

Cultivating the Backbone of Students in Ideological and Political Propaganda Work in Colleges and Universities With the “Olympic” Mechanism in “We Media” Era

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Abstract

Faced with the opportunities and challenges in the era of “we media” in universities, this paper proposes to give full play to the backbone of students in Ideological and political propaganda work. Using the “Olympic” mechanism to train and guide them systematically, enhance their ideological awareness, improve their knowledge reserves, optimize their propaganda level. In this way, the backbone of students in Ideological and political propaganda work can really help the ideological and political education in Colleges and universities.

Key words: We media; Ideological and political propaganda; The backbone of students; Competence

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With the advent of the era of big data, we media are famous for its unique advantages of “grassroots” and human nature, low cost and openness, decentralization and autonomy, instantaneity and interaction, diversity and fission (Ding, 2017). And we media has formed an atmosphere of “everyone has a microphone, everyone is a communicator” all over the world. According to the 42nd Statistical Report on the Development of China’s Internet released by China Internet Information Center (CNNIC) in Beijing, by June 30, 2018, the number of netizens in China reached 802 million, with a penetration

rate of 57.7%. From the age structure, the 20-29 age group has the highest proportion of netizens, reaching 27.9%. According to the occupational structure, the number of middle school students in China is the largest, accounting for 24.8% (China Internet Information Center. Office of the Central Committee on Network Security and Informatization, 2018). It can be seen that the rapid development of we media has a great influence in the growth and development of College students.

1. RESEARCH BACKGROUND

At the National Conference on Propaganda and Ideology on 21 August 2018, Xi Jinping has emphasized that “To do a good job in propaganda and ideological work under the new situation, we must consciously undertake the mission of raising the banner, gathering people’s hearts, educating new people, revitalizing culture and developing image.” In his speech, “educating new people” means that people should adhere to the principle of cultivating people by virtue and culture, build socialist spiritual civilization, cultivate and Practice Socialist Core values, improve people’s ideological awareness, moral standards and civilized accomplishment, and train new people who can take on the task of national rejuvenation.” (Xi, 2018) In March 2019, Xi Jinping has emphasized that “Adolescent stage is the “jointing and booting stage” of life, which needs careful guidance and cultivation” on the forum held for teachers which is about Ideological and Political Theory Course. ” Teenagers are the future of the country and the hope of the nation. Our party aspire to create the great career of the Chinese nation, so we must train generations talents who support the leadership of the Communist Party of China and the socialist system of our country. At the same time, we must train generations people who aspire to fighting for the cause of socialism with Chinese characteristics all his life. (Xi, 2019)”

Colleges and universities play an important role in training the successors of the times as they are the major elements for moral cultivation and ideological and political propaganda. As we all know, training the backbone of excellent ideological and political students is the most important task of rejuvenation of the Chinese Nation. For this reason, Ideological and Political Education in Colleges and Universities are supposed to combine with the characteristics of the times, "To do Ideological and Political Work, we need make full use of new media technology, only in this way can we combine the traditional advantages of Ideological and political work with information technology, enhance the era sensation and attraction of the work." (Xi, 2016) It is important for Ideological and political to improve the quality of teachers team and build up the contingent of core students. Our task is to train socialist successors for the Rise of the Chinese Nation, so we need to find appropriate working methods to educate people, full of cultivating and educating.

2. THE OPPORTUNITY AND THE CHALLENGE THAT IDEOLOGICAL AND POLITICAL PROPAGANDA WORK IN COLLEGES AND UNIVERSITIES FACE IN WE MEDIA ERA

2.1 Humanization of We Media Changed the Unidirectional Teacher-Student Relationship

In we media era, teachers are no longer inculcators of superior ideological authority, meanwhile, students are no longer single passive recipients. They have realized the transformation of relationship from superior to subordinate to equal interaction through we media technology, which enhance the affinity and penetration of Ideological and Political Education. Besides, the online interaction of we media also leads to the lack of face-to-face communication opportunities between teachers and students. Then, how to change old concepts, how to use and make good use of we media technology, how to combine traditional theory with modern language, how to use network technology to communicate with students, and how to discover students' ideological problems as early as possible has become a subject that educators have to think seriously.

2.2 The Openness of We Media Promotes the Sharing of Learning Resources

With the era of big data coming, it becomes easier to acquire learning resources because of we media technology has overcome the privatization and hysteresis of traditional knowledge. We media accelerates the flow of information, improves the learning efficiency of educates, and enhances their autonomy and selectivity in learning. But there is also the bad became mixed with the good on

the open network platform. It is not only the erosion of Western ideas, but also the spread of improper speech and false propaganda, which are serious challenges brought by the openness of the media. Therefore, whether colleges and universities have advanced network supervision technology, special financial support, professional media teachers team and timely network public opinion control is a severe test for the development of Ideological and political work in Colleges and universities.

2.3 The Flexibility of We Media Enhances the Interest of Ideological and Political Education

The emergence of the media has changed the singularity of the forms of education. Ideological and political education has changed from the dull copybook publicity in the past to the present collection of video, audio, image, text and other forms, especially in recent years, the emergence of a variety of teaching forms, such as Mogao, wisdom classroom, flipped classroom and so on, has made classroom teaching interesting and formed a good learning atmosphere for students who want to attend class and enjoy class. More and more network excellent works, ideological and political propaganda APP, also enable students to receive information more quickly. At the same time, the flexibility of we media require higher comprehensive ability of universities educators. Compared with the educates, the educators have weak ability to accept new things, poor adaptability to the use of new technologies. And they have relatively conservative ideas. So, it is urgent for college educators to change their educational concepts, improve their we media literacy and improve their teaching ability.

Above all, it is urgent to build up the contingent of core students of Ideological and Political Education. For using the keenness, initiative, adaptability, creativity, leadership and grassroots nature of the core students can better strengthen the propaganda of Ideological and political work in colleges and universities, exert the guiding role of the media in colleges and universities, strongly assist colleges and universities in carrying out ideological and political education, and create a harmonious and healthy campus cultural atmosphere. (Yang, 2014)

3. WAYS TO TRAIN STUDENTS' BACKBONE OF IDEOLOGICAL AND POLITICAL PROPAGANDA WORK IN COLLEGES AND UNIVERSITIES WITH THE "OLYMPIC" MECHANISM

The Olympic Charter defines the "Olympic Spirit" as follows: "Everyone should enjoy the possibility of engaging in sports without any form of discrimination, and embody the Olympic Spirit of mutual understanding,

friendship, solidarity and fair competition.” The same spirit applies to today’s we media era. Everyone has the possibility to engage in we media activities without any form of discrimination. In the Internet world, mutual understanding, friendship, solidarity and fair competition should be embodied. This paper applies “Olympic” to analyze how to use the “olympic” mechanism to train the backbone of Ideological and political propaganda students in Colleges and universities.

“O” means “opinion leader”, it was put forward by American communication scholar Paul Lazarsfeld in 1940. “opinion leader” means “those who play an influential intermediary role in the process of transmitting media information to social groups”. Opinion Leaders in Colleges and Universities should have some abilities, such as Excellent interpersonal, width of keen information attention, faster instant messaging capability, which make it possible to quickly and effectively disseminate the relevant management policies and systems of colleges among the student groups. In the ideological and political propaganda work, opinion leaders can publicize the current national situation from the perspective of students and arouse their patriotic consciousness and fighting spirit. In the face of hot social issues, opinion leaders will actively and positively guide students to the trend of public opinion. In the student satisfaction survey, with the help of opinion leaders, we can get more valuable and accurate feedback of students’ real situation. Through rigorous selection, the student cadres who can be entrusted with heavy responsibilities by universities can be selected from the opinion leaders. In this way can better assist ideological and political education workers and we media teachers in Colleges and universities to find problems as early as possible, convey information as soon as possible, solve problems quickly, and make better use of the network platform to guide students’ ideological and political education.

“I” means “location of students”, opinion leaders who are selected need define their location. At first, as the backbone of Ideological and political propaganda students in Colleges and universities, their identities are diverse and strict. Not only does it need to be a backbone of students who are good in all aspects, but it also needs to have the knowledge reserve, ideological awareness and keen insight of the relevant ideological and political workers, as well as the basic ability of network propaganda and operation. Therefore, in the selection process and training stage of student cadres, students must bear in mind their own identity and mission, so as to better carry out ideological and political propaganda work.

“Y” means “yearly schedules”. In order to implement the ideological and political propaganda work in Colleges and Universities, Improve students’ ability, we should formulate the long-term, annual and semester training plans and activities for ideological and political students

according to the training objectives of ideological and political students in universities and the level of opinion leaders selected, and combine with the requirements of relevant platforms, the number of teachers, the strength of funds, training programs and training abilities. In order to complete the task of cultivating the backbone of Ideological and political students in an orderly and quality-guaranteed way, we need to make an annual evaluation of the training objectives, so as to adjust and improve the program, keep pace with the times, finally make it suitable for each stage of the backbone cultivation of students.

“M” means “media literacy”. It was first proposed by the American Media Literacy Research Center in 1992. It is defined as the ability of people to choose, question, understand, evaluate, create and produce information and to respond to speculation when facing various kinds of information in different media. Media literacy includes three elements: personal positioning, knowledge structure and skills, which are necessary conditions for individuals to have a broader media vision. Therefore, to enhance the media literacy of students’ backbone is to enhance their comprehensive strength of these three elements. As early as the 1930s, foreign countries have put forward the proposal of introducing media literacy education into teaching classes, but China began to contact this concept in the near 21st century. At the same time, it is difficult for the process of media literacy education because of the influence of political system and traditional concepts. At present, it is urgent for colleges and universities to take effective measures to improve the media literacy of Ideological and political educators and students. To train students with specialized media literacy, we need to set up professional media literacy training platform, full-time Media Literacy Teacher team, special media literacy curriculum system and special we media activities. Only when the backbone of students systematically learn Ideological and Political knowledge, can they really improve their ability of Self-distinguishing information, enhance the level of independent information processing, and be skilled in we media operation skills, so as to gradually develop high-level media literacy of self-management, self-service and self-education. (Ding, 2017)

“P” means “public reason”. It was first proposed by German philosopher Immanuel Kant in 1784. It refers to the ability of all political subjects to cooperate fully in social and public affairs in a long-standing cooperative system of social politics in order to produce a just and predictable effect of co-governance. To enhance the public awareness of the backbone of students, first of all, we should strengthen their rational consciousness and stimulate their active participation consciousness. At the same time, under the imperceptible guidance of University educators, especially on social hotspots and related issues such as timely affairs and politics, we are supposed

to arouse their willingness to participate in and better understand the importance of Ideological and political work in practice and discussion. Secondly, we need to strengthen colleges’ rational knowledge reserve, use ideological and political education and we media literacy improvement and other topics, impart basic knowledge of public reason, improve students’ cognitive system, open their horizons and pattern, and use public reason to face the essence of events directly, rather than being clouds of people, blinded by information representations. At last but not least, we need to emphasize rational communication, carry out relevant current affairs research and discussion regularly. In this way, to develop the backbone of students’ habit of speaking with facts, to make them understand the importance of practice to know the truth. The university stage is an important period of human life-long education, which has a great influence on the formation of personal values, outlook on life and world outlook. In the process of cultivating the public rationality of Ideological and political students cores, only through the collision of fierce brainstorming, can them gradually improve personal cognition and truly enhance the public rationality ability. (Ding, 2017)

“I” means “intersubjectivity”. It is a philosophical thought that emphasizes eliminating the opposition between subject and object and centers on a single subject. As we all know, over the years, the state of Ideological and political education has been that teachers are generous, passionate and talkative on the platform, while students are drowsy under the desk. All this is due to the unidirectional nature of teacher-student relationship. With the advent of the Internet era, students’ time and energy are devoted to the Internet world. Colleges and universities must realize that educators and educates at this stage must be regarded as double subjects, the relationship between teachers and students develops in two directions, and interact with teaching resources. Only in this way can the ideological and political education work be really carried out and the fundamental goal of “building up morality and cultivating people” be truly realized. Therefore, they should use the student backbone as the middle bridge, enhance the student backbone’s subjectivity and their sense of ownership, train them to do a good job in the national loudspeaker, university radio station, student’s microphone. Meanwhile, open the channels of communication between teachers and

students, shorten the distance between them, so as to spread the ideological and political education concept to students’ hearts which like “moistening things silently”, and obtain their sense of identity.

“C” means “competency model”. It means an individual characteristic which can distinguish outstanding achievers from mediocre performers in a particular job (or organization, or culture). It can be motivation, traits, self-image, attitudes or values, knowledge in a particular field, cognitive or behavioral skills, etc. It including any individual characteristics that can be reliably measured or measured, and can distinguish outstanding performance from general performance significantly. For the competency training of the backbone of Ideological and political students in Colleges and universities, we can model it from three dimensions of horizontal development: ideological awareness, professional ability and comprehensive quality, so as to set up different levels of training programs and evaluation systems according to the competency models of junior entry officers, intermediate business ministers and senior management cadres at different levels, and try to create a comprehensive “T” type.

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