

## Research on the Construction of Discourse Right in College Ideological and Political Theory

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**Abstract:** The ideological and political theory course is the main channel for ideological and political work in colleges and universities, and must be continuously strengthened. How the classroom teaching effect of ideological and political theory courses in colleges depends largely on the effectiveness of classroom teaching discourse. Since the “teaching reform in 2005”, the effectiveness of classroom teaching discourse in ideological and political theory courses has been greatly improved, but there has also been a tendency of “generalized entertainment” and “depoliticization.” This paper briefly introduces the basic connotation and characteristics of the discourse power of ideological and political theory in colleges and universities. By analyzing the problems existing in the classroom teaching discourse of the current ideological and political theory course, in the classroom teaching, the ideological and political theory class teachers should be good at mining effective teaching discourse content. Use appropriate discourse expressions to create an equal and harmonious discourse environment and enhance teaching effectiveness. Aiming at the status quo of the construction of discourse power, this paper puts forward some countermeasures to enhance the effectiveness of teachers' speech rights in classroom teaching.

### 1. Introduction

Discourse power is a key element for effectively carrying out the teaching activities of ideological and political theory courses, and is an inherent requirement for improving the effectiveness and pertinence of ideological and political theory courses in colleges and universities in the new era[1]. In the construction of ideological and political theory courses, the organization of team building is the premise, system construction is the guarantee, and the construction of discourse system is the key. The discourse system of ideological and political theory is derived from the practice of Chinese revolution and construction and the practice of ideological and political theory teaching and education[2]. It is the language, voice, concept, terminology, logic, rhetoric, technology, used by teachers and students of ideological and political theory courses. The organic unity of methods, etc., is a combination of theoretical knowledge and practical knowledge[3]. As an important part of the construction of ideological and political theory courses in colleges and universities, teaching discourse construction not only relates to the actual effects of ideological and political theory courses and ideological and political work in colleges and universities, but also whether the fundamental tasks of Liede people in colleges and universities can be realized, and whether universities can cultivate morality[4]. Socialist builders and successors with all-round development of intelligence, art and work. Strengthening the construction of the discourse system of ideological and political theory courses is not only essential for ensuring the development direction, development intensity and development effectiveness of ideological and political theory courses, but also enhancing the discourse power of ideological and political education, enhancing the Marxist discourse power, and thus enhancing the ideological voice[5]. It is of great significance to help young students establish road confidence, theoretical self-confidence, institutional self-confidence and cultural self-confidence in building socialism with Chinese characteristics. However, there are still many shortcomings in the content and form of teaching discourse construction in college ideological and political theory courses[6]. It has adversely affected the construction of ideological and political theory discourse system and the improvement of discourse

power in colleges and universities, and strengthens the construction of ideological and political theory teaching discourse in colleges and universities. There is an urgent need for a positive and stable response.

## **2. An Overview of the Discourse Right of College Ideological and Political Theory Courses**

### **2.1 Concept of discourseopulation ageing concept**

“Discourse power” is a term popular in academia in recent years. Discourse is the language we write or speak. It is the basic means of communication and communication between people, and it is convenient for people to carry out social interactions and production activities[7]. The right to speak is the right and power to influence and guide people's thoughts and actions by creating, expressing, setting, spreading and using certain words[8]. Marx believes that the discourse is full of mysterious power, and the discourse will have an influence in the process of use. This influence is the right to speak.

### **2.2 The Basic Connotation of the Discourse Right of Ideological and Political Theory Courses in Colleges and Universities**

The discourse power of ideological and political courses in colleges and universities refers to the use of linguistic signs as the main carrier in the whole process of ideological and political courses. The theory and practice of Marxism are taught to college students through the way of language setting, dissemination and diffusion. Guide the development of college students' correct thinking and behavior.

The ideological and political theory course in colleges and universities is the main channel for Li Deshu people to carry out ideological and political education for college students[9]. The discourse of ideological and political education has a distinct purpose and ideology in nature, and its effective implementation also needs to be realized through the right to speak. The discourse power of ideological and political theory has the following characteristics: First, the leading role of the speech task. Second, the authority of educators. Teachers need to have high authority in politics, personality, theory and guiding ability, adaptability, and coordination and persuasion. Third, the authenticity of educational content[10]. The content of the teacher's right to speak must be truthful, and it is necessary to reveal the nature and laws of things. The whole process of ideological and political theory teaching in colleges and universities should focus on improving the discourse power of teaching materials, the right of teachers to speak, and the right to speak in class. It is the key point to enhance the effectiveness and discourse power of ideological and political theory courses from the root.

### **2.3 The Significance of Promoting the Discourse Right of Ideological and Political Theory Courses in Colleges and Universities**

#### **2.3.1 Enhancing the right to speak is an inevitable requirement for enhancing the effectiveness of ideological and political education in colleges and universities**

In modern times, Xiqiang and I are weak at the beginning of the discourse pattern. Western hostile forces use advanced technology as the carrier, strong academic discourse as the means, the so-called “universal value” as the connotation, academic exchange, funding research, and fostering society as a cover to break through the barriers of the country and the campus. The land infiltrate the ideological and cultural infiltration of Chinese college students and eliminate the effect of ideological and political education in colleges and universities. College students who are at the critical stage of life development and values formation are prone to fall into their trap of thinking in the conflicts and collisions of multiple ideas, leading to the confusion of ideals and beliefs, distortion of values and the secular mentality of “avoiding loftyness”. Some college students are not good at dialectical and objective view of the problems and difficulties in the development process of our country, nor do we dare to speak right and wrong in public and wrong speeches to promote correct positions and viewpoints. Facing the severe situation of multi-party intense game, it is an

inevitable choice to improve the discourse power of college ideological and political theory. Only by improving the discourse power of college ideological and political theory courses and creating a clean and positive campus environment can we help college students to see the world and correctly understand the world and China's development. Only by improving the discourse power of ideological and political theory in colleges and universities can we further enhance the political acumen and political discernment of college students, “long their own ambitions and destroy the prestige of the enemy.”

### 2.3.2 Enhancing the right to speak is the fundamental way to ensure the security of the ideological field in colleges and universities

Today China is rapidly developing at an unprecedented speed and scale in human history. Practice has proved that the Chinese road is correct, the Chinese system is successful, and China's development model is increasingly recognized. However, China's practice does not meet the expectations and design of Western society, nor does it conform to the standards of so-called Western democracy, nor does it meet the requirements of Western political leaders. Under the new world structure, the instability and uncertainty of the world are still outstanding, and the struggle in the ideological field will be more acute and complicated.

College ideological and political theory courses are the main battlefield for spreading socialist core values. Only by firmly establishing the university as a model land for stability and unity and ensuring the party's dominance over the ideological work of the university can we consolidate the ideological foundation of the people's united struggle and better serve the reform, opening up, and socialist modernization.

### 2.3.3 Enhancing the right to speak is an important embodiment of the construction of college cultural soft power

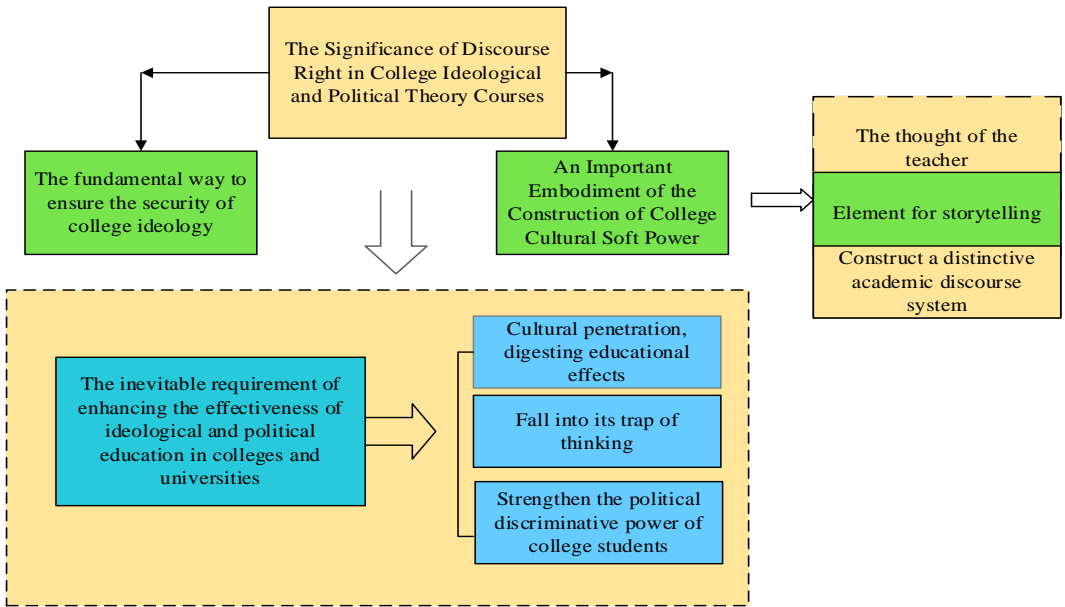


Figure 1 The meaning of the discourse power of ideological and political theory in colleges and universities

The deepest root of the generation of cultural soft power is the values. Whoever has the right to speak will have the channel and influence to spread the values. Practice has proved that in the process of building the cultural soft power of colleges and universities, it is not only by borrowing from Western imports, but also by inheriting the history of ancient thoughts. The key to improving the cultural soft power of colleges and universities is to rely on the thoughts of the teachers and teachers, the talks of the teachers and the elements of the story, and the academic discourse. Actively constructing a distinctive academic discourse system is a strategic task to enhance the cultural soft power of colleges and universities (see in Figure 1). However, the construction of

academic discourse system in colleges and universities is not Abstract or illusory. Constructing the academic discourse system of ideological and political theory courses, promoting the discourse power of ideological and political theory courses in colleges and universities, dedicating them to the unique academic discourse system and theoretical achievements, and using the culture and values of academic dress up ideology. The spread of culture is more unimpeded.

### **3. Problems in the Construction of Teaching Discourse in College Ideological and Political Theory Courses**

#### **3.1 There is a tendency to “depoliticize” in classroom teaching discourse**

Education in any country is political, and the political nature of education is reflected in many fields. The “lifeline” status of ideological and political education has always served the central task of the party and the state. As the main ideological and political theory course of the ideological and political education of college students, the teaching discourse of ideological and political theory courses emphasizes politics more, not only to correctly, fully and effectively publicize the party's program, decision-making, goals, lines, guidelines, policies and continuous development. The Marxist theory must also strive to shape the world outlook, outlook on life and values of young students with Marxist theories and methods. The political nature of the teaching discourse of ideological and political theory courses is reflected in the language of the teaching materials. The ideological and political theory courses and their teaching discourse must reflect the party and the state's will. It is necessary to preach the line, principles and theories of the party and the government to the students. Maintaining a high degree of consistency, “politics” is an important feature of ideological and political theory courses that are different from other courses. Any remarks that intentionally evade or violate party spirit are contrary to the teaching tenet of ideological and political theory courses. However, in order to convince college students, teaching discourse must be theoretical and ideological. Supporting politics with ideological support is the first choice for ensuring the political nature of teaching discourse. The combination of political and ideological is not close enough. It is a major problem facing the construction of the right to speak in ideological and political classroom teaching in colleges and universities. It needs to be taken seriously and actively improved.

#### **3.2 Insufficient attention to students' right to speak in classroom teaching**

The construction of discourse power in the teaching of ideological and political theory courses in colleges should be centered on students and serve students. The political nature of teaching objectives determines that the right to teach discourse must follow the discourse of teaching materials. Although the textbooks are fixed, the teaching discourse rights that teach the content of the textbooks to college students can be diversified, that is, to enhance the interest of college students in the curriculum, and to promote the ideological and political theory course to “into the ear, into the brain, into the heart”, is the idea. The answer to the question “How to speak” in the political theory class. The principle of careful consideration of students' position and respect for students' discourse habits and cognitive rules has been widely recognized in the construction of teaching language. However, in general, the teaching discourse does not pay enough attention to the students' discourse, and there are still some outstanding problems. On the one hand, some teachers still can't establish a student-centered awareness of classroom teaching. In the classroom teaching, they focus on “taking me as the mainstay” and are keen on “speaking in a single-mouth comic dialogue”. Since teachers dominate the teaching activities of ideological and political theory courses, once they are unable to practice the principle of serving students, the “I am the main” teaching activity will become a one-way filling of the students' own views. This lack of affinity and attractiveness of the language of instruction due to the lack of service awareness is more common. On the other hand, some teachers lack the correct understanding of student discourse. Some teachers realize that teaching discourse cares about student discourse is the key to attracting students to the curriculum and enhancing students' participation in the classroom. However, they

have a bias in the cognitive discourse of students, which leads to the combination of teaching discourse and student discourse. There are many problems. There are obvious intergenerational differences between teachers and students. The differences in growth environment and life experience between the two sides lead to significant differences in cognitive habits and abilities. If teachers start from their own life experiences rather than close to students, take the course to understand college students. It will form a paradoxical perception of “what is the student's discourse”. Applying this cognition to the teaching process obviously does not stimulate the recognition and recognition of students.

### 3.3 There is a tendency of “pan-entertainment” in the right to speak in classroom teaching

The innovation of teaching discourse right is not only a direction of the construction of ideological and political theory teaching discourse, but also an important measure to enhance the affinity and pertinence of ideological and political theory. However, in the practice of teaching discourse power innovation, there is a tendency of “pan-entertainment”. There was a serious interference in the construction of the right to speak in classroom teaching (see in Figure 2). At present, most teachers can be close to reality and close to life and students during teaching. However, some teachers deviate from the understanding of the essence of “2005 teaching reform” in the teaching process, overemphasizing the position of students' discourse and over-conforming students. Preferences, that is, what students like to listen to, such as a variety of funny paragraphs, online hotspots, entertainment gossip news, etc. have been moved into the classroom, the classroom is covered by a large number of stories, games, videos, and even become “Star Avenue In the fashion venue of “Happy Dictionary”, the whole class was switched to entertainment. This kind of “pan-entertainment” teaching discourse innovatively understands the affinity and pertinence of ideological and political theory courses, and believes that only by blindly catering to the preferences of students can the affinity and pertinence of the curriculum be improved. However, whether it is borrowing the network term with no ideological connotation in the discourse content or simulating the expression of the gimmick in the discourse expression mode, it is only the pleasure of the senses of the university students. Although the “pan-entertainment” is active, the classroom atmosphere is attracted. The attention of many students has narrowed the distance between teachers and students. However, for the study of students, these are just a lot of “flavoring” in classroom teaching. College students have gained from this innovation in teaching discourse right. Not any knowledge that is useful for your own growth. Putting the affinity and attraction of the ideological and political theory course on the “pan-entertainment” is tantamount to improving the teaching effect.

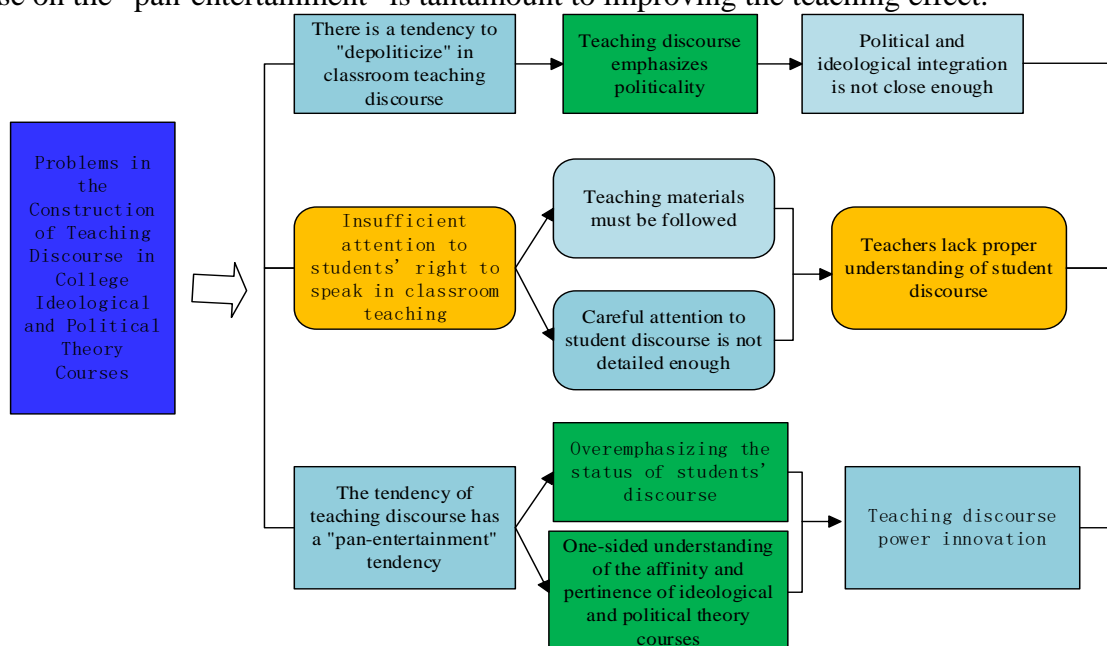


Figure 2 Problems in the construction of teaching discourse in ideological and political theory courses in colleges and universities

## **4. Measures to Build a Discourse Right in the Ideological and Political Theory Course in the New Era**

### **4.1 Academic and ideological**

College ideological and political theory courses are the process of education and teaching to shape the soul of college students. Only Marxism can help college students establish a scientific world outlook, outlook on life and values. For the ideological and political theory courses in colleges and universities, the construction of the discourse system should reflect the discourse features of socialism with Chinese characteristics, spread the Chinese voice, tell the Chinese story, and promote the road recognition, theoretical identification, institutional identity and culture of college students with socialism with Chinese characteristics. Identity, thereby enhancing college students' road self-confidence, theoretical self-confidence, institutional self-confidence and cultural self-confidence on socialism with Chinese characteristics. This requires that the teachers of the ideological and political class should be research-oriented educators. Under the complicated situation that the college students' interest demands and value orientations tend to be more diverse and changeable, they insist on the academic nature of grasping the basic principles of Marxism and the major theoretical achievements of Chineseization. Only in this way can China's ideology function be manifested. Only in this way can we clarify the historical and cultural basis of the socialist road with Chinese characteristics and clarify the Chinese logic of socialism with Chinese characteristics. In the new era of China's development from Daxiangqiang and struggling to achieve modernization, we must give full play to the teacher's leading role in curriculum teaching, firmly establish a modern teaching concept, and persist in reforming and innovating in the process of improvement. Only by attaching importance to the teacher's dominant position and improving the theoretical research level of teachers can we truly consolidate the guiding position of Marxism in the field of ideology in colleges and universities, and build the foundation for the great rejuvenation spirit of the Chinese nation for the new era.

### **4.2 Political Discourse and Life Discourse**

Under the conditions of a socialist market economy, the boundaries between truth and falsehood, good and evil, beauty and ugliness are vague. This requires helping college students to firmly grasp the basic content and connotation of socialist core values, and be good at using storytelling to explain the truth. To achieve a harmonious relationship, so as to enhance the ability of college students to resist backward decaying ideas and values. The theory of teaching content of ideological and political theory courses is profound and profound. Especially when designing teaching content, we must reserve a certain teaching space, let students interpret and interpret their understanding and understanding of the evolution of the world structure, deeply study the new changes of capitalism and analyze the various crises of its existence. Actively think about the responsibility and mission of contemporary college students themselves. It is necessary to closely link the teaching discourse of the course with the actual practice and life experience of the university students. By carrying out the socialist core values education practice activities as the actual action of college students, and educating college students on socialist core values, it is necessary to integrate the socialist core values into the study and life of college students, and help college students to internalize their theories into their own. Ideology is externalized into good behavioral habits. Therefore, it is reasonable to convince the students to accept the guidance of the students, to believe in Marxism, to recognize socialism, to strengthen the socialist road with Chinese characteristics, self-confidence, theoretical self-confidence, institutional self-confidence, cultural self-confidence, and a bright future for the new era.

### **4.3 Using the Network to Build the Discourse Right of College Ideological and Political Theory**

Enhance the influence of the discourse system of ideological and political theory courses in colleges and universities with the help of network advantages. The construction of discourse system in the network and college ideological and political theory is not contradictory. Educators should

make full use of the network, expand educational resources, enhance the timeliness and authority of information dissemination, and enhance the appeal and influence of ideological and political theory courses in colleges and universities. College ideological and political education should be good at building and using network platforms to optimize the network environment. The official media of ideological and political education in colleges and universities can build a public platform to create conditions for the exchange of speech between the two sides of education, and thus effectively carry out ideological and political education.

#### **4.4 Attach importance to the construction of teachers' discourse power in the teaching of ideological and political education in colleges and universities**

Innovate and develop educational concepts, transform traditional ways of thinking, and redistribute the right to speak in the classroom. First of all, the establishment of a student-oriented educational philosophy is at the forefront. Respect and protect students' main position in classroom teaching, and mobilize students' subjective initiative to the maximum extent. Secondly, innovation transforms the functions of teachers, reduces the transmission of knowledge, increases the guidance and motivation of thinking, and highlights the guiding role of teachers in the teaching process. Strengthen the teacher's charm and enhance the teacher's own voice. Ideological and political education workers must first enhance their theoretical foundations and be able to scientifically and comprehensively interpret real problems.

### **5. Conclusions**

In summary, college ideological and political theory courses are the main way to help college students learn and apply Marxist theory. At present, the tasks of ideology work in colleges and universities are heavy, and various social thoughts are mixed, and mainstream ideology faces challenges. Under this situation, the classroom teaching practice of college teachers should comprehensively improve the discourse power of teaching materials, teachers and classrooms, while paying attention to the innovative discourse system of ideological and political courses, transforming from political education to humanistic education, establishing the legitimacy of discourse, from theory Words are reduced to life discourse, strengthen the authenticity of discourse, move from one-way monologue to two-way dialogue, and give the sincerity of discourse, so that the ideological and political lesson will have a touching inner charm, so that students can truly master and scientifically apply Marxist theory. The connotation, method and essence. College ideological and political theory courses should also adopt many ways including the construction of discourse system to improve the scientific level of their own construction, dare to charge, dare to shine swords, base on specific courses, describe Chinese stories, convey Chinese voice, unite Chinese power, and realize The magnificent goal of the great rejuvenation of the Chinese nation contributes.

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