

The Development Direction of Local University Journals Guided by the Socialist Thought with Chinese Characteristics in the New Era

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Keywords: Development direction, Local University journals, Socialist thought with Chinese characteristics, new era

Abstract: In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping clearly put priority on the development of education, and regarded building a strong education country as the basic project to realize the great rejuvenation of the Chinese nation. This marks a new stage in the development of socialist education with Chinese characteristics, which gives Chinese higher education Development has given new missions, new directions, new requirements and new tasks. The journals of local colleges and universities play an important role in the different historical stages of the development process of local colleges and universities. The transformation and development of local colleges and universities are also inseparable from the development of journals. Service transformation and development is an important mission of local college journals, and service subject transformation is an important direction for the development of local college journals. The column setting of journals of local colleges and universities should reflect the connotation of subject transformation, the characteristics of journals should highlight the bright spots of subject transformation, and the purpose of journals should be to serve local economic and cultural development.

1. Introduction

The report made by General Secretary Xi Jinping at the opening meeting of the 19th National Congress of the Party is very exciting and deeply inspired. The report of General Secretary Xi Jinping has a clear theme, rich connotation, lofty intentions, deep thoughts, magnificent momentum, and inspiring people. It has a strong ideological, strategic, forward-looking, guiding, and has great political significance, theoretical significance, and practice. The significance, shining the light of Marxist truth throughout, is the political declaration of socialism with Chinese characteristics in the new era, injecting new forces of truth into Marxism, and opening up a new realm of Marxism in China. The series of important thoughts, important viewpoints, major judgments, and major measures put forward in the report of the 19th National Congress of the Communist Party of China have given the broad masses of people a profound feeling and great touch. In his report to the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping clearly put priority on the development of education, and regarded building a strong education country as the basic project to realize the great rejuvenation of the Chinese nation. New missions, new directions, new requirements and new tasks are given.

General Secretary Xi Jinping pointed out that raising the national cultural soft power is related to the goal of “two hundred years” and the realization of the Chinese dream of the great rejuvenation of the Chinese nation. The Ministry of Education clearly pointed out in the “Administrative Measures for Journals of Higher Education”: “The journals of higher education are academic theoretical journals sponsored by higher education institutions and mainly reflect the achievements of scientific research and teaching in our school, and are academic fields for academic exchanges at home and abroad.” At the national level, academic journals are an important part of national scientific research and national cultural soft power. They play an irreplaceable role in prospering academic research, promoting cultural innovation, and promoting economic and social development and scientific and technological progress. At the school level, university journals are academic theoretical journals that reflect the school’s research and teaching. As a school teaching and

scientific research field, a journal should become a business card for the school's image; a barometer and thermometer for the school's teaching and scientific research; and a window and epitome of the school's reform and development process. Since the publication of "Journal of Suzhou University" in 1906, Chinese university journals have developed rapidly. So far, most universities have at least one journal (either public or internal). University journals play a unique role in the development process of universities to meet the needs of universities. The function has truly become an important academic front for displaying the achievements of scientific research and teaching in universities.

Journals of local colleges and universities are an important part of university journals. They play an important role in the different historical stages of the development process of local colleges and universities. The transformation and development of schools are also inseparable from the development of journals. At present, in the process of the transformation of China's higher education from elite education to mass education, many colleges and universities, especially local colleges and universities have new requirements for talent training specifications and talent structure, and social needs have become the core guidance of college talent training. The cultivation of specialized talents has become an inevitable choice for local colleges and universities. The journal is the window and epitome of the school reform and development process. It should actively adapt to the transformation and development needs of local colleges and universities, give full play to its important service functions and innovate development. Show the true value of the journal.

2. "New Era" Gives New Mission to Higher Education

The report of the 19th National Congress of the Communist Party of China pointed out that "socialism with Chinese characteristics has entered a new era, which is a new historical orientation for China's development." This new era is an era of succession, past succession, and continued to win the great victory of socialism with Chinese characteristics under new historical conditions; it is the era of a decisive victory to build a moderately prosperous society in an all-round way, and then to build a socialist modernized and powerful country in an all-round way; Constantly creating a better life and gradually realizing the common prosperity of all people; an era when all Chinese children work together to achieve the great rejuvenation of the Chinese nation and the Chinese dream; it is our country that is increasingly approaching the center of the world stage and making greater contributions to mankind era. The "Report on the Quality of Higher Education in China" released by the Ministry of Education for the first time shows that the number of college students in China ranks first in the world and the number of colleges and universities ranks second in the world. The quality and level of China's higher education are also among the highest in the world. Judging from the fundamental position that building a strong education nation is the basic project of the great rejuvenation of the Chinese nation, the need for higher education in the new era is more urgent than ever, and the desire for scientific knowledge and excellent talents is stronger than ever. This will inevitably require higher education to fully implement the party's education policy, implement the fundamental task of establishing a virtuous person, accelerate the construction of first-class universities and first-class disciplines, realize the connotative development of higher education, train socialist builders and successors, and create a generation that serves as a national renaissance. The newcomers provide strong intellectual support and talent guarantee for the great rejuvenation of the Chinese nation. This is a new mission that higher education must undertake in the new era.

3. Characteristics of the Local Social Science Newspaper

The characteristics of the local university social science newspaper are mainly reflected from three aspects. First, relying on the platform is lower. The local colleges and universities social science newspaper is mainly based on local colleges and universities. In today's Chinese higher education system, local colleges and universities are in a relatively disadvantaged, low-level position. In this case, the lower platform that the local university journals rely on is naturally reasonable. Second, the academic impact is small. Due to the low platform, the social science

newspapers of local universities have always been in a low position among all academic journals in China. Today's academic journals are mainly distinguished by the classification standards of core journals and general journals. Many local universities and social science newspapers belong to general academic journals with only national unified journals, and their academic influence is correspondingly small. Third, most of them have to face some low-quality scientific research achievements in and out of school. Needless to say, an important function of university journals is to provide services and facilities for the teachers' scientific research. In the course of leap-forward development of Chinese higher education, many local universities have gradually developed into comprehensive colleges with a full range of disciplines. However, it is still an indisputable fact that many teachers have weak scientific research abilities. Journals of local universities have become a relatively convenient platform for the transformation of some teachers' immature scientific research achievements.

4. Difficulties in the Development of Local University Journals

The characteristics of the journals of local colleges and universities determine the plight of the development of local college journals to a certain extent. Specifically, these difficulties are manifested in three main aspects.

First, the lack of high-quality manuscript sources that reflect the theories of different disciplines and social realities makes the development of local university journals inadequate. For all academic journals, under the premise of system guarantee, high-quality manuscript sources are a direct driving force for their development and an important guarantee for the improvement of academic grade. The effectiveness of the development of high-quality manuscript sources is mainly reflected in the high-quality manuscripts of different disciplines that reflect cutting-edge issues and the high-quality manuscript sources that reflect social realities. To a certain extent, high-quality manuscript sources can reflect the relatively new academic achievements of a certain stage in the academic world, and thus have become the objects of academic journals at different levels chasing. However, due to the low platform of local university journals and low academic influence, coupled with the impact of external factors such as the close connection between the current academic journal evaluation system in China and the evaluation systems of academic titles of different professional scholars and scientific research achievements, Therefore, many authors of high-quality manuscripts are reluctant to publish their scientific research results in local university journals, but all of them are invested in academic journals that are more influential in the country, which directly leads to insufficient development momentum of local university journals. . At the same time, due to the relatively low scientific research level and academic influence of teachers in local colleges and universities, there is also a shortage of high-quality manuscript sources for local college journals.

Second, the lack of special columns or the lack of stability of special columns has led to the lack of academic competitiveness of local university journals. The characteristic columns are missing, or even if there are characteristic columns, the characteristic columns are not presented systematically and continuously, which is an objective fact that currently prevails in local university journals. Since the popularization of higher education in China, many local colleges and universities, especially local undergraduate colleges, have gradually started to develop towards comprehensive colleges. Local university journals serving the teachers of the school must appear as comprehensive journals to meet the needs of teachers in different departments. In order to take care of the teachers of the school, many low-quality manuscripts have to be adopted, resulting in many local universities. The journal lacks special columns. In addition, even though some local university journals have developed some characteristic columns, the lack of support from outstanding scholars in related fields has led to the development of characteristic columns in the blue and green, which has become another obstacle to the development of local university journals. bottleneck.

Third, the lagging of academic information collection makes the development of local college journals lack sustainable development momentum. The important characteristic of academic information lies in its rapid development. Most of the first-hand academic information "represents the direction of discipline development and is the starting point for the generation of new

knowledge.” For the continuous development of academic journals, we must first track the latest academic information in a timely manner. The selection, filtering and collection of academic information must pay attention to its development, cutting-edge and timeliness, in order to understand the latest development of different professional disciplines. In order to promote its own development in the process of inheriting excellent traditional culture, promoting high-quality frontier culture, disseminating relatively new scientific culture of different majors, and developing innovative culture. In addition to academic information, various social development information, author information, reader information, academic journal positioning information in readers' minds, and development information of similar journals are also important aspects that cannot be ignored in the development of academic journals. This requires that the editors of local colleges not only have deep professional knowledge and knowledge update capabilities in the process of work, but also can broaden their knowledge on the basis of solid professional knowledge and become a miscellaneous, both professional and professional to become a scholar-like editor. In addition, editors should have a sense of social activities, and communicate with experts and scholars in different fields through various channels to obtain a stable relationship, so as to grasp and obtain some high-quality manuscripts in time, so as to drive local colleges and universities through these high-quality manuscripts.

5. The Development Direction of Local University Journals under the Guidance of the Socialist Ideology with Chinese Characteristics in the New Era

First, establish the concept of lifelong learning and correct professional values. Editors of local university journals should establish the concept of lifelong learning, not only to consolidate and improve their professional ability through the study of the basic knowledge and practice of editing, but also to track and understand the knowledge of different disciplines to enhance and broaden their disciplines. Professional level, to improve their ability to identify different academic manuscripts, and truly do the role of gatekeeper and gatekeeper. As a communicator and inheritor of culture, the value of editorial work is mainly reflected in “in a small way”. This requires the editors of local colleges to keep in mind their role positioning, peace of mind, and endure loneliness, both a sense of professional mission willing to sit on the cold bench, and a dedication to make wedding dresses for others. As the famous editor Mr. Ye Zhishan said: “Who is the squat? Carved insects, chewed words, under the window in front of the lamp. The tea in the cigarette butt is brewed again, suddenly fall winter and spring and summer. And do not regret marrying someone.” Therefore, by establishing the concept of lifelong learning and correcting their own professional values, it is the connotative power to promote the development of local university journals.

Based on local colleges and universities, accurately target the audience. The development of local college journals is closely related to local colleges and universities. It is necessary to find a point of joint development with universities, further base on local colleges and serve local colleges, give full play to the advantages of close ties with local colleges, and lay a solid foundation for the development of journals. The promotion of the level of local university journals serving universities can also promote the mode of running schools, personnel training, and discipline construction of local universities.

Condensation of journal characteristics should highlight the bright spots of subject transformation. In the transition and development of disciplines in local colleges and universities, journals should pay attention to shaping the characteristics of journals based on the development characteristics of key disciplines, superior disciplines, and emerging disciplines with development potential in universities. That is, when the characteristics of the journal are condensed, the highlights of the transformation of the subject should be highlighted. Key disciplines and superior disciplines are the advantages of school teaching and scientific research. Emerging disciplines are potential stocks for school development. These disciplines have or are bringing together a group of research experts and attracting new research power. They have or will have a greater influence at home and abroad and in this discipline. The direction of the discipline they host or support is the characteristic and highlight of the transformation and development process. Journals should attach

great importance to and sensitively pay attention to the development mainstream and development trend of disciplines, actively set up corresponding fixed columns, shorten the publication cycle as much as possible, and attract high-quality papers on campus. At the same time, actively support the key projects of the discipline, and publish the periodic or final results of the key projects in the form of special collections and columns in a timely manner, which will actively guide and promote the deep development of the discipline construction. At the beginning of the transition, the strength of emerging disciplines is weak, and the results are not abundant and immature. However, the editors of the journal should have a keen eye and be good at capturing the highlights. At the same time, actively organize manuscript sources, pay attention to attracting high-quality manuscripts, use preferential conditions to publish outstanding scientific research achievements outside the school, and support high-level academic subjects with potential for development through high-level academic exchanges. In short, the journal should actively adapt to the new characteristics of school transformation, and condense the new features of the journal by highlighting the highlights of the subject transformation.

6. Conclusion

Only by firmly grasping the new mission, new direction, new requirements, and new tasks put forward by the new era, new ideas, new contradictions, and new goals for higher education, can General Secretary Xi Jinping give priority to the development of education as the head of the people's livelihood, and build education The strategic significance of the powerful nation as the basic project of the great rejuvenation of the Chinese nation. Journals of local colleges and universities should combine the characteristics of the local economy, history, culture and other fields, and on the basis of full investigation, open up a column of sustainable development reflecting local advantages and characteristics. This is not only to promote and promote the local economic culture, but also contribute to the local construction. The specific path is also an ideal measure to show the characteristics of local colleges and universities. Only by taking advantage of local strengths and strengths and adhering to local characteristics can local colleges and universities establish a journal of local colleges and universities with unique colors and fragrances, so that local college journals may gain a foothold and display in the huge journal system and even the press and publication system Its unique style has developed into a magnificent flower in a hundred gardens.

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