

Analysis of Ideological and Political Education in the Construction of “Double First - class” Universities in the New Era - Take Jinan University as an Example

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Abstract: The new era has embraced new tasks and also face new directions, which requires the ideological and political educators in colleges and universities to carefully learn and understand the profound connotation of the spirit of “19th CPC National Congress”, endeavor to become pioneers through deeply studying and carefully implementing Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era, and strive to be the vanguard of ideological and political education quality and teaching reform. While thoroughly implementing the strategic layout of the new era, we should deeply understand the historical opportunities and challenges of the “Double First-class” construction, strengthen and improve the ideological and political work of the party building, strengthen the direction of running socialist schools, implement the fundamental task of developing morality and cultivating people, with ideology as the foundation and education as the key. Moreover, we should also speed up the connotative development of ideological and political education in colleges and universities under the guidance of the spirit of the “19th CPC National Congress”, take the opportunity of the “Double First-class” construction and Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era as the support so as to consolidate and push forward the ideological and political education work of socialism with Chinese characteristics.

1. Introduction

19th CPC National Congress officially established Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era as the guiding ideology that the party shall adhere to for a long time, which have clarified the historical mission of the Communist Party of China in the new era, revealing the far-reaching influence of major social contradictions and changes in our country, starting the new journey of building a socialist modernization power in an all-round way, and providing valuable guidance for realizing the great rejuvenation of the Chinese nation (Chen, 2017). The new era, new ideas, new missions, new contradictions, and new journey all make high requirements on colleges and universities to carefully understand the profound connotation of Xi Jinping’s socialism with Chinese characteristics in the new era, clearly understand the great strategic significance of accelerating the development of higher education and the strategic position of the construction of “Double First-class”. In the construction of “Double First-class” in colleges and universities, it is essential to take morality and nurturing as the basis and talents cultivation as the key (Chen, 2017). Among them, ideological and political education for college students will play an irreplaceable role. Cultivating talents is an important task for colleges and universities. Meanwhile, it is also the key to the construction of “Double First-class” in colleges and universities. Accurately grasping the new mission and tasks entrusted by the new era, consciously implementing Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era, speeding up the connotative development of higher education and promoting the construction of “Double First-class”, and continuously consolidating and pushing forward the ideological and political education of socialism with Chinese characteristics (Writing Group, 2017).

2. Guided by the spirit of the “19th CPC National Congress” and promoting the construction of “Double First-class” in colleges and universities

Colleges and universities are the highland of theoretical exploration and cultural research, which should have the inescapable duty to strengthen the theoretical research of “Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era”. Through various forms such as subject investigation, key interpretation and comprehensive interpretation, strengthening the deepening study of the spirits of “19th CPC National Congress” and making great efforts to “learn, understand and implement” so as to provide theoretical support for the great practice of socialism with Chinese characteristics and the construction of “Double First-class”. The construction of “Double First-class” came into being under the background of our country’s higher education entering a new era, which is a major strategic decision made by the Party Central Committee and the State Council. Facing “Two Hundred Years” and “The Chinese Dream” and based on the country’s economic and social needs and the current situation of higher education, a major project to raise the level of our country’s higher education and enhance the country’s core competitiveness was finally proposed, which highlights the spiritual connotation of “Chinese Characteristics and World First Class” (Du, 2017). To carry out the important mission of building socialist universities deeply rooted in China, we shall adhere to Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era, adhere to the party’s leadership of colleges and universities, fully implement the party’s educational policy, carry out the fundamental task of cultivating people, deepen the comprehensive reform of higher education, speed up the pace of building an educational power, and also promote the building of a socialist higher education with Chinese characteristics (Xi, 2017).

Jinan University, as the highest institution for overseas Chinese, sustains the glorious mission of training talents for overseas Chinese including Hong Kong, Macao and Taiwan regions. To realize the development strategy of “Double First-class” universities and build Jinan University into a well-known high-level research university at home and abroad, it is especially necessary to attach importance to ideological and political education. We should thoroughly study and implement Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era and the spirit of the “19th CPC National Congress”. Also, we should take political construction as the guide, comprehensively strengthen and improve the ideological and political work of the party building, implement the main responsibility of managing the party, consolidate ideology and improve political standing, deeply understand and grasp the essence and rich connotation of the 19th CPC National Congress in order to make sure that the spirit of its can be infused into the blood, cast into the soul, and turned into action. Accelerating the construction of “Double First-class” and high-level universities, expanding the school space based on the development and construction of the new campus, and further promoting the construction of “harmonious and safe campus”. Above all, it is necessary to adhere to the development strategy of “Overseas Chinese Schools plus Prestigious Schools”, the international school-running policy of “Facing the World”, the concept of innovative development, the fundamental task of developing morality and cultivating people, the discipline construction and personnel training and the “Two Learning and One Doing” education normalization and institutionalization in order to promote the school’s various undertakings to be endowed with new atmosphere and actions in such a new era.

Initiating the construction of “Double First-class” colleges and universities aims to cultivate a large number of various types of applied, innovated and compound outstanding and First-notch talents with national mission and social responsibility (Zhao, 2017). Ideological and political education on college and universities students is an important part consisting of talents training in colleges and universities and also plays an irreplaceable and important role in the construction of “Double First-class”. General secretary Xi Jinping has placed unlimited expectations and mission responsibilities on the younger generation in the report of the 19th CPC National Congress. Colleges and universities should firmly grasp the main line of teaching and educating students and cultivating young students to grow up with a high sense of political responsibility and historical mission, carry out the important task of cultivating talents to meet the needs of the new era of

socialism with Chinese characteristics. In the process of building “Double First-class”, colleges and universities should put the ideological and political education of college students in a more prominent position, actively promote the innovative development and quality improvement of ideological and political education for college students so that ideological and political education for college students can become a powerful driving force and an important guarantee to promote the construction of “Double First-class” colleges and universities.

3. The complex public opinion environment in the new media era brings impact and challenges to the ideological and political education of college students

Nowadays, the society has entered a new media era of networking and informatization. With the rapid expansion of new media technology, the influence of new media on college students is deepening day by day. Information that has not been strictly filtered and verified has an unprecedented impact on the ideological behaviour and values of many college students. The open, borderless and fast dissemination of new media makes the content of its dissemination very random and uncontrollable. Some information runs counter to the mainstream ideology and values in our country and is very easy to cause serious wrong guidance to college students.

Recently, the media shockingly reported that two men wearing World War II Japanese military uniform were taken photos on the site of the Nanjing Anti-Japanese Bunker and subsequently those two men were punished to be detained in 15-day administrative detention. For a time, the word “Psychologically Japanese” cause a temporary clamour. “Psychologically Japanese” refers to those regard themselves as Japanese spiritually and is the abbreviation of “Spirit of the Japanese”. “Psychologically Japanese” is not the official word but merely the appellation the internet gave this special group as a series of notorious events gradually made it widely spread on the internet. Coincidentally, in August 2017, four men dressed in World War II Japanese military uniforms were taken photos in the famous anti-Japanese site of Shanghai Four Warehouse. Moreover, two youngsters act as Japanese samurai in Nanjing in the eve of the National Public Memorial Day of Nanjing Massacre in 2016..... All these acts make the people dramatically ashamed (Fan, 2018). The most of college students, born after 2000, hold unilateral attitude towards history. Besides, they are all in the complex social public opinion environment and the new media technology also wantonly spread, the harmful information from the internet has increasingly exerted harmful and serious influence on the ideological development of college students. There are a lot of college students whose ideas, behaviour and value concept all greatly suffer from the internet and those youngsters are so susceptible to those bad information and even rumors on the internet that they are easily led to inordinate and even radical actions. It can be said that the rapid development of the new media wave has changed the environment of ideological and political education work of college students, and put forward higher demands and more severe challenges to the dominance, authority and timeliness of political education work (Deng, 2011).

In response to the above incidents, we should actively guide college students to correctly view and understand the problem, and distinguish a small number of “Psychologically Japanese” from the vast number of fans who like Japanese culture. The real mistake is not the collection of military uniforms nor the deep love for foreign cultures but is the wrong thoughts, bad purposes and behaviours of minority. Some “Psychologically Japanese” members who wants to deliberately attract people's attention, frantically pursue internet fever and have weak ideological and political awareness and ignore moral standards so that the more attractive part of Japanese culture was mapped into the whole ideology, which caused the blind identification and finally touched the bottom line of the nation and hurt the feelings of the whole country.

The ideological and political education of college students is related to the key and fundamental issues of what kind of people should be trained in colleges and universities, who should be trained for them, and how to train them. The appearance of the “Psychologically Japanese” phenomenon is worthy of the high vigilance of ideological and political educators in colleges and universities. Schools should take this opportunity to strengthen patriotism education, carry forward the outstanding traditional virtues of the Chinese nation, strengthen the publicity of positive public

opinions on the internet, clearly establish the awareness of respecting martyrs, cultivate correct historical view, national view, cultural view and values, and also strengthen the confidence of the socialist road with Chinese characteristics, theoretical confidence, institutional confidence, and cultural confidence to prevent the erosion and corruption of bad western thoughts and harmful ideological trends. Ideological and political education for college students is the basic and core work for colleges and universities to cultivate innovative talents in the new era. In order to realize the innovative development and quality improvement of ideological and political education for college students, it is necessary to strengthen the First-level design of teaching plan, keep up with the times in educational content, expand the innovation of educational methods, and integrate educational theories with reality so as to provide strong motivation and theoretical support for promoting the construction of “Double First-class” colleges and universities.

4. Consolidating the ballast of ideological and political education for college students in the construction of “Double First-class”

The construction of “Double First-class” provides an important strategic opportunity for the higher level development of colleges and universities. Meanwhile, it also puts forward updated and higher requirements for well carrying out ideological and political education for college students. How to realize the innovative development and quality improvement of ideological and political education for college students in the new era is a common urgent and realistic problem faced by adapting to and ensuring the achievements of the construction of “Double First-class” and realizing the fundamental goal of cultivating talents by virtue. The rich connotation and profound artistic conception of Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era have laid a solid foundation for uniting forces to realize the Chinese dream, provided theoretical guidance and methodology for the construction of a socialist modernization power, and integrated Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era into ideological and political theory courses in colleges and universities is not only an internal requirement of ideological and political education in colleges and universities in the new era, but also an important ballast for consolidating ideological and political education of college students.

Firstly, the ideological and political education plan should be highly developed. To build a “Double First-class”, we should strengthen the First-level design of ideological and political education courses in a higher level, a larger platform and a higher vision to meet the requirements of the construction of high-level universities in the new era. Taking the educational standards, social needs and expectations of the people of a modern power as the target, taking the building of a socialist modern power and the people's needs for a better life as the starting point and the end point, giving the priority to ideological education, speeding up the construction of first-class universities and disciplines, speeding up the process of educational modernization, and realizing the leap-forward development of higher education (Ministry of Education Website, 2017).

Secondly, ideological and political education should keep pace with the times. New changes have taken place in the connotation of thoughts on socialism with Chinese characteristics in the new era. New changes have taken place in the major social contradictions in our country. The new goal of building a modern and powerful socialist country in an all-round way has been set up in two steps. Moreover, new arrangements have been made for economic and social development and new requirements have also been put forward for the party's construction..... This series of “New” demands that the ideological and political education work of college students should be timely and targeted, and that the content of education should be close to the hearts of the people and deep into the marrow. Furthermore, learning the important spirit of the “19th CPC National Congress”, thoroughly implementing Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era, effectively knowing and understanding the spirits of the 19th CPC National Congress of the CPC, being capable to make it clear, remembered and comprehensible. Above all, speeding up the promotion of Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era into schools, classrooms, teaching materials and brains in order to consolidate the core leadership position of Marxism in the ideological field of colleges and universities. In addition, explaining the

theory thoroughly in combination with the actual growth of college students and actively arousing the resonance of the vast number of students in their thoughts so that college students can truly listen to, truly see, truly feel, truly learn, truly believe and truly understand, and truly practise those advanced spirits so as to further enhance their thinking (Liu, 2017).

Thirdly, ideological and political education methods should be expanded and innovated further. With the arrival of the new media era, the ideological and political education of college students needs to adapt to the new situation and changes more actively than ever before. Especially in the critical historical period of promoting the construction of “Double First-class” in colleges and universities, the ideological and political education of college students needs to follow the trend and continuously innovate and expand methods to adapt to and guarantee the construction of “Double First-class” in colleges and universities. “Introduction to Mao Zedong Thoughts and the Theoretical System of Socialism with Chinese Characteristics”, “Outline of Modern Chinese History”, “Situation and Policy”... These familiar teaching contents and special teaching materials should be continuously enriched and perfected. In addition, due to the characteristic that overseas Chinese higher institutions own a large number of students enrolled abroad, Jinan University will continually open up an expansion model of quality education, rely on carriers such as traditional Chinese culture education, quality expansion training camps, excellent students’ training classes in Hong Kong and Macao, winter camps for Chinese culture tours, summer camps for root-seeking tours and etc. Moreover, we will actively use the internet and new media technologies to develop innovative forms of ideological and political education for college students, enrich the diversified development of communication channels, expand the field of ideological and political education, and gradually promote the dynamic, aging, three-dimensional and information construction of ideological and political education for college students to effectively carry out their ideological and political education work.

Finally, ideological and political education should integrate theory with practice. Great theory originates from great practice, serves great dreams, and continues to develop and perfect with practice. Marxist theories, including Xi Jinping’s thoughts on socialism with Chinese characteristics in the new era, are all derived from practice, which provide scientific and systematic answers to the new problems faced by the contemporary practice of socialism with Chinese characteristics and creatively put forward a series of new concepts, new ideas and new strategies for governing the country and forming a systematic and complete scientific theoretical system (Huang, 2017). In the process of ideological and political education in colleges and universities, the integration of theory with practice is an important teaching model. Any theoretical teaching must dare to face up to major practical problems. Only by starting with the practical problems that young students care about can the attraction and appeal of ideological and political education be enhanced (Wang, 2016). Jinan University, as a 100 - years - old overseas Chinese school, is standing on the forefront of ideological and political education with an outstanding feature which many students from Hong Kong, Macao, Taiwan and overseas areas. Therefore, Jinan University should pay more attention to ways and means when carrying out communication and education with this “special groups”, requiring ideological and political educators to be good at “adapting to random circumstances” in their practical work, getting close to classmates, opening their hearts to listen to their voices, and shortening the distance between their hearts. What they are concerned about is exactly what we are concerned about. What’s more, we should combine the theory of socialist core values with the hot news that young students are concerned about, turn theoretical knowledge into practice to guide practical work, work hard on timeliness and practicality, and enhance its appeal so as to drive youngsters to imperceptibly accept and identify with socialist core values.

5. Conclusions

To promote the construction of world-class universities and first-class disciplines as a whole is a major strategic decision made by the Central Committee of the Party and the State Council, it is an important symbol of sounding the horn of building a powerful country in higher education and an important support for accelerating the realization of a powerful country in socialist modernization

(State Council Website, 2015). In the new era, a series of great struggles, great projects, great undertakings, great dreams and the realization are needed to be implemented and the strategic goal of “Two Steps” are needed. Thus, it urgently needs First-class education and outstanding talents and make full use of the unique role of ideological and political work in colleges and universities. Fundamentally speaking, universities are required to fully study and implement the spirit of the important speech of General Secretary Xi Jinping at the 19th CPC National Congress, unswervingly adhere to the leadership of the party, take the quality of personnel training as the first priority, regard ideological and political work as the unique advantage of university education, earnestly shoulder the core mission of cultivating talents, and transform the new requirements of the Central Committee of the Party into the glorious mission and political responsibility of well carrying out ideological and political work in colleges and universities in the new era. Jinan University should continue to give full play to the characteristics and advantages of overseas Chinese schools, persevere in the development of socialist higher education with Chinese characteristics in the new era and fully promote the construction of “Double First-class” and high-level universities. Besides, it should also speed up the construction and improvement of the service system for overseas Chinese guided by the strategy of serving the “Belt and Road Initiative” construction and the “Guangdong-Hong Kong-Macao Greater Bay Area”, carefully study the innovative practice of ideological and political courses in universities, meticulously study the needs and expectations of the growth and development of university students, strengthen the importance of theoretical power and ideological guidance in order to continue to strive to improve the ideological and political education system with overseas Chinese school characteristics, continue to write a new chapter in overseas Chinese higher education in the course of realizing the great rejuvenation of the Chinese nation, and endeavour to open up a new situation in the ideological and political education work of socialism with Chinese characteristics in such an new era.

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