ideological work and always maintain a high degree of consistency with the Party Central Committee with Comrade Xi Jinping at the core. As the propaganda department under the leadership of the school party committee, it should take the lead in coordination and organization, and integrate all departments of the school into the front line of ideological education, so that everyone can participate in and everyone is responsible for ideological education. Media construction and management.

### **3.2 Change education concept and innovate education model**

To consolidate the mainstream ideological position under the new media, we should keep pace with the times and unswervingly promote and innovate the methods and methods of Marxist education. At present, ideological education in colleges and universities is mainly based on theoretical curriculum education. This requires teachers of ideological and political theory courses to be good at using Marxist positions and viewpoints in classroom teaching to study new situations, solve new problems, and actively respond to socialist development. The main problems and major contradictions in continuously try to innovate in teaching methods and teaching methods, reform the evaluation mechanism, make full use of new media technology, build a platform and medium for long-term communication with students outside the classroom, combine theoretical teaching with student practice, and combine theoretical knowledge with solutions. Student real problems combined.

In the daily work of counselors and class instructors, we must pay attention to the learning and life needs and emotional demands of college students, narrow the distance between teachers and students, close home-school links, and effectively remove barriers and barriers in ideological education. Through face-to-face interviews, home visits, parent meetings, through the class QQ group, WeChat group, counselor email, Weibo and other new media, patiently listen to the problems and confusion encountered in the aspects of student organization development, further education, employment, internship practice, etc. Interpret the relevant policies of the state, localities and schools in detail, enthusiastically help students solve doubts, eliminate misunderstandings, and enhance their sense of identity and belonging to the core values of Marxism and socialism. Faced with the irreversible development trend of new media, the attention of young students should be transferred to the ideological education of colleges and universities, and the construction and management of campus culture in the context of new media should be promoted to make campus harmonious culture construction a Normalization and systematic engineering. Disseminate mainstream values through campus positive energy, campus spirit, campus stories, and campus activities, and guide college students to grow healthily in a silent manner.

### **3.3 Pay attention to team building and improve the ability of active voice**

Under the new media environment, strengthening ideological education requires a highly qualified work team. This team should be a determined Marxist, a builder of socialism with Chinese characteristics, a learner and master of Secretary Xi 's excellent speech, and should also become an ideology that adapts to the new media environment and keeps pace with the times. Practitioners of educational work, this is a high standard requirement for ideological workers in the new situation and new tasks. In daily management, we must effectively select teachers and students with strong political positions, excellent business abilities, and high prestige of the masses, strengthen their reserve and application of knowledge in education, psychology, communication, new media, etc. New media platforms such as Weibo, WeChat, QQ, live streaming platforms, and Tieba have transformed themselves into campus red "big Vs", actively seizing ideological network positions, and enhancing the influence and appeal of mainstream ideology<sup>[4]</sup>. We must express our attitude towards hotspot events on campus in the first time, so as to be "first-in-the-middle" and "first to win people's voice" to avoid the deviation of public opinion guidance caused by the untimely voice. At the same time, nurture student fans and make full use of the propaganda effect of students' peer groups to give full play to the initiative of students' self-education and self-management. In addition, the school should create conditions to provide targeted guidance and training to the ideological work team, relying on this advantageous approach to continuously summarize and summarize the development laws of new media and ideology, further condense the experience and ideas, and effectively guide the ideology of universities. Education work has truly created an ideological work team with high political theory quality and new media technology<sup>[5]</sup>.

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