

Research on Innovative Methods of Party History Education in Higher Education Institutions in the New Era

Jiayi Si, Xingwang Wang, Dehua Zhou, Li Guo, Yuehua Yang

School of Marxism, Xinjiang Institute of Engineering, Urumqi, 830000, China

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Abstract: The cultivation of revolutionary spirit through the study of Party history is not only a fine tradition of the Communist Party of China, but also an urgent need to cultivate new generations of young people who are patriotic, dedicated, and capable of shouldering the responsibility of national rejuvenation. To enhance the effectiveness of Party history education in universities in China and to meet the demands of young students, it is necessary to further reform and innovate the content, forms, and methods of education. This paper proposes several innovative methods, including creating an "Internet+Party history" course, promoting a "light reading" approach to Party history education, and implementing a new method of "walking through university campuses to learn about Party history." It is emphasized that teachers play a key role in the innovation of Party history education methods in universities.

1. Creating a "Internet + Party History" Online Course

Humanity is undergoing an information revolution, and in the face of the trend of informatization, only by actively seizing the commanding heights can we win the development initiative [1]. The Party history education of universities should occupy the commanding heights of the information war and strengthen its method innovation to keep pace with the times. As college students go online, the Party history education of universities should also go online, promoting the integration of Party history education in universities with "Internet +", fully leveraging the driving and leading role of "Internet +" in Party history education to provide strong support for enhancing the timeliness and attractiveness of Party history education in universities, making it truly "popular", "lively" and "hot".

Promote deep integration of "Internet +" and Party history education. Party history must come out of the "museum", not only to comply with the inevitable trend of popularization and upgrading of Party history education in the new era of universities, but also to be more in line with the way college students accept information. College students are loyal fans of "Internet +". Since college students cannot do without "Internet +", we should make good use of "Internet +" to create and launch "Internet + Party History" online courses. Various characteristic gold courses of universities and Party schools can be publicly launched on new media such as Douyin, WeChat, and APP, based on the characteristics of being short, popular among college students, and having a clear point of view, providing more convenient and relaxed online theoretical learning resources for college students, constantly enhancing the attractiveness of Party history education in universities, and promoting Party history education in universities to truly "fly into the hearts of college students and externalize into action", achieving the effect of nourishing the soul and enlightening the mind.

The overall goal of creating and launching "Internet + Party History" online courses in universities is to tell the story of the Communist Party of China well, explain why the Communist Party of China "can", why Marxism "works", and why socialism with Chinese characteristics "is good", guiding college students to deeply understand the decisive significance of "two clear-cut commitments", enhance the "four consciousnesses", strengthen the "four self-confidences", and fulfill the "two upholds" [2]. To achieve this goal, first, we need to be politically clear and ensure that the "Internet + Party History" online courses are reliable. We should propagate the Party's theories and make the Party's voice the "loudest voice" in cyberspace. This is the primary political task of Party history education in universities. We should firmly maintain a high degree of

consistency with the Party Central Committee with Comrade Xi Jinping as the core in terms of political stance, political speech, and political rules to ensure that Party history education in universities truly stands with the Communist Party of China, speaks with the voice of the Communist Party of China, showcases the image of universities in the new era, and allows university students to learn the authentic and "true classics". Second, we need to select the best "Internet + Party History" courses and teaching staff to ensure that the "Internet + Party History" online courses are well-known. We should create a model course of "telling politics with stories", launch high-quality and characteristic courses, highlight the high-quality theoretical level and teaching level that are popular among college students with "China" and "national" characteristics, and make the "Internet + Party History" online courses in universities a well-known theoretical brand and learning brand. Third, we should use modern information technology to stimulate and activate the enthusiasm of teachers and students in Party history education in universities. We should build a teaching and learning platform with advanced technology, rich content, and diverse forms, promoting collaborative teaching and learning among teachers.

2. Building the "light reading" approach to Party history education in universities

Party history education in universities requires both heavy theoretical texts and "light reading". To expand the online and offline coverage of Party history education in universities, it is necessary to leverage the unique advantages of new media, such as its availability at all times, to appeal to the diverse and flexible habits of online reading and the "foodie" trend among university students. New media should tailor the "light reading" approach to different learning needs and acceptance levels of university students, and adapt to the trend of differentiated dissemination. To change the situation of "low-head users" who can endure loneliness and sit on "cold benches", new media can use digital technologies such as meta-universes and VR to gradually move towards immersive media, promoting continuous innovative development of Party history education in universities in the new era. For example, universities can use real-time cloud rendering technology to present historical facts such as the Chinese Revolution, construction, and reform, providing immersive experiences for university students and launching a new project of "immersive party history experience" in response to the trend of new media development. Through innovative methods, forms, and elements, universities can provide a completely new experience of integrating Party history education and new media technology, making university students more interested and proactive in learning party history without being deterred by the boredom, emptiness, and length of theoretical works.

To achieve this goal, universities need to consider how to make the heavy theoretical texts thinner, connect them with real-world issues, and extract the essence that is easy for university students to absorb, making the content small in size but substantial in weight, and enabling Party history education in universities to have both depth and warmth, enhancing its communicative and guiding power. As the saying goes, "the master writes small books on theory". Therefore, universities should make efforts to produce party history works that conform to the personality and language of university students and focus on the content. University staff should possess "web-sense," which refers to their sensitivity to the internet or network perception. Those with excellent web-sense can understand the needs of university students and express their own opinions in a network language. For example, they should give the works interesting names and design lively "characters." In the era of new media, university students tend to learn knowledge in fragments through cold devices such as smartphones and computers. Therefore, university staff should create party history education works that break the mold and meet the demands of university students' "light reading" in the digital age. This changing trend of dissemination methods can break down the barriers of traditional Party history education in universities and effectively increase the reach of Party history knowledge. As a result, university students will be more interested and proactive in learning party history, rather than being subjected to indoctrination.

3. Creating a "new approach to educating college students on party history while on the move"

In the new era, college students have a strong sense of identity and are less interested in traditional teaching methods for party history education. Traditional education on party history in universities is theory-heavy and lacks practical application, making it monotonous, tedious, and hollow. To break through these barriers and construct a comprehensive educational system that instills proper values, it is necessary to present party history to students in a way that appeals to them on a personal level^[3]. Specific measures include taking party history education out of the classroom and integrating it with social activities, walking through the new journey of building a socialist modernized country, exploring the country, and engaging on the international stage, to spread the voice and views of the Communist Party of China. Party history education should be incorporated into every aspect of college student talent development, from classroom instruction to extracurricular activities, to achieve a synergistic effect. The university should also incorporate party history education into new media platforms, such as Douyin and WeChat, which are important sources for students' thoughts, opinions, and social interactions. Furthermore, universities should strengthen the integration of party history education with other academic disciplines and leverage the powerful support of other educational work for party history education. At the same time, the university should enhance the guiding role of party history education in other educational work. By combining the modern new media technology with the party history long corridor, an auditory, dynamic, and scrolling party history corridor can be created. University students can not only watch but also use their mobile phones to scan codes and listen to party history stories, attend party lectures, and learn about the Party Constitution and Xi Jinping's speeches, etc. The party history corridor cultural environment plays a significant role in educating students on patriotism and cultivating their knowledge of the Party. It is ubiquitous and can be compared to air, exerting a silent and subtle influence on people. By using the party history long corridor, students can explore political ideas, acquire knowledge about the country's strategic planning, learn about the Party Constitution and its history, and gain insights into the economy and humanities^[4]. Especially in today's world at the crossroads of history, with the global COVID-19 pandemic ravaging the world, China's successful epidemic prevention and control efforts, and the Communist Party of China's leading role in this effort, have demonstrated China's ability to face challenges as a nation. This emphasizes that the Communist Party is the backbone of the Chinese nation. The university can offer a "cloud" + "internet celebrity" package to provide students with a carefully curated "party history feast" and lectures by party history experts. This approach will resonate with students and incorporate the Party's red spirit into their genes, enabling them to apply party history education to their thoughts and actions, and ultimately achieve the goal of knowing the Party and country, feeling proud of the Party, and taking action to serve the country.

4. Innovation of Party History Education in Universities Relies on Teachers as Key

In today's changing world, with a new generation of students, it is necessary to update the methods of party history education in universities. In the era of information technology, the traditional boundaries and walls of university party history education need to be broken down. With the help of new media, party history education in universities can be revitalized in the information age. Firstly, as university teachers, we must liberate our thinking, transform our teaching philosophy, adopt new teaching models, and create new "Internet +" platform carriers to expand the time and space of party history education in universities. This will broaden the scope of resources for party history education in universities, stimulate the enthusiasm and autonomy of university students in learning party history, enhance the attractiveness of party history teaching in universities, and promote changes in party history education methods. Secondly, as university teachers, we must strive to understand the party history thoroughly and apply it correctly in our teaching. On this basis, we must design the teaching process carefully, paying special attention to how to guide university students to participate actively in the deep learning process. University students are the main body

of teaching activities, and if teaching is not targeted towards their specific needs, it will be ineffective. Therefore, university teachers must have an in-depth understanding of university students, gather materials for party history education, improve their teaching art, create an environment of equality, dialogue, and communication in the classroom, break down students' mental barriers, and provide a relaxed and enjoyable democratic learning space. Furthermore, university teachers must enhance their organizational and regulatory abilities. They should be able to grasp the atmosphere and progress of classroom activities and provide guidance at critical moments, maintain a balance between being flexible and not chaotic, and improve their ability to encourage university students to participate fully and be friendly and cooperative. Without the correct guidance of teachers, not only will university students' valuable study time be wasted, but their learning behavior and methods will not undergo substantive changes. In addition to teacher lectures, university students should also be allowed to participate themselves. For example, combining the internet with familiar networks of university students, opening up the first 10 minutes of class time for "Follow you for happiness" lectures on party history, and having students prepare the content they will discuss in class beforehand in groups, integrating changes in their subjects, personal lives, families, hometowns, schools, countries, and the world with the great achievements of the party in revolutionary, construction, and reform practices. This will actively stimulate university students' interest in and enthusiasm for learning party history, thereby enhancing the effectiveness of party history education in universities. Lastly, teachers must develop their ability to encourage and provide timely evaluation in the classroom. They should strive to avoid creating a psychological environment that causes university students to fear, retreat, suppress, or become anxious. Otherwise, it will have a detrimental effect on the implementation of party history education activities in universities and the future development of university students.

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