

# **Analysis of the Current Situation and Countermeasures of College Students' Motivation to Join the Communist Party of China**

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**Keywords:** College students, Motivation to join the cpc, Strategy analysis

**Abstract:** With the continuous expansion of the scale of colleges and universities across the country, the number of college students who want to join the Communist Party of China (CPC) is also increasing. Under the background of social influence and personal development, their motivation to join the CPC presents new characteristics. How to correct their motivation to join the CPC is an important basis to ensure the quality of the development of Party members' development, and also a practical topic for the study of Party Construction in colleges and universities. In this regard, this paper which is based on the actual situation analyzes the current situation of the motivation of college students to join the CPC combined with the actual situation, and puts forward the corresponding strategies to correct the motivation of college students to join the CPC.

## **1. Introduction**

College students represent the advanced culture and productivity, and they are the frontier group of new technology and new ideas, and they are also the pillars of promoting national development and social progress. In the new period of the development of Party building, it is especially necessary to pay attention to and attach importance to college students' joining the CPC. With the change of college students' living and learning environment, there has been a diversified development in the level of the motivation to join the CPC. It is worth noting that the only motivation to join the CPC is to join the CPC ideologically and serve the people wholeheartedly. The diversified development of college students' motivation to join the CPC is very disadvantageous to the CPC construction in colleges and universities, which must be paid enough attention to.

## **2. The Current Situation of the Motivation of College Students to Join the Cpc**

### **2.1 Too Blind and Random**

Some students are not strong in their opinions and like to follow the crowd. When submitting the application for joining the CPC, they are often out of a blind and following the crowd mentality, they don't really know the revolutionary nature, historical mission and glorious task of the Communist Party of China, also they have no intention to learn the knowledge of the CPC, they just see the other students do this, and they do it themselves. Some students think it is glorious to join the CPC on the surface, just because they see other students competing to join the CPC. They think it's a glorious thing intuitively, but they don't know where the glory is.[1]

### **2.2 Seeking Benefits on the University Campus**

At present, the diversified development of college students' motivation to join the CPC is also reflected in an important level, that is, the drive of the interest level in school, in a short word, some college students think that the identity of Party members can seek corresponding benefits for them in school. Some college students have misunderstandings about the identity of Party members, which are mainly reflected in the following aspects. First of all, due to the outstanding work of college student Party members, the proportion of college student Party members as student cadres is relatively high, which is wrongly interpreted by some college students as the "privilege" or "benefit"

of student Party members. For the sake of the corresponding benefits in school, there will be incorrect motivation to join the CPC. [2]Secondly, the CPC members of university students not only perform well in student work, but also have advanced nature in the process of professional learning, which talent shows itself in various advanced selection and various levels of excellence, which is also regarded by some college students as the benefits of Party members in school. On the whole, the drive of school benefits makes some students have incorrect motivation to join the CPC, which seriously restricts the construction of Party members, and has a profound impact. In Colleges and universities, no matter in the aspect of students' work or professional study, all the achievements and gains come from hard work and labor. As an advanced member of the college students' team, Party members have no privileges at their own level and do not have so-called benefits. We should pay more attention to the above motivation to join the CPC, and take corresponding countermeasures to ensure the healthy development of the college student Party members.

### **2.3 Employment Pressure - Driven**

With the development of the society, especially in the past ten years, the pressure on the employment of college students has been increasing, and the difficulty of college students' employment has become a very serious social problem. In order to solve the problem of economy and employment, the state implements the policy of expanding the enrollment of universities. As a result, the enrollment scale of colleges and universities has increased sharply, and the scale of college graduates has increased every year. Our country implements a socialist market economy, and the market plays a decisive role in the allocation of basic resources. Every year, there are often millions of graduates. [3]The jobs provided by the state are limited, and the employment pressure faced by college students are also very large. Moreover, in order to select excellent talents, many employers clearly stipulate that Party members have priority or must be Party members when recruiting, and many positions in the civil service examination also require Party members. For example, some employers take the index of Party members as a standard to evaluate whether graduates are excellent, and even in the recruitment of some fortune 500 enterprises, Party members are clearly regarded as the prerequisite for selecting resumes. In the face of huge employment pressure, many college students can find good jobs after graduation in order to seize the advantages, and take the initiative to move closer to the CPC organization.

In a word, the promotion of the employment level is that when college students are seeking jobs, the identity of Party members is usually valued by employers, which reflects the "advantage" of Party membership. Therefore, under the pressure of employment, some students actively seek the identity of Party members, which results improper motivation to join the CPC. It is worth noting that the requirements of Party members are a kind of consideration at the ideological and political level, which does not represent any benefits of the CPC member team. To correctly treat the so-called "advantages" of college student Party members at the employment level is the key to have the correct motivation to join the CPC. For the development of college students' work, actively guide students to continuously strengthen their own comprehensive quality, greatly improve their professional knowledge, and constantly cultivate their own consciousness of innovation and entrepreneurship, which can improve their own level of job-hunting competitiveness.[4]

### **2.4 Parental Hope**

Family is the first classroom for children's growth, and parents are their first teachers. Some parents believe that Party membership plays a crucial role in a person's career ,and they often instill in their lives the idea that their children must join the CPC when they go to university. Among these parents, there are someone who have a research and understanding of the development history of the CPC, have a profound study of the theory of the CPC, and have a clear and focused education of their children's motivation to join the CPC, and help them establish a correct motivation to join the CPC. But there are a large number of parents who have no pursuit and yearning for the Communist Party and the cause of communism, and lack of understanding of the Communist Party.

### **3. Strategic Analysis of Correcting the Motivation of College Students to Join the Cpc**

College students are the pillars promote social development and process, and they are the builders and successors of the socialist cause, shouldering the historical mission of realizing the great rejuvenation of the Chinese nation. Guiding them to set up and correct the motivation to join the CPC can help them to firm their belief in communism, play a pioneering and exemplary role, spread positive energy among students and carry forward the theme. To correct the motivation of college students to join the CPC, we need to make efforts from the following aspects.

#### **3.1 Strengthen Theoretical Study and Grasp “Master Switch” of Ideals and Beliefs**

Whether a person’s motivation to join the CPC is correct or not is directly related to his theoretical knowledge of the CPC and his full understanding of the CPC’s history. Only by earnestly studying the theoretical knowledge of the CPC and development history can a person have a profound understanding of the CPC and the cause of communism, and his motivation to join the CPC will be pure. According to the survey, most of the students don’t know much about the theoretical knowledge of the CPC, let alone the enthusiasm for establishing the communist ideal, having the communist faith and striving for the communist ideal. Only by continuously strengthening education and theoretical learning which can make students understand the principle and basic knowledge of Marxism, and can also help students form a correct world outlook, outlook on life and price values, clear sense of responsibility and mission of the Communist Party.

General secretary Jinping Xi has repeatedly stressed that ideals and beliefs are the beacon of our life and the “master switch” of people’s thoughts and actions. Ideal and belief determine the nature and characteristics of people’s ideals, for college students, what kind of ideal pursuit, what kind of motivation to join the CPC, so we should grasp the “master switch” of ideal and belief for college students. [5]College students are in the stage of forming and consolidating the three outlooks. They need to go through the process of value judgment, value guidance and value orientation. Although college students have a strong sense of social contribution and are eager to be recognized by the mainstream, it is difficult to continue to strengthen their ideals and beliefs only by their own exploration and development. Therefore, after recognizing this situation, the CPC construction educators need to dig the ideal and belief education deeply and carefully. Guide students to correctly view the historical mission of the current youth, encourage them to integrate their personal ideals and beliefs into the development of the CPC’s cause, comprehensively deepen the education of socialist beliefs with Chinese characteristics and socialist core values through activities, courses, etc., transcend the limitations of individuals and families, transform them into a unity of knowledge and practice, actively approach the CPC organization, and pursue their personal ideals with the goal of political value is consistent.

#### **3.2 Implement the Cpc Spirit Education into the Whole Process of College students’ Practical Activities**

Under the new historical conditions, various forms of campus cultural activities and social practice activities are carried out in combination with the characteristics of college students. College students live in the ivory tower, and their cognition of society and theoretical learning is still remaining in theory, “the paper to eventually sleep shallow, never know the matter want to practice”, they will continue to deepen their understanding of the CPC through personal experience, which is an effective way to strengthen education for college students, organize college students to go to the countryside, to the society, to the red revolutionary base to carry out practical experience, voluntary service, social investigation, historical tracing and other activities, so as to stimulate the patriotism of the majority of young students who love the CPC with their own eyes, ears, and feelings of the country and the nation’s experience and the hard won happiness of life , so as to further correct his motivation to join the CPC. Encourage students to actively participate in all kinds of social practice activities during the holidays, receive education and exercise in practice, strengthen the sense of dedication and enhance the spirit of responsibility, thus raise the simple and intuitive understanding of the CPC to a conscious and rational level.

### **3.3 Start a New Mode of Education with the New Media Platform**

General secretary Jinping Xi once said that the Internet is the biggest variable for our future work, and we need to turn it into the largest increment. The internet background of college students makes their life depend on new media all the time. Where the students are, where our Party building education position is. It will be a new trend of Party building education in the future to start a new engine of new media platform and enrich the new measures of motivation education for joining the CPC.[6]

New media content is not only an important tool to inspire college students, but also an important way for college students to show their strengths. In the future development, short video will become the main force of new media platform, information dissemination will develop from elitism to popularization, Party building education publicity with short video as the link, and promote the popularization of Party building education. For example, for the popularization of the process of joining the CPC, model Party members or people with certain influence are invited to take short videos to promote the information of each link and contact person of students' joining the CPC more concretely. Through the vivid, intuitive and fun way of loving the people, the threshold of publicity and understanding of Party building education is significantly reduced, and the previous communication barriers are also broken. With the help of the new media platform, the motivation to join the CPC with vitality will be sown in the heart of college students, and the boundary of the motivation to join the CPC is expanded. It will be widely publicized in the active exploration and practice of college students.

### **3.4 Do a Good Job in Continuing Education of Party Members**

It needs long-term study and education for college students to join the CPC from organization to ideology. The development of a college student into a probationary Party member does not mean that his ideology is mature and advanced enough, on the contrary, we should strengthen education and investigation for the probationary Party members and even the formal Party members, so that they can strengthen their study of the CPC's knowledge and theory, constantly improve their own ideological awareness and political theory level, and give full play to the leading role and advanced nature of the CPC members, let Party member deeply realize, and Party member construction is always on the road.

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