

## **Research on the Innovation of the Method to Cultivate the Long March Spirit of Contemporary College Students in the New Media Age**

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**Abstract:** Entering the new media era, the cultivation of the Long March Spirit of contemporary college students is facing various severe challenges brought by the rapid development and dissemination of network information. How to effectively enhance contemporary college students' understanding of the Long March Spirit, innovate the cultivation method of the Long March Spirit, and promote "learning, thinking and practicing" of the Long March Spirit in contemporary colleges and universities are the basic contents of this paper.

### **1. Introduction**

The Long March Spirit is the great spiritual wealth of the Party and our country, which must be inherited and carried forward from generation to generation. With the new era of socialism with Chinese characteristics and the coming of the era of network information, the state and society have put forward higher requirement on comprehensive quality for the cultivation of talents in colleges and universities. It is more urgent to vigorously study and inherit the Long March Spirit. In the new historical situation, it is an important task for ideological and political educators in colleges and universities to effectively study and follow the law of personnel training and fully integrate the new media platform into the construction and cultivation of college students' Long March Spirit <sup>[1]</sup>.

### **2. Challenges Faced by the Cultivation of the Long March Spirit of Contemporary College Students in the New Media Era**

On one hand, with the advent of the era of network information, some wrong ideas and concepts in the West are spreading. Through the network media, hostile forces in the West advocate such decadent concepts as historical nihilism, extreme nationalism and multiculturalism. They attempt to weaken college students' sense of historical and cultural identity by distorting and denying Chinese history and culture in order to achieve their murky purposes such as propagandizing Western values and infiltrating the ideological sphere. Only by strengthening the cultivation of college students' awareness of the Chinese nation community, helping them establish a correct historical and cultural outlook, assisting them to understand more comprehensively, objectively and soberly the arduous history of Chinese nation and the indomitable course of struggle, can they strengthen their cultural self-confidence and better devote themselves to the construction and development of socialism with Chinese characteristics in the new era.

On the other hand, from the current objective situation of development, China is in a rare period of historical development opportunities on the whole. At the same time, some foreign separatist forces still try to infiltrate ethnic division through various ways, and tend to infiltrate college students who are not deeply involved in the world and whose ideas are not mature enough. Strengthening the cultivation of college students' Long March Spirit and spreading positive energy of spiritual culture can help contemporary college students establish correct ideals and beliefs, consciously resist Western decadent ideas and values, consolidate their ideological foundations, strengthen their value identity, forge their spiritual ties, unswervingly safeguard national unity and actively safeguard National integrity and make an important contribution for our country' Unification <sup>[2]</sup>.

### **3. Necessity of Innovating the Method to Cultivate the Long March Spirit of Contemporary College Students in the New Media Age**

In February 2017, the State Council of the Central Committee of the Communist Party of China issued the Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities in the New Situation, which clearly put forward the need to strengthen the education of revolutionary culture and socialist advanced culture. The 25,000-mile Long March, which is renowned at home and abroad and shocked the world, is a great turning point for the Communist Party of China and the Chinese revolutionary cause from crisis to turning point, from sinking to rising, from predicament to victory, from suffering to glory. It is a great historical event created by the Communist Party of China and the Red Army of Workers and Peasants in the 20th century. Undoubtedly, the Long March Spirit nurtured by the Red Army of Workers and Peasants under the leadership of the Party during the Long March is the key content of excellent revolutionary traditional culture and precious spiritual and cultural wealth of the Chinese nation<sup>[3]</sup>. It is not only the treasure of the Chinese national spirit, but also an endless spiritual pursuit, spiritual characteristic and spiritual strength.

On November 29, 2012, Xi Jinping, General Secretary of the Central Committee of the Communist Party of China, expounded the Chinese Dream to people of the whole country during his visit to the exhibition “Road to Renaissance“. He pointed out that to realize the great rejuvenation of Chinese nation is the greatest dream of Chinese nation in modern times. This dream embodies the long-cherished aspirations of generations of Chinese people as well as the overall interests of Chinese nation and Chinese people, and is the common aspiration of every Chinese son and daughter<sup>[4]</sup>. The realization of the Chinese dream of national rejuvenation is a new Long March led by the Party. In the historical journey of the great rejuvenation of Chinese nation, the Long March Spirit has been bred, which is the source of power to condense the contemporary college students to realize the Chinese dream. In the new long march to realize the Chinese dream, it is essential to make the Long March Spirit which is the cultural source flow fully, gather the strong positive energy of contemporary college students and people of all nationalities to realize the Chinese dream, and help contemporary college students combine their personal future with the national destiny, so as to effectively promote the early realization of the great rejuvenation of Chinese nation<sup>[5]</sup>.

Colleges and universities are the main position for cultivating the Long March Spirit. Innovating the method to cultivate the Long March Spirit for contemporary college students is the objective requirement of strengthening ideological and political education and building a great cause of socialism with Chinese characteristics. It is related to the realization of two hundred-year goals and the great rejuvenation of Chinese nation<sup>[6]</sup>. Constructing the method to cultivate college students' Long March Spirit based on the new media background and building a platform of network ideological and political education for sharing and integration will help to form a strong educational logistics network and participating community. To construct the ideological and political education pattern of full-participation, whole-process and all-round education, so that the Long March Spirit can be internalized into the spiritual pursuit of college students and externalized into their conscious action.

### **4. Strategic Analysis of Innovating the Method to Cultivate the Long March Spirit of Contemporary College Students in the New Media Age**

#### **4.1 Master the Initiative of New Media Communication, Broaden the Path of Popularizing the Long March Spirit, and Deepen College Students' Understanding of the Long March Spirit**

Under the condition of new media, the fission of communication mode brought by informationization has brought profound changes to the methods of Ideological and political education for college students and broken the original paper-based and linear communication mode. The ideological and cultural communication has entered a visual and networked digital era. New media has been fully integrated into the daily learning and life of college students. Undoubtedly,

whoever seizes the first chance in the development of network platform can occupy the commanding point of cultural communication. Therefore, colleges and universities must keep abreast of the changes of the situation in the network era, conform to the law of communication development, innovate the use of new media platform, focus on the construction of micro-communication education system, actively participate in the wave of new media construction, give full play to the unique advantages of new media, such as high timeliness, strong dissemination and wide coverage, and take new media as a platform for spreading the Long March Spirit. Through expanding the popularization path, enriching educational content, establishing information dissemination platforms such as thematic websites, thematic pages, establishing micro-blog and micro-message short message platforms, launching electronic magazines and mobile newspapers, it is conducive to carrying out the Long March spirit propaganda and education activities. Moreover, by making full use of micro-blog, micro-message, micro-group, micro-vision, micro-journal and other information media, it is helpful to improve the effectiveness and inspiration of college students' inheritance and cultivation of the Long March Spirit in the new media era<sup>[7]</sup>. Combining with important time nodes, make network micro-lessons, micro-videos and network animation which reflect the spiritual theme of Long March, it is propitious to carry forward the Long March Spirit imperceptibly and make it enter our minds. Through various popular forms, college students are able to deepen their understanding of the Long March Spirit, so that the Long March Spirit will truly become the compass and emotional sustenance of college students' soul, better educate students to grow up, and better serve colleges to establish morality and cultivate students.

#### **4.2 Implant the Long March Spirit into Classroom Teaching, Give Full Play to the Function of Educating People in the Main Position, and Enhance College Students' Systematic Awareness of the Long March Spirit**

Colleges and universities are required to closely integrate the deep spiritual connotation of the Long March Spirit with college students' classroom teaching, growth and daily life, apply multimedia and other means to organize students to watch relevant video materials in a planned way to enhance their intuitive feelings and perceptual understanding of the Long March spirit, change from single instructing to diversified inspiration and guidance, take the heuristic and interactive inquiry methods as the main method, flexibly interweave classroom teaching methods such as discussion, question-and-answer, reading and so on can to stimulate the enthusiasm and initiative of college students in thinking and discussing, stimulate their interest and enthusiasm in learning Lei Feng spirit, enrich and innovate the teaching content of Long March Spirit Education, skillfully use representative cases, fully tap the rich and profound ideological connotation of Long March Spirit, skillfully tell Long March stories, resolutely abandon empty inculcation and preaching, use vivid red classics to infect and inspire college students, enhance the interesting, storytelling and appealing of teaching content, implant the Long March Spirit into the hearts of contemporary college students, cultivate college students' identification with revolutionary culture<sup>[8]</sup>, change Abstract and profound theories into factual bases close to reality and life, guide college students purposefully and pertinently to solve problems and puzzles in world outlook, outlook on life and values, and further guide them to deepen their understanding of the essence of the Long March Spirit. By constantly strengthening the teaching effect of Long March Spirit Education, it is possible to effectively enhance college students' systematic understanding of Long March Spirit, and help college students gradually establish a more perfect theoretical system of Long March Spirit.

#### **4.3 Integrate the Long March Spirit into Campus Cultural Activities, Exert a Subtle Influence on Education, and Strive to Create a Good Atmosphere of Public Opinion for the Long March Spirit**

Colleges and universities are advised to organize cultural communication activities such as report on typical characters of the Long March, moving photographic exhibition, lectures, recitations, debates, essay collections and interviews on the theme of inheriting Lei Feng's spirit. College students are encouraged to shoot caring movies, social welfare micro-clips and public welfare

documentaries, who are made to accept the baptism of the Long March Spirit in their favorite campus cultural activities. Enriching the carrier and expanding the space and taking the class organization of the Party and League as the carrier to carry out the theme Party Day of promoting the Long March Spirit, the theme group day and the class theme education, as well as taking the mass organizations as the carrier to carry out activities of mass organizations with the characteristics of the Long March Spirit and the spirit of the times, so as to enable college students to explore the value and connotation of the Long March Spirit in the grass-roots campus cultural activities. To integrate the Long March Spirit into campus cultural environment, and rationally lay out the physical entities such as buildings, sculptures, road signs, flowers and plants, scientifically plan campus cultural corridor, hang portraits of Long March characters, famous quotes of typical Long March characters, etc., will integrate the spiritual quality of Long March spirit into material entity, so that college students will be made to feel the humanistic value in the elegant and harmonious material and cultural environment<sup>[9]</sup>. To organically combine revolutionary forefathers' socialist ideals and beliefs, commitment, dedication, innovation and entrepreneurship with the construction of college spirit, teaching style and learning style, guide and standardize the ideological and behavioral of college students in a subtle way, create a campus spiritual and cultural environment of loving the Party, loving our country, loving colleges, diligence, solidarity and mutual assistance, and positive progress, play a typical leading and exemplary role, require Party members, cadres and teachers to take the lead in practicing the Long March Spirit, organize activities of learning and practicing the Long March Spirit, as well as the selection and recognition of advanced and typical activities, and make full use of the platform media such as college newspaper, radio, television, campus network to actively create a good public opinion atmosphere for the Long March Spirit of "learning, thinking and practicing", so that college students are capable of consciously absorbing the precious spiritual nutrition and strength of the Long March Spirit in the construction of campus spiritual culture.

#### **4.4 Improve the Management Path and Effectively Guarantee the Normalization of College Students' Learning Long March Spirit**

The cultivation of the Long March Spirit of contemporary college students requires not only the cultivation of their conscious awareness of positive practice, but also the strengthening of leadership, scientific organization, policy formulation and improvement of mechanism. With scientific management and perfect system, colleges and universities are expected to take the development road of cultivating the normalization of the Long March Spirit. Firstly, it is essential to strengthen organizational leadership, establish a linkage mechanism of Party Committee guidance, Party Committee propaganda department, student work office, League Committee leadership and division of responsibilities among relevant departments, and integrate the cultivation of Long March Spirit into the whole process of college students' political construction, ideological construction, moral construction and spiritual civilization construction. Secondly, it is required to establish theoretical guidance mechanism and Lei Feng spirit-related research institutions, carry out academic research and exchanges, providing theoretical support and practical guidance for the cultivation of the Long March Spirit. Thirdly, it is necessary to establish and improve the management system and formulate a scientific and perfect evaluation system. The cultivation of Long March Spirit should be incorporated into the evaluation system of Ideological and Political Education, Youth League Branch of classes and comprehensive evaluation of college students, so as to standardize and guide college students' thoughts and behaviors. Fourthly, it is important to establish an examination and incentive mechanism. In students Award and the selection of typical college students, colleges are supposed to take learning and inheriting the Long March Spirit as an important condition and energetically reward students with the Long March Spirit who dare to undertake and who are not afraid of hardships with selfless dedication and so on. Meanwhile, Punishment should be given to college students who have obvious moral anomie. Finally, it is a necessity to establish an innovative mechanism for cultivating college students' Long March Spirit, change the management restraint type into the service type, change the preaching inculcation type into the communication and

interaction type, and change from individual fighting to group fighting <sup>[10]</sup>.

## 5. Conclusion

Combining the growth characteristics and development needs of contemporary college students, it is essential to innovate methods and means to cultivate the Long March Spirit, enhance the influence of learning and inheriting the Long March Spirit, and constantly promote the normalization of “learning, thinking and practicing” of the Long March Spirit.

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