

Research on Countermeasures of Ideological Security Construction in Private Colleges and Universities under the New Media Field

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Abstract: Under the new situation, ensuring the ideological safety of colleges and universities has become an important part of the national ideological work. After more than 40 years of development, private colleges and universities have become an indispensable part of China's higher education. This paper mainly discusses the ideological security problems faced by private colleges and universities under the new media field and the countermeasures.

1. Introduction

Xi Jinping stressed in the Report of the 19th National Congress of CPC that “we must firmly grasp the leadership of ideological work”. After continuous exploration and development, private colleges and universities have greatly improved their living space and educational strength. The issue of ideological safety construction is related to the direction of education and the quality of personnel training, which directly affects the quality of social personnel output. Ideological and political education for students still needs to keep pace with the times. The rapid rise of new media based on digital technology and Internet technology not only provides convenient channels for college students to understand the spread of various social trends, but also poses severe challenges to the ideological security work in private colleges and universities.

2. The Importance of Strengthening the Ideological Security Construction of Private Colleges and Universities under the New Media Field.

2.1 The Ideological Security Construction of Private Colleges and Universities in the New Media Field is the Need to Ensure the Party's Leading Position in Colleges and Universities.

The construction of ideological security is an important guarantee for the construction of national security. The 19th Party Congress pointed out in its report that it is necessary to use new media and new technologies to make ideological work in colleges and universities alive, to master the modes and characteristics of internet communication, to fully grasp the latest developments in the future development of the internet, and to promote the high integration of traditional advantages of ideological work with information technology. Therefore, private colleges and universities should, under the guidance of Xi Jinping's new era of socialism with Chinese characteristics and in the process of strengthening the leadership, management and discourse power of ideological work, rationally develop and effectively utilize new media, and construct a network publicity and education system that conforms to college students' cognitive habits and thinking modes.

2.2 The Ideological Safety Construction of Private Colleges and Universities in the New Media Field is an Important Guarantee for the All-Round Development of Students.

It is of great significance and far-reaching significance to strengthen the supervision, guidance and innovation of the content of new media on campus, monitor and discover the impact and challenges brought by network media on college students in time, effectively prevent and reduce the frequency of ideological security incidents in private colleges and universities, and improve the construction of ideological security mechanism in colleges and universities under the new media field, which is to consolidate the guiding position of Marxism in the ideological field of colleges

and universities, to consolidate the all-round development of students, and to consolidate the common ideological foundation of the unity and struggle of the whole party and the people of all ethnic groups.

2.3 The Ideological Security Construction of Private Colleges and Universities in the New Media Field is the Basic Political Guarantee for Running Private Colleges and Universities.

General Secretary Xi Jinping stressed the need to strengthen ideological guidance, firmly grasp the leadership of ideological work in colleges and universities, and fully understand the new challenges of ideological struggle in the field of new media. For private colleges and universities, the promotion of ideological safety construction in the new media field is a solid foundation to ensure the socialist running direction and correct personnel training direction of private colleges and universities under the conditions of the new era, and is a strong guarantee to maintain the harmony and stability of private colleges and universities.

3. The Problems and Challenges Faced by the Ideological Security of Private Colleges and Universities in the New Media Field.

Under the background of network new media, the ideological security construction of private colleges and universities is facing unprecedented huge impact and challenges. There are the following aspects:

3.1 In the New Media Era, a Few Students Lack Ideals and Beliefs and Lack Political Understanding.

Due to its orientation and characteristics, a small number of students are not aware of the Party and government. Under the internet environment, a large amount of information is impacting the college student community. Some students do not have the ability to identify security ideology, absorb the information of network public opinion indiscriminately, and it is difficult to effectively identify the authenticity and objectivity of the information. As a result, a few students do not agree with the guiding position of Marxism in the ideological field and do not have lofty communist ideals. The guiding theory, political discrimination and sensitivity of students need to be further strengthened.

3.2 Under the Background of New Media, the Mainstream Ideological Identity Environment of Private College Students is More Complicated.

The threshold of network media is low and the speed of communication is fast. With the help of new media communication channels, netizens have more opportunities to express their personal opinions, and backward, vulgar and even reactionary information spreads wantonly. In addition, western ideology can be spread in China more conveniently by means of the network and continuously permeate. Nowadays, the network new media has become an important channel for foreign reactionary forces and religious forces to permeate among college students. Students receive such information indiscriminately, which has caused indelible impact and destruction on the construction of mainstream ideology in our country's colleges and universities.

3.3 In the Field of New Media, the Authority of Ideological Workers and Ideological and Political Educators in Private Colleges and Universities Has Declined.

In colleges and universities, students receive a large amount of ideological indoctrination passively according to the traditional preaching mode. Although new media are used to explain the mainstream ideology, the ideological and political education in private colleges and universities, especially the network ideological and political education in the new media era, lags behind the development of new media and is difficult to meet the deep demands of the all-round development of college students. Once it is difficult to answer their questions, they will deny and question the educators and affect the effect of higher education.

4. To Study the Countermeasures of Ideological Security Construction in Private Colleges and Universities under the New Media Field.

4.1 Firmly Grasp the Principle of Ideological Work and Unswervingly Adhere to the Party's Discourse Leadership over Private Colleges and Universities.

The construction of socialist ideology in colleges and universities is related to the direction of running high schools in China and the training of future successors to the socialist cause. In the new era, with the rapid development of new media, the party committees of non-governmental colleges and universities must first attach importance to the importance of strengthening the overall leadership of the Party to high-level colleges and universities, and actively and effectively play the leading role of Party organizations at all levels in non-governmental colleges and universities and the exemplary role of the majority of Party members. Actively utilize new media platforms, strengthen theoretical study, closely surround the Party Central Committee headed by General Secretary Xi Jinping, take the speech of General Secretary Xi Jinping as guidance, study the 19th National Congress major spirits, and resolutely resist and criticize erroneous ideological trends. Adhere to the Party's leadership, management and discourse power over the ideology of colleges and universities, and take the establishment of ideological safety of college students as the key work of Party building in private colleges and universities.

4.2 To explore and optimize the main path of ideological safety construction in colleges and universities, teachers should continue to deepen their study and master the ideological laws and characteristics of private colleges and universities.

Strengthen the construction of ideological and political teachers. Teachers are the main body of running private colleges and universities. To run a private college well, one must have a team of teachers with excellent political skills and knowledge. Teachers in private colleges and universities are loyal to the country and the Party, which is the guarantee for our team to do a good job in the construction of socialist ideology in private colleges and universities. In addition, according to the ideological trends of teachers and students in the school and the social events that teachers and students are more concerned about, we should summarize the rules, guide the thoughts of teachers and students in the high school, and unite social consensus. Pay attention to combining the key work and activities of ideological and political education to create special content; Combining with social hot spots, creating campus characteristic activities. In-depth investigation and study to explore the ideological characteristics of private college students under the new era background, summed up the ideological law of private college students.

4.3 To study the discourse system suitable for the ideological safety of private college students in the field of new media, strengthen supervision and guidance, and enhance the ability to resolve risks.

In the ideological security construction of private colleges and universities in our country, we should face up to the advantages of new media and its negative effects, be good at making use of new media as a universal and efficient media channel, create a new platform for ideological dissemination, expand the breadth and depth of new media publicity, explore the strategies and strategies for building college ideology with new media, and form collaborative innovation synergy. To improve the curriculum mode of ideological and political education for students in private colleges and universities, to be close to the path of private students to receive knowledge, and to build campus brand curriculum; Strengthen the construction of the official campus media platform; Make full use of platforms such as Weibo, QQ, WeChat, short videos and self-media to introduce activities that are easy for students to accept, make rational use of online language, and strengthen ideological and emotional infiltration. At the same time, we should strengthen ideological supervision in the campus student network, establish an information investigation system, enhance ideological security defense capabilities, formulate contingency plans for dealing with emergencies, and deal with ideological security incidents in a timely manner to minimize adverse effects.

Under the new media field, the ideological security construction of private colleges and

universities is a complex and huge work. It requires all private colleges and universities to mobilize from top to bottom, grasp the rules of ideological security construction, strengthen the standardized supervision in view of the problems existing in the ideological security construction of students, and improve the pertinence and effectiveness of ideological security work.

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