

Propaganda and Ideological Work in Colleges and Universities under the New Situation and Its Application of Synergy Vision

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Keywords: the New Situation, Ideological Work, Synergism

Abstract: under the new situation, the propaganda and ideological work in colleges and universities is facing new tasks and new requirements. Propaganda and ideological work in colleges and universities is a general pattern of political education. Ideological construction requires the adherence of all lines and posts in colleges and universities. Teachers' classroom teaching is an important publicity. Teachers are the key group of ideological construction in colleges and universities and play a very important role in the overall pattern of propaganda and ideological work. Adhere to reform and innovation, adhere to common management, pay attention to actual results, make concerted efforts to generate, gradually become the basic principle of propaganda and ideological work in colleges and universities under the new situation. This article will discuss how to do a good job in the propaganda and ideological work in colleges and universities under the new situation, the application of cooperative vision in this field, and how to implement the propaganda and ideological work in colleges and universities.

1. Introduction

As the main position for training young talents and shaping young people's world outlook, outlook on life and values, colleges and universities have always received the concern, concern and concern of the party and the country [1]. The propaganda and ideological work in colleges and universities bears the responsibility of ideological construction. They must always keep a clear mind, effectively deal with various challenges, and make effective efforts to provide a strong guarantee for the realization of the great rejuvenation of the chinese nation and the mission of socialist modernization. Only when all the factors cooperate with each other and form a resultant force under the action of relevant departments or mechanisms can the system's role be fully brought into play to produce the best results [2]. New expressions, mainly represented by the internet and new media, have had a great impact on the core subject, internal and external environment, target, content and form of ideological propaganda work in colleges and universities [3]. Analysis of the challenges faced by the ideological propaganda work in colleges and universities under the new situation, so as to carry out the ideological propaganda work in colleges and universities in a targeted way, is an urgent front topic for ideological construction in colleges and universities. In this environment, how to understand the new requirements and challenges faced by the propaganda and ideological work in colleges and universities under the new situation, and accurately grasp the characteristics and laws of the propaganda and ideological work in colleges and universities have important practical significance for doing a good job in the current propaganda and ideological work in colleges and universities.

2. Challenges Facing Propaganda and Ideological Work in Colleges and Universities under the New Situation

2.1 The Threat of New Normal of Social Ideological Trend

Since the 18th of the CPC, with the acceleration of the reform process in our country, various social contradictions have emerged and become a strong burden on social psychology. As an important place to lead and spread ideology and culture, colleges and universities have always been

the main battleground in the ideological field. Confrontation in the ideological field of colleges and universities has hidden characteristics, and some erroneous thoughts are often mixed in new theories and presented in the form of new knowledge. Many experiences and lessons are worth summarizing seriously, and many problems need deep reflection. However, it is an unchangeable truth to insist that the leading position of Marxism in the ideological field cannot be shaken. The infiltration and revival of various social trends are trying to snatch the dominant position of Marxism in Chinese ideological field, blurring and confusing the main line of Chinese ideology and culture [4]. Social ideological trend is a historical category, always with a strong zeitgeist. The teacher's teaching content is too fixed and conformist. He does not fully reflect the new phenomena, new problems, new technologies and new ideas that appear in the contemporary era. He does not do a good job in ideological propaganda work by preaching theories and keeping away from ideological education in real life. College students are the future of the motherland and have always been the main group for various ideologies. College students are in a swing period in the development of their thinking and cognitive styles and values, and in a critical period in reshaping their thinking and cognitive styles. Great changes have taken place in Chinese political ecology since the reform and opening up. Ideological construction is facing severe challenges. Propaganda and ideological work is under heavy pressure, and it is difficult to undertake tasks and promote innovation as never before.

2.2 The Impact of the New Media Era

Propaganda and ideological work in colleges and universities shoulder the important task of spreading Marxism and sowing the seeds of advanced ideology and culture. It is the primary position to guide the concept and eliminate unhealthy thoughts. College students are the core group of Internet application. The Internet is affecting all aspects of college students' study and life. Therefore, schools need to make full use of this important carrier and take the socialist core values as the guide to build a comprehensive campus network culture system. To strengthen personal ideological and moral cultivation, establish a correct world outlook, outlook on life and values, consciously practice the socialist concept of honor and disgrace, take the lead in the whole society to carry forward the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, cultivate noble moral sentiment and healthy life interest, and strive to form a strong atmosphere conducive to the construction of the socialist core value system [5]. With the rapid popularization of new media such as mobile phone clients, microblogs, WeChat, and micro-vision, various social trends transmit various "decorated" information in fragmented ways, and gradually erode the ideological consciousness of college students by exaggerating and distorting the social problems during the current period of frequent contradictions in our country. The essence of the confrontation in the ideological field of colleges and universities is the struggle for the hearts of the people and for the future. Colleges and universities must strengthen propaganda and ideological work, effectively resist the spread of western erroneous thoughts, and win the victory of anti-western infiltration struggle, so as to provide the most powerful intellectual support for subsequent development.

2.3 The Effect of Ideological and Political Education in Colleges and Universities is Not Good Enough

Propaganda and ideological workers in colleges and universities often pass on, guide and educate their ideas through ideological and political education activities. The propaganda and ideological work in colleges and universities aims to publicize socialist ideology, while ideological and political education unifies people's ideology through political ties and realizes the overall management of people's ideology [6]. Different from building the country behind closed doors, socialism with Chinese characteristics is difficult to stay out of the profound and complicated struggle in the international ideological and cultural field in the process of globalization. Whether the object of ideological and political education can accept, how to accept and how to accept the information transmitted by the ideological and political education has become an important criterion to judge whether the acceptance of ideological and political education is effective or not. Marketization

reform has changed the economic basis of the original social operation. With the emergence of various forms of ownership, distribution and lifestyle, the diversification of social values has become inevitable [7]. The market emphasizes competition, and the market-oriented reform brings about changes in value judgment standards. This requires that all undertakings in our country must take the ideological issue seriously and treat it as a top priority. The degree of acceptance and recognition depends on the rational cognition and emotional identification of the subject to the object of acceptance, and also on the attractiveness and social identification of ideological and political education. How to adapt to the background of globalization, grasp the initiative in ideological and cultural struggle, and enhance the ability to resist various negative energy shocks is a very arduous task of the times for the Party to lead ideological work.

3. Significance of Propaganda and Ideological Work in Colleges and Universities under New Situation

In the new situation, propaganda and ideological work is a necessary step. Our country is entering a new stage of building a well-off society in an all-round way. The process of deepening reform and promoting the construction of socialist rule of law in an all-round way cannot be separated from common ideas. Propaganda and ideological work can create a good ideological atmosphere and is of great significance to the construction of socialist common ideas. Both the deepening of globalization trend and the rise of anti-globalization trend can be regarded as the reflection of people's ideological needs for crisis situation [8]. The complexity of the ideological situation in the world has brought about new changes and new features in the struggle in the ideological field of Chinese society. This is a great challenge to traditional propaganda methods. Facing the new situation and new challenges, improving ideological propaganda and ideological cultivation in colleges and universities has become the primary objective of ideological work. Not only do we need to carry out relevant activities such as knowledge competitions, lectures, publicity and education, but also we should use various modern media to carry out publicity activities. Information release was quick and convenient, websites swarmed, identities in virtual space were hidden, and communication on micro-media platforms was smooth, breaking the time and space limitations and boundary limitations of people's communication with each other. It happens all the time in real life. As an important part of superstructure, ideology is closely related to social nature and political system. Strengthening ideological construction has the value function of social support and system maintenance.

4. The Path of Propaganda and Ideological Work in Colleges and Universities under the New Situation

4.1 Guiding and Integrating Campus Social Thoughts with Socialist Core Values

As the spiritual core of the socialist core value system, the socialist core value system has the function of integrating values and cultural differences, rectifying the value orientation of college students and eliminating the negative influence of campus social thoughts. Some teachers and students in colleges and universities often ignore or even resist propaganda and ideological work because of their paranoia about instrumental rationality and their departure from professional education, believing that it is unnecessary and has no technical content. This is the first time that China has elevated the propaganda and ideological work in colleges and universities to the height of the national strategy. On the one hand, it reflects the importance the country attaches to the propaganda and ideological work in colleges and universities. On the other hand, it also illustrates the seriousness of the challenges faced by the propaganda and ideological work in colleges and universities. Ideological and political theory course is the foundation of propaganda and ideological work in colleges and universities, and is a powerful weapon to guide and integrate the social ideological trend on campus. Therefore, the coordination of the main body of ideological and political education for college students must enable the two teams to coordinate and cooperate in

the process of ideological and political education for college students and strengthen the management of education and teaching. The theory of socialism with Chinese characteristics was formed in the process of Chinese socialist construction and is most closely integrated with the social reality and the study, work and life of teachers and students in colleges and universities [9]. Strengthening the practice subject consciousness of teachers and students in colleges and universities, consciously and actively practicing the socialist core values, and breeding value confidence; Let the torrent of socialist core values penetrate into the details of daily life, study and work of teachers and students in colleges and universities, and permeate the core value belief in their words and deeds. How to train people and for whom is the fundamental problem. We must persist in taking moral cultivation as the central link, run ideological and political work through the whole process of education and teaching, realize the whole process of educating people and all-round education, and strive to create a new situation in the development of Chinese higher education.

4.2 Consolidating the Propaganda and Ideological Work Positions in Colleges and Universities by Means of Financial Media

Financial media pattern means that under the new media environment, various media modes merge with each other to form a media layout that works together. The construction of “financial media pattern” should start from two aspects. First, build the national university campus website alliance. In the process of establishment and development, each university will form values, thinking modes and spiritual styles that reflect the characteristics of the university and are recognized by teachers and students. This is the campus culture of the university. Under the leadership of the Party, Chinese universities have taken root in China and run universities. They have gathered a large number of talents, knowledge, intelligence, thoughts and wisdom, answered major theoretical and practical problems of socialism with Chinese characteristics, solved Chinese most pressing strategic problems, led Chinese advanced cultural trends, and trained young students to seek knowledge, reason and new ideas. Building a national university campus website alliance refers to building a large-scale and comprehensive national university campus website alliance in coordination with the national university campus website, on the basis of highlighting each university's own characteristics and mobilizing the leading figures of network public opinion among university students. In the teaching staff, there are both full-time staff such as the school propaganda department staff, party and government cadres at all levels, teachers of ideological and political theory, and part-time staff such as counselors, party members and teachers who concurrently serve as propaganda work in various branches, etc. In this process, there are strong leadership of the Party, advanced science and culture, and profound thoughts and wisdom. These high-quality resources have always accompanied and guided the growth and success of students.

4.3 Starting from the Ideological Characteristics and Reality of Teachers and Students in Colleges and Universities, Enhance the Effectiveness of Propaganda and Ideological Work

Teachers and students in colleges and universities have a strong sense of independence, autonomy and equality. They generally have their own understanding and opinions on various theories, thoughts and viewpoints. They prefer to actively choose and accept advanced theories and thoughts in ideological communication and collision. We should not only follow the common attributes and universal laws of higher education in the world, but also embody the essential attributes of socialism and form corresponding special laws. The essence of collaboration is more inclined to coordinate the relationship between various elements in the system and the relationship between the system and the external environment through the communication of information and the coordination and integration of resources in the process of dynamic interaction. Strengthening and improving the ideological and political work in colleges and universities is an important and urgent strategic task in line with the principles of reform, innovation and efficiency. The research on collaborative innovation mechanism will become an indispensable part of the ideological and political research in colleges and universities. Let them receive education passively, which can only arouse their antipathy and resistance, but should give full play to their subjectivity, let them

participate in publicity and education activities, mobilize their enthusiasm and initiative in learning, and improve the effectiveness of publicity and education in enhancing the attraction of education and publicity work. Therefore, the academic community advocates to carry out ideological and political education activities in a cultural way and content, to enhance the cultural affinity of ideological and political education, and to be closer to the cultural psychology of college students. We should establish an accountability system for the evaluation of propaganda and ideological work in colleges and universities and perfect the responsibility chain of this work, so as to better play the guiding and supervising role of the evaluation work.

4.4 Multiple Governance to Realize Coordination of Propaganda and Ideological Work in Colleges and Universities

Propaganda and ideological work in colleges and universities is a systematic and complicated project, involving schools, families, society and other aspects, involving teaching, scientific research and management. Faced with this situation, it is difficult for a single measure to play an effective role. We should actively cooperate with relevant departments to go deep into students, make friends with students, understand their thoughts, listen to their opinions, reflect their voices, seek interaction and resonance points with young students, and narrow the distance between propaganda and ideological work and young students. Fully affirming teachers' hard work, vigorously protecting teachers' professional instinct of caring for students, and actively mobilizing teachers' enthusiasm for teaching and scientific research are the prerequisites for doing a good job of propaganda and ideological work in colleges and universities. We should innovate and improve the system of teachers' political theory learning, and at the same time set up a team of propaganda and ideological work in colleges and universities coordinated by scientific research, teaching and service departments to carry out propaganda and ideological work in all directions. In ideological and political education, the focus is on the innovation of concepts, contents, mechanisms and carriers. In the past, ideological and political education was combined with strict management in ideological and political education in a single way. Collaboration between departments is achieved through collaboration among staff. It is necessary to enhance the staff's awareness of communication and cooperation and the spirit of unity and assistance, so that all departments and personnel can form a pattern of education combining teaching, management and service.

5. Conclusion

Synergetics theory provides an overall and dynamic analysis perspective for the study of propaganda and ideological work in colleges and universities. Combining synergetics theory with it to study the coordination of ideological work can broaden the field of vision for the study of propaganda and ideological work in colleges and universities. Under the new situation, we should better publicize ideological and political work, because propaganda and ideological work is a necessary step for colleges and universities to create a good atmosphere of public opinion. The propaganda and ideological work in colleges and universities is closely related to everyone on campus and has the function of radiating to the society. It is an effective way to improve the actual effect of the work to make full use of the resources inside and outside the school to create a new method of propaganda and ideological work involving all staff. Firmly grasp the main position of network propaganda and ideological work, through the construction of the main campus website, to build a mainstream network platform for college students to obtain information, learn knowledge and exchange ideas.

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