

# Image-Building of Ideological and Political Educators in the New Era from the Perspective of Public Relations

Hong Zhu

School of Marxism, Xijing University, Xi'an, Shaanxi 710123, China

zhuhong4132@163.com

**Keywords:** Public relations; Ideological and political educators; Image-building

**Abstract:** Ideological and political educators have a good image, which is the basis and guarantee for the effective implementation of ideological and political education. Under the background of the new era, the changes and development of the society pose new challenges to the ideological and political education, and also require the ideological and political educators to adjust their image in time to meet the requirements of the new era. This paper studies the image-building of ideological and political educators in the new era from the perspective of public relations, with a view to reshaping their good inner image, external image and comprehensive image, and effectively enhancing the effectiveness of ideological and political education.

## 1. Introduction

Ideological and political educators are not only the main body of ideological and political education activities, but also the organizers, planners, implementers and moderators. Whether they have a good image directly affects the effectiveness of Ideological and political education. In the new era of socialism with Chinese characteristics, the situation of the world, the national conditions and the Party conditions are changing constantly. The social environment and people's thoughts and behaviors are becoming more and more complex and changeable. General Secretary Xi Jinping pointed out at the National Conference on Ideological and Political Work in Colleges and Universities: "To do a good job in Ideological and political work in Colleges and universities, we should change things according to the situation, advance with the times and innovate with the circumstances." [1] Therefore, ideological and political educators should reposition themselves according to the changed actual situation and achieve the image transformation. Public relations is a unique concept, science and art in modern times. Personal image is one of the core concepts of public relations theory, and also the starting point and foothold of public relations practice. This paper will study the image-building of ideological and political educators in the new era from the perspective of public relations, with a view to improving the effectiveness of Ideological and political education.

## 2. Ideological and Political Educators'role Positioning in the Perspective of Public Relations is the Premise of Image-building

From the perspective of public relations, there is an important positioning concept in the theory of personal image. "Shaping a good personal image is a complex systematic project, which needs to be guided by relevant scientific theories and it is necessary to position the role according to its own gender, personality, body shape, occupation, age, status, identity, and environment," [2] From this, we can see that the very important and prerequisite of shaping personal image is to first position the role, only if we have a correct understanding of ourselves, can we create a good image.

The role refers to "the behavior pattern of the individual shows in a certain social position who adapts to the social environment with the help of his subjective ability according to the demands of the society". [3] The role orientation should first be clear about "who I am". Everyone is in a specific social relationship, because of blood, marriage, occupation and other reasons, when they

become a role in society, they must bear the corresponding responsibility of social recognition, rights and obligations should also be consistent with the social requirements for this identity. If the role-playing is insufficient or fails, it will be difficult for the individual to gain a foothold in society, and the creation of a good image of the individual will be impossible to talk about.

As a particular social role, ideological and political educators must have certain requirements from the society. The ideological and political educators have a purposeful, planned and step-by-step influence on the educational objects according to the requirements of the society, which mainly affects the formation and development of the ideological and political quality of the educational objects. Therefore, the role orientation of Ideological and political educators, from the perspective of knowledge, are the imparters of educational objects, from the perspective of soul, they are the caregivers of educational objects, and from the perspective of emotion, they are the life guider of educational objects.

Knowledge imparter. Ideological and political educators as knowledge imparters are different from other educators. What they teach is not literature, not history, not natural science, but professional Marxist theoretical education with strong party spirit and political nature. They must "be good at looking at problems from a political point of view, and remain politically sober on major issues".[4] Ideological and political educators arm people's minds with Marxist theory ,teach people to firmly adhere to the correct political direction and continue to advance along the socialist road under complex domestic and foreign situations. Ideological and political educators should "truly learn from, understand, believe in and speak about Marxism-Leninism, grasp the fundamental direction of socialist talent training, be the defenders of the interests of the Party and the people, and be the guides for students to grow up and become talents".[5]

Spiritual caregiver. Ideological and political education, as a social practice of cultivating, shaping, transforming, developing and perfecting human beings, is not only to inculcate knowledge, but also to pay more attention to the spiritual growth of human beings. Therefore, the ideological and political educators should become the spiritual caregivers of the objects of education. In the current period of social transformation, people's ideological situation is becoming more and more complex. They are not only facing the pressure of fierce competition, but also facing the conflict of cultural values, lack of beliefs and increase of psychological problems. Ideological and political educators should timely understand the psychological characteristics of the educational objects, answer questions and solve their problems, and enable the soul of the educational objects to grow healthily.

Life guider. Ideological and political educators play the role of instructors and consultants in learning, life, work, career choice, love and other aspects of education. They not only give temporary and shallow spiritual care to the educational objects, but also help the educatees find their own life value, establish lofty ideals and realize the meaning of life. Ideological and political educators who want to be the real life guider of educational objects should be cautious in all aspects, whether knowledge or morality, and become models of learning and imitation of educational objects, so as to have a long-term and even life-long far-reaching impact on them, and encourage educational objects to live a wonderful life.

### **3. Effective Countermeasure of Ideological and Political Education Ideologists'Image-building in the New Era from the Perspective of Public Relations**

To clarify the role of Ideological and political educators as knowledge imparters, spiritual caregivers and life guiders is conducive to shaping their good image. From the perspective of public relations, the shaping of personal image includes inner quality and inner image, external quality and external image, comprehensive quality and comprehensive image.

#### **3.1 Inner Quality and Inner Image.**

Internal quality is the decisive factor of personal image. The improvement and shaping of the inner quality and image of Ideological and political educators in the new era mainly lies in the

improvement of public relations consciousness, ideological and political quality, knowledge and culture quality and psychological quality.

Public relations awareness is a concept of conscious public relations formed in the study of public relations practice and public relations theory. It includes many consciousness such as image consciousness, service consciousness, cooperation consciousness, management consciousness, etc. No education can be done by one educator, and no one can grow in one space or time. Therefore, the collaborative education mechanism of linking up primary and secondary schools and social integration of family and school has become the focus of Ideological and political education researchers in the new era. Under the general ideological and political education pattern of all-round, whole-process and all-round education, as ideological and political educators in the new era, we should focus on cultivating the awareness of communication, coordination, cooperation and innovation.

Ideological and political quality is the most basic and important quality of Ideological and political educators. It not only penetrates into various qualities, but also radiates other qualities. Ideological and political educators should have correct ideological concepts and ideological awareness, firm political position and direction, and improve their moral quality at the same time. As the Chinese people enter a new era from standing up to becoming rich to becoming strong, the importance of ideals and beliefs has not weakened, but become more prominent and urgent. Xi Jinping emphasized that ideals and beliefs exceed the sky, pointing out that ideals and beliefs are the "key" to victory, the "calcium" of spirit, the fundamental of the Communist Party's life and the "master switch" of thought. Therefore, ideological and political educators in the new era should also be vigilant against the decline of their ideals and beliefs, and put firm ideals and beliefs in an important position to improve the ideological and political quality.

The quality of knowledge and culture is the most basic quality for an educator. In today's knowledge explosion, if ideological and political educators want to effectively educate the educational objects, they need to master a lot of knowledge. Only in this way can they possibly deal with a variety of complex and unexpected problems. In the new era, the situation at home and abroad and people's ideas have changed. This requires ideological and political educators to use new theoretical knowledge to answer the ideological confusion of people in the new era, adapt to the new achievements of theoretical innovation as soon as possible, and use the new era of Xi Jinping. Socialist ideology with Chinese characteristics to explain China's problems and train newcomers in the times. At the same time, in China where culture is developing and flourishing, ideological and political educators in the new era should enrich themselves culturally, distinguish vulgar culture from elegant culture, and guide the masses to bathe in the spring breeze of advanced socialist culture with Chinese characteristics.

The object of Ideological and political education is human, which inevitably involves people's psychological activities. This not only determines that ideological and political educators should understand the psychological characteristics of educational objects, but also requires that they have a healthy psychological state and better psychological quality first. In the new era, Xi Jinping emphasized at the National Conference on propaganda and ideological work that ideological work is an extremely important work. In the history of the Communist Party of China, the generalization of the function of Ideological and political education has undergone some changes in its orientation, such as safeguard function, central link, etc. These generalizations reflect the importance of Ideological and political education in a certain period of time. And "extremely important" is the repositioning of the ideological and political education function in the development of the world, the national conditions and the party conditions in the new era. Therefore, the ideological and political educators in the new era shoulder more responsibilities and bear heavier burdens than in the past. Ideological and political educators need to have a better psychological quality, maintain a positive and optimistic state, establish good interpersonal relationships, cultivate an open and stable personality, and be able to create a tough character in the tempering of life.

### **3.2 External Quality and External Image.**

The external qualities that constitute people's external image and reflect the inner image mainly include two aspects: basic personal features and dealing with people.

Basic personal features is a static etiquette, which can be simply called the problem of looks and appearances. It mainly embodies in hair style, facial decoration and dress. The external static image of the ideological and political educators should be positioned as simple, natural and generous. Apart from the requirements of the ideological and political educators of special occupations such as the army and the government for rigid dress in static etiquette, as educators, they should possess the most basic etiquette of teachers, and ideological and political teachers should be relatively stable and not old-fashioned. For example, in hair style, they should be natural and generous. Male teachers don't be sloppy. Female teachers should not make strange and exaggerated hairstyles. In the face decoration, especially female teachers should not make heavy makeup, and light makeup is relatively Suitable, don't wear clothes that are too revealing, too fancy, in line with the aesthetics of most people.

Dealing with people is a dynamic etiquette, which mainly happens in the process of interpersonal communication. The ideological and political educators in the new era should not only abide by the basic courtesy and etiquette, but also pay attention to maintaining an equal and friendly relationship with the educational objects, maintaining their modesty and easygoing, respecting and understanding the educational objects, and grasping the "degree" in the process of education. Modern society is an open society and a society that pursues democracy and equality. It is impossible for ideological and political educators to educate and criticize others with the traditional condescending attitude, but more from authoritative to dialogue-oriented. In the process of education, we must always maintain a modest and modest attitude. Only in this way will the educatee not feel that you are arrogant, and it is possible to establish an equal and friendly relationship with the educational objects; Ideological and political educators have to fully respect and understand the educational object, no matter what kind of situation the educational object is in, if they can think from the other side and put themselves in the other person's shoes, then the heart-to-heart communication can be realized, and the smooth progress of educational work can be facilitated. Finally, ideological and political educators should pay special attention to mastering "degree" in the process of communicating with educational objects, which will have a negative impact on the psychology of educational objects if they pass or fail. Therefore, enthusiasm should be moderate, caution should be moderate, and speech should be more appropriate. For example, if the object of education has strong rebellious feelings, then it is not appropriate to instill too much education to him/her. Instead, it should be changed or terminated in time in order to communicate better next time.

### **3.3 Comprehensive Quality and Comprehensive Image.**

A person's comprehensive quality and image are embodied in the unity of knowledge and ability. Ideological and political educators must have a solid knowledge of Marxist basic theory and ideological and political education in knowledge, as well as extensive knowledge of relevant disciplines.

Marxism is the theoretical basis of Ideological and political education. The theoretical level of Ideological and political educators directly affects the effectiveness of Ideological and political education and the image of Ideological and political educators. Ideological and political educators themselves must first establish a Marxist world outlook, but also master the philosophy, political economy, scientific socialism and socialist theoretical systems with Chinese characteristics, grasp their spiritual essence, and achieve integration. The professional theory of ideological and political education is the basic condition for engaging in ideological and political education. The professional knowledge of the ideological and political educators is mainly embodied in the basic theory and professional knowledge of the ideological and political education, including the basic experience of Ideological and political education of the Communist Party of China, the principles, methodology and development history of the ideological and political education, etc. In the new era,

ideological and political educators should constantly update and adjust their educational concepts, improve their educational methods and professional abilities in the process of practice. Ideological and political education is also a multi-disciplinary and cross-disciplinary applied discipline, which is closely related to psychology, pedagogy, politics, ethics, management, sociology and so on. Therefore, ideological and political educators must be familiar with these related disciplines. Knowledge, thus enhancing the scientific, predictive, pertinent and effective work of ideological and political education.

Ideological and political education is a social educational activity, so in order to improve their comprehensive quality in the new era, ideological and political educators must work hard on cultivating the ability of communication and coordination, analysis and problem solving, and innovation. Ideological and political educators are to clear up people's doubts and puzzles. To achieve this, they must first have good communication and coordination ability, good language expression and writing ability in communication and coordination. Only through effective communication with educational objects, understanding their problems and coordinating with them, can we achieve twice the result with half the effort. Secondly, we should cultivate the ability to analyze and solve problems. Ideological and political educators should be good at contacting, observing, understanding and analyzing the educational objects and social environment of the new era, and make correct decisions. They should be able to use deductive, inductive and scientific thinking methods to summarize experiences and comprehensively analyzes the problem, draws the correct conclusion from it, and then guides the practice to solve the actual problem. Today's society is in a new era of rapid change and development, and people's world outlook, values and outlook on life, people's thoughts and behaviors are always changing accordingly. If ideological and political educators want to be competent for ideological and political education, they must have the ability of pioneering and innovation. An ideological and political educator with the ability of pioneering and innovating in the new era should be a person with quick and diligent thinking, good practice and daring to innovate. Ideological and political educators should have a deep understanding of the Party's line, principles and policies, grasp the pulse of the times, update their concepts in time, and be good at finding problems without sticking to stereotypes. They also have their own unique opinions on solving problems, courage to explore boldly, and will to uphold the truth and correct mistakes.

#### 4. Summary

The new era has given new connotation to the existence and development of contemporary people, and has put forward new tasks to cultivate new people in the era, as well as new requirements for ideological and political educators. From the perspective of public relations, the shaping of a better image of ideological and political educators in the new era ultimately depends on their own self-conscious learning and self-cultivation. Ideological and political educators should not only have a correct positioning of themselves, but also be diligent in thinking, studying hard and practicing bravely.

#### References

- [1] <http://xcb.shnu.edu.cn/88/3b/c15482a624699/page.htm> (In Chinese)
- [2] A.M.Zhao: *Contemporary Public Relations* (Shaanxi People's Publishing House, China 2005) (In Chinese)
- [3] Q.Wei: *Education* (Southwest Jiaotong University Press, China 2006) (In Chinese)
- [4] [http://paper.people.com.cn/rmrb/html/2019-03/19/nw.D110000renmrb\\_20190319\\_2-01.htm](http://paper.people.com.cn/rmrb/html/2019-03/19/nw.D110000renmrb_20190319_2-01.htm) (In Chinese)
- [5] G.Feng, J.Y.Gao: Party Building and Ideological Education in Schools, (8)2018 (In Chinese)