The Study on the Ideology of Chinese Colleges and Universities in New Period

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Abstract. Colleges and universities are not only the places where many young students gather, but also the most important position of ideology. Ideological work plays an important role in ideological guidance, public opinion, spiritual encouragement and cultural support. Strengthening the construction of ideological positions in colleges and universities can consolidate the guiding position of Marxism in the field of ideology and at the same time better unite and unify the thoughts of the people of all ethnic groups in China. This paper discusses how to promote ideological work from four different aspects.

Introduction

Since the 18th national congress of the communist party of China (CPC), General Secretary XI Jinping has delivered a series of important speeches on ideological work, elaborating on major theory and practical issues of ideological work. As the key position of spreading, maintaining and constructing the mainstream ideology of socialism, colleges and universities shoulder the historical mission of training qualified builders and reliable successors of the socialist cause. The effectiveness of ideological work in colleges and universities is directly related to the party's leading position in colleges and universities. It is related to the adherence to the direction of socialist education and the implementation of the fundamental task of building morality and cultivating qualified builders and reliable successors to the socialist cause [1].

The ideological work of colleges and universities in the new period is faced with unprecedented risks and challenges. For example, the misleading and dissemination of Internet misinformation can easily have a negative impact on the belief and value orientation of college students. Money worship, hedonism and historical nihilism proliferate in a certain range and space. Therefore, under the complex global situation in the new period, teachers and students in colleges and universities should always keep a clear mind and political determination, strengthen the responsibility system of ideological work, strengthen the "four self-confidences" and constantly enhance the cohesion and leading power of socialist ideology [2].

We Should Pay Close Attention to Current Political Hot Spots and Strengthen Positive Publicity

The ideological work in colleges and universities is not only political but also contemporary. On the one hand, the development of the era changes the content and mode of ideological work in colleges and universities; on the other hand, it also brings many challenges. According to the characteristics of current students, how to grasp the current political hot spots more effectively to carry out positive propaganda guidance is worth thinking.

In terms of content: the first is the political cognition education. Political cognition includes many measuring factors such as political knowledge and political perception. Understanding the system of thought and theory contained in ideology usually requires a certain political knowledge background, with knowledge foundation of political terms, political categories, political principles, political development history and so on. The second is the construction of political identity. The starting point and destination of political education is to enable students to form a broad recognition of mainstream ideology and politics. The third is the cultivation of political practical rationality.
Ideology is practical and reflecting reality. Starting from the reality of students' life, it presents and condenses the ideological orientation and problems reflected in the college life which is closely related to students [3].

In terms of approaches: the first is to effectively combine ideological and political courses with current political hot spots to strengthen education for students, so as to improve the effectiveness of ideological and political education [4]. The second is to take advantage of new media and make full use of the interaction of the instant communication tools. Attract students' conscious and active participation by publishing information that students like to hear and answer hot questions. Ideological and political education is subtly infiltrated into the students' minds by means of positive publicity and negative comments. The third is the elaborate design of winter and summer vacation and daily social practice to give full play to its "political education" function, better combined with political hot spots. The fourth is to use the power of model to consolidate the mainstream consciousness of teachers and students. Strengthen the publicity of new media, adopt micro video, short documentary and other rich and diverse forms to show their thoughts and deeds. Enhance the appeal and affinity of outstanding teachers and students in colleges and universities by getting rid of the traditionally rigid and preaching methods. The fifth is to strengthen the ideological interaction between teachers and students and create resonance of emotional and leaning life by enriching the offline discussion forms and opening discussion topics and comment columns. Combined with the new problems and challenges faced by teachers and students in the new era, the university spirit and the mainstream consciousness should be fully explored so as to enrich its connotation and keep it fresh and inspiring.

We Should Fully Link the University Media and Strengthen the Construction of Ideological Positions

As the ideological system of class and stratum, the function of ideology needs to be realized through certain carrier to some extent. New media, as an important carrier to realize ideological functions, has made some new changes in ideological work due to its characteristics of diversity and magnanimity. It is reflected in the change of ideological acceptance mode, the complexity of ideological content and the weakening of ideological social integration and value guidance. Therefore, with the development and improvement of the media, it is very important to combine the ideological work with the media more organically. How to optimize the existing mechanism system and platform construction to promote the overall management of the school's media, and strengthen the timeliness of positive publicity and guidance is worthy of attention. At the same time, the current college media should pay more attention to the creation of works that have the characteristics of the times and meet the needs and tastes of college students.

First, it is able to report good news that is closer to colleges and universities and teachers and students. Through the unique perspective of the news, the media can report the ordinary story of teachers and students on campus to realize their dreams. The second is to promote the perfect integration of technology and content by paying attention to the form of planning. Topic planning should pay attention to the language that young students are familiar with and the form that they are willing to accept and enjoy. The rapid development and application of AR, VR, H5, 3D and other technologies can greatly enhance the dissemination of content, so as to achieve the best education effect. The third is to integrate the platform of the school media. Optimize and integrate three levels of platforms at the school, college, and class levels. Make full use of resources to improve the efficiency and intensity of publicity. Build a team of correspondents covering all departments, colleges and even classes to allow more people to participate in the construction of the media of the whole university, so as to ensure the release of major campus events or issues of concern to students in the first time. At the same time, we should strengthen training to improve the professional ability of the publicity team. Make propagandist worker master new knowledge and new skill in time in order to serve the propagandist work of the school better.
We Should Implement the Responsibility System of Ideological Work and Better Enhance the "Four self-confidences" of Teachers and Students

At the 95th anniversary of the founding of the Communist Party of China, General Secretary Xi Jinping systematically proposed "four self-confidences". He pointed out that the whole party must strengthen road self-confidence, theoretical self-confidence, institutional self-confidence, and cultural self-confidence. It not only marks that our party's understanding of socialism with Chinese characteristics has reached a new realm, but also provides a richer content and basis for the connotation construction of ideology. Integrating "four self-confidences" into college ideological and political education is an inevitable requirement for the innovation of college students' ideological and political education work, an objective requirement for enriching and perfecting the content of ideological and political theory courses, and an era appeal for consolidating and strengthening the construction of ideological positions[5].

Party committees in colleges and universities should earnestly assume political responsibility and leadership responsibility and strictly implement the main responsibility of ideological work. Focus on basic work such as the construction of ideological work system and team. Party affairs departments and functional departments of universities are the implementation departments of ideological work, and should implement and carry out ideological work according to different division of labor. Party workers, ideological and political teachers, counselors, head teachers and parents are the backbone of ideological work in colleges and universities. At the same time, we should make full use of the classroom, dormitory, laboratory and other positions to carry out theoretical learning and research for deepening the learning effect. In building a campus culture atmosphere and carrying out campus cultural activities, we should learn to mobilize the power of associations, student organizations, party members, etc., while strengthening the building of party groups and giving full play to the influence of peers. Through the activities of academic lectures, speech contests, essay competitions, recitation competitions, innovation and entrepreneurship training, the theme of “four self-confidence” is combined. Let students receive education while participating in activities, cultivate innovative thinking, and develop a strong ability to fully serve the national rejuvenation.

Summary

Colleges and universities should constantly track the dynamics of teachers and students and constantly strengthen the construction of campus public opinion positions by continuously improving the ability of propaganda and guidance of public opinion. Colleges and universities always insist on arming teachers and students with socialist ideology.

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