

Research on the Path of Higher Education Institutions Supporting the Construction of Grassroots New Era Civilization Practice Positions

— Taking Guangdong-Macao In-depth Cooperation Zone in Hengqin as an Example

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Abstract: In tide of the new era, the construction of grassroots Civilization Practice Positions has become an important engine to promote the comprehensive progress of society. As an important bridge connecting Guangdong and Macao, Guangdong-Macao In-depth Cooperation Zone in Hengqin bears the historical mission of promoting the exchange of cultural and educational integration between the two places. Moreover, it has become a new example for higher education institutions to help the construction of grassroots civilization in the new era. This article will take the Guangdong-Macao In-depth Cooperation Zone in Hengqin as an example to explore deeply the path for higher education institutions to assist in the construction of new era civilization practice positions.

1. Introduction

The construction of new era civilization practice centers is a major decision-making and deployment made by the CPC Central Committee from the strategic height of realizing the great rejuvenation of the Chinese nation, aiming to promote the Party's innovative theory and major policies to fly into ordinary people's families, to connect the last mile of propaganda, education, concern and service for the masses, and to improve the ideological awareness, moral level, civilized accomplishment and social civilization of the whole people.

It is of great significance to actively explore and build a working pattern of New Era Civilization Practice Positions in Guangdong-Macao In-depth Cooperation Zone in Hengqin (hereinafter referred to as the "Cooperation Zone"), coordinate the interests of all social strata in Guangdong and Macao, and achieve economic development and the optimization of systems and policies in Guangdong and Macao, so as to achieve the construction goals of Cooperation Zone.

In the process of building the new era civilization practice positions of Hengqin, higher education institutions, as a highland of knowledge, talent, and innovation, has unique advantages and roles. The grassroots is the foundation of social development, and the construction of the civilization practice positions is of practical value for enhancing community cohesion and promoting the spread of socialist core values. In practice, how to ensure the effectiveness, innovation, and the increasingly growing spiritual and cultural needs of the people has become a great challenge before us [1].

Cooperation Zone, as a national-level strategic new area, is the frontier position to deepen the cooperation between Chinese mainland and Macao. Its unique geographical location and policy environment provide new opportunities and a broad stage. The research on deepening the civilization practice in Cooperation Zone under the support of higher education institutions can not only explore a replicable and popular mode, but also provide valuable experience and enlightenment for other regions. Therefore, in-depth analysis of the strategy selection, implementation path and coping measures in this process has important theoretical and practical value for guiding future similar practice activities.

2. Overview of Guangdong-Macao In-depth Cooperation Zone in Hengqin

The report of the 20th National Congress of the Communist Party of China (CPC) proposed to push ahead with the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, and support Hong Kong and Macao to better integrate into the overall development of the country. With the deep cooperation of Guangdong, Hong Kong, and Macao entering a new stage, the General Plan for the Construction of the Guangdong-Macao In-depth Cooperation Zone in Hengqin (hereinafter referred to as the "Cooperation Zone Plan") was introduced in September 2021. Institutional and mechanism innovation and spiritual civilization construction are its important contents.

Cooperation Zone is located in the southern part of Zhuhai City, Guangdong Province, China. It is a special cooperation zone established by the Chinese central government and the Macao Special Administrative Region government to promote the common development of the two places' economy and society. Since its establishment, Cooperation Zone has developed its economy rapidly and become one of the important growth poles of the Guangdong-Hong Kong-Macao Greater Bay Area. The zone is equipped with perfect infrastructure and convenient transportation, and it has a number of large commercial complexes and high-tech industrial parks. At the same time, Hengqin also focuses on social and cultural construction, actively promoting the construction and improvement of public service facilities such as education, medical care, and culture, striving to create a modernized urban area that is both livable and workable.

Cooperation Zone is located at the intersection of the "one country, two systems", implementing a brand-new development model of Guangdong-Macao cooperation, which is neither the same as Hong Kong and Macao nor Chinese mainland. Since its establishment, it has shown new trends such as the change of power subjects (from the original Hengqin New Area Management Committee to the joint deliberation and administration of the Management Committee of Cooperation Zone, the Executive Committee and the provincial dispatched agencies), the change of institutional rules (Cooperation Zone will organically connect the institutional rules of Chinese mainland and Macao to create an open environment similar to that of Macao International Free Port), and the change of social composition (Cooperation Zone will form a diverse social structure of residents from Chinese mainland, Hong Kong, Macao, Taiwan, and foreign countries).

As a pilot area for the construction of a new era civilization practice centers, Cooperation Zone is shouldered with the important mission of exploring innovation and leading by example. As a pilot demonstration area for Guangdong-Macao cooperation, the construction of new era civilization practice positions needs to fully integrate the cultural characteristics of both places and promote cultural exchanges and integration.

3. Current problems in the civilization practice work of Cooperation Zone

3.1. Traditionality and lag of the civilization practice work

Cooperation Zone is at the intersection of the "One Country, Two Systems" principle, different from both Hong Kong, Macao and Chinese mainland. The different ideologies, legal systems, cultural concepts, decision-making models, and execution methods of Guangdong and Macao make the complexity and particularity of the civilization practice work deeply. Therefore, the traditional system of ideological and political work in communities, government organs, state-owned enterprises, and free trade zones is no longer suitable for the new characteristics of Cooperation Zone. Moreover, with the further integration of production and city, the pressure for civilization practice work to lead grassroots governance is increasing, and social organizations and intermediary agencies are also growing and facing the need to effectively strengthen the leadership of civilization practice work on grassroots governance and lead the healthy development of social organizations and intermediary Institutional innovation and methodological breakthrough.

3.2. Narrow coverage of the civilization practice work

With the expansion of the opening up of Cooperation Zone, new industries such as scientific and technological research and development and high-end manufacturing industry, traditional Chinese

medicine and other Macao brand industries, cultural tourism and convention and exhibition trade industry, modern financial industry will emerge in endlessly. Due to the fact that most enterprises in Cooperation Zone are small in scale, have a small number of staff and few party members, they usually do not have the conditions to organize new era practice activities alone. In addition, the mobility and uncertainty of employees' work are very large, which makes the number of mobile party members increasing, the range of mobility expanding and the frequency of mobility accelerating continuously. Therefore, the team of mobile party members is characterized by decentralization, instability and lack of organization, which all put forward challenges to the management of practice activities in Cooperation Zone. The ideological and political construction of Cooperation Zone must be considered in the context of a highly marketized, internationalized, legalized, and information-based background, and the corresponding civilization practice work must be promoted.

3.3. Insufficient cohesion of the civilization practice work

The particularity of Cooperation Zone lies in the need to incorporate Macao compatriots into the scope of ideological and political work. With the deep integration of the Hengqin-Macao region, more Chinese mainland and overseas residents are living and interacting together, resulting in a more diverse range of social organizations and groups, and more scattered social interests. The uneven distribution of resources within the region has led to a concentration of high-quality cultural facilities and activities in some areas, while other areas are relatively lacking. The majority of residents in Cooperation Zone are busy with work and have little time for community activities, resulting in a more prominent issue of low participation. Many residents lack interest in or awareness of existing civilized practice activities, leading to a low actual participation rate and a lack of strong human resources support for the development of civilized practice activities. Moreover, political concepts and public demands are becoming more complex, bringing new challenges to Cooperation Zone grassroots governance system and grassroots civilization practice. The rapid economic development results in a complicated interest relationship, some people can hardly resist the temptation of money, which also poses a higher requirement on the quality and ability of the practitioners of the civilization practice [2].

4. Specific Paths of higher education institutions supporting the construction of grassroots new era civilization practice positions

4.1. Innovative co-construction model platform to promote cultural exchanges

Cultural heritage carries vast spiritual, moral, and inspirational power. To establish a cultural cooperation mechanism, higher education institutions, as important carriers of cultural heritage and innovation, should give full play to their advantages, build platforms for educational cooperation, and promote cultural exchanges between the two places. For instance, cultural exchange centers and language training centers can be established to provide opportunities and platforms for language learning and cultural exchanges for teachers and students in both places. By enhancing the deep cooperation of higher education in Hengqin and the Guangdong-Macao region, improving the new system of jointly discussing, building, managing, and sharing higher education between Guangdong and Macao, and exploring the "co-principals system" of Guangdong-Macao educational cooperation, we can promote Hengqin to take the lead in educational opening and cooperation, and enrich the innovation and demonstration of the development of educational clusters in the Greater Bay Area. This not only provides a broader learning space for students in both places but also provides new ideas for the sharing and optimization of educational resources. At the same time, the understanding and recognition of the two places' teachers and students for each other's culture are enhanced through cultural lectures, art exhibitions and other activities. We should support the construction of the World Tourism and Leisure Center in Macao, promote the deep integration of "tourism + culture", innovating cultural and tourism consumption scenarios, and develop the cultural and creative industry [3].

4.2. Joint practice positions construction to enhance practical capability

Higher education institutions actively participate in the construction of the grassroots civilization practice positions relying on their own advantages and scientific research platforms, and build practice bases together with local governments, communities, and other parties. The construction involves government departments and service agencies in charge of propaganda, education, culture, science and technology, and health. According to their own characteristics and the needs of the other party, higher education institutions innovate diversified models of local government-school collaborative construction in the process of achieving benign integration. First, to give full play to the role of regional coordination of higher education institutions; second, to connect the civilization practice positions and higher education institutions for comprehensive cooperation, and the two sides will set up a senior leadership management mechanism; third, higher education institutions will organize a joint volunteer team to directly carry out services with the community and units. Higher education institutions participate in it and actively strengthen exchanges and interactions with local governments, which makes higher education institutions constantly activate their own advantages resources in activities, services and projects, give full play to their advantages in intelligence, human resources, financial resources and material resources, and expand the depth and breadth of social services.

4.3. Innovative civilization practice models to enhance effectiveness

Higher education institutions should actively explore innovative models of social practice, enhancing the effectiveness of grassroots civilization practice positions. For example, cross-domain integration activities such as "culture + technology" and "culture + tourism" can be carried out, combining traditional culture with modern technology and tourism industry to create a cultural brand with local characteristics; utilizing the advantages of information technology in higher education institutions, we should promote the digital construction of the new era civilization practice positions in Hengqin, and realize the integration of online and offline services. "Internet + Civilization Practice" activities can be carried out, making use of modern information technology such as the Internet and big data to improve the coverage and influence of civilization practice activities. The practice mode of integrated development realizes integration from the matching of elements, content and mechanisms between the two systems, fully considers the heterogeneity between the two systems, and finds appropriate integration paths. Higher education institutions can set up related courses on the new era of practice, training new era of practice talents with professional knowledge, practical ability and innovative spirit. Graduates from universities are encouraged to work in civilization practice positions of Cooperation Zone, providing talent support for regional civilization construction. Provide personalized and customized cultural products and services according to the needs and interests of the grassroots people, and enhance the attractiveness and cohesion of the new era civilization practice positions.

5. Conclusion

In the practice of the new era civilization, the construction and development of higher education institutions, as the source of knowledge and thought, plays an irreplaceable role in promoting the construction of grass-roots culture and social progress. The construction is a long-term and arduous task for the grassroots civilization practice positions of Cooperation Zone. Through the positive efforts and innovative practice of higher education institutions, it can not only inject new vitality into the grass-roots culture, but also trigger profound changes on a broader social level. In the future, we should deepen the mechanism of school-ground cooperation, innovate the mode of civilization practice, enrich the forms of practice, strengthen the construction of talent team, strengthen the integration of resources, optimize the allocation, promote the continuous development of the civilization practice positions construction, and contribute wisdom and strength to the development of grassroots economy and society.

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