

Study on Online Publicity of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era in Universities from the Perspective of Media

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Abstract: With the continuous development of China's socialist construction cause, corresponding theory of socialism with Chinese characteristics has been constantly enriched and developed, from Mao Zedong thought to Deng Xiaoping theory and then to the important Thought of Three Represents, the Scientific Outlook on Development. Now, under the leadership of the CPC Central Committee headed by Xi Jinping at the same time, China has turned a new page in the construction of socialism with Chinese characteristics, and put forward a new Xi Jinping thought system of socialism with Chinese characteristics for a new era. In this critical period of national economic development, it is of great practical significance for people to arm themselves with this ideological weapon. As the leading role of socialism in the future, college students need to use the network of colleges to penetrate Xi Jinping thought on socialism with Chinese characteristics for a new era into the minds of college students. Starting with the analysis of Xi Jinping thought system of socialism with Chinese characteristics for a new era and its significance, this paper proposes specific measures to publicize Xi Jinping thought system of socialism with Chinese characteristics for a new era through the network of colleges from the perspective of media.

1. Introduction

1.1 From the Dimension of Era

Marx once said that every principle has its own century, which is a reflection of the time of thought itself. Xi Jinping thought on socialism with Chinese characteristics for a new era has been gradually formed and further developed under many era conditions, including the official entry into a new era of building socialism with Chinese characteristics, changes in the principal contradictions, and the modernization of the CPC's own mission.

Xi Jinping thought on socialism with Chinese characteristics for a new era, is still around the premise of the major issues how to adhere to and develop socialism with Chinese characteristics in the current era background, fully integrated and considering the era background of China's current state in the comprehensive well-off society and unite people of all ethnic groups to achieve common prosperity and the Chinese dream, puts forward a whole new concept and strategy. At the same time, Xi Jinping thought on socialism with Chinese characteristics for a new era is also a further development of the theoretical system of socialism with Chinese characteristics in the current era. A new realm of socialism with Chinese characteristics has been opened up, and a completely new situation of socialism with Chinese characteristics has been created on a new historical starting point.

1.2 From the People Dimension

Putting the people at the center of development is the core concept of Marxism and Xi Jinping thought on socialism with Chinese characteristics for a new era. It is also the starting point and foothold of Xi Jinping's new concept and strategy of governance. Xi Jinping thought on socialism with Chinese characteristics for a new era has always placed the interests of the people in a paramount position, and also clearly points out that the people's dream for the better future life is the goal of CPC. The relationship between the ruling party and the people in the new era has been

well interpreted and positioned. At the same time, it also shows the solemn commitment made by the ruling party to the people in the new era, and provides a new direction for the construction of socialism with Chinese characteristics.

1.3 Start with the Logical Dimension

The theoretical system of socialism with Chinese characteristics is essentially the sum total of the long-term efforts and accumulated achievements of CPC and people in the course of long-term socialist construction, the dialectical development of scientific socialism and China's social and historical development, which is gradually formed and developed with the continuous development of China's socialist practice. Xi Jinping thought system of socialism with Chinese characteristics for a new era is the latest theoretical achievement of adapting Marxism to China's conditions. It is also the ideological guidance for CPC and people to realize the Chinese dream. At the same time, by virtue of its original strategy and philosophy, it has made remarkable contributions to the improvement of CPC's basic theory, line and strategy. Only by having a comprehensive and profound understanding of the logic of the formation and development of the theoretical system of socialism with Chinese characteristics and adhering to this logical dimension can we better learn and comprehend Xi Jinping thought on socialism with Chinese characteristics for a new era.

1.4 From the Logic of Integrity

The scientificity of any kind of thought theory is displayed by means of its relatively rigorous integrity. Only a theoretical system that has completeness, careful and rigorous discourse logic, thorough and profound analysis and demonstration, and scientific and comprehensive research method can recognize its scientific nature. The integrity of Xi Jinping thought on socialism with Chinese characteristics for a new era is completely derived from the profound understanding and reflection of the integrity of current cause of building socialism with Chinese characteristics, the development of socialism in the world and the progress of mankind. Learning and understanding Xi Jinping thought system of socialism with Chinese characteristics for a new era from this holistic perspective is of great help to fully grasp its structure and systematic integrity.

2. Specific Measures for Universities to Publicize Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era Online

2.1 Starting from the Spiritual Needs of College Students

In addition to individuality, college students have a strong sense of self - consciousness. Meanwhile, their spiritual needs are gradually becoming diversified. Based on this situation, in order to ensure the correct formation and development of college students' three outlooks, and in the future life gradually establish the idea of serving the people and the country, when propagating Xi Jinping thought system of socialism with Chinese characteristics for a new era through the network of colleges, students' own ideals, beliefs and policy ideas should be taken as the starting point and their spiritual needs and hobbies should be fully considered. In this era of highly developed information technology, college students have developed an increasingly close relationship with network in various aspects of information acquisition. Moreover, they are not interested in pure theoretical knowledge, but in video, pictures and audio. In this case, the publicity of Xi Jinping thought on socialism with Chinese characteristics for a new era can be carried out in the form of video or animation. In the actual publicity process attention also need to be paid to the use of the way, and one-way theory teaching should be avoided. Instead, Xi Jinping thought on socialism with Chinese characteristics for a new era will be imperceptibly infiltrated through two-way exchanges on the basis of animation and video.

2.2 With the Help of New Media Technology

In the current Internet era, the influence and coverage of the Internet among college students have been gradually expanded due to the diversified development of the forms and interesting contents in the process of information publicity. Therefore, in the process of propagating Xi Jinping

thought on socialism with Chinese characteristics for a new era, we should pay more attention to the use of online media to break the gap between the classroom and the Internet. At the same time, real-time interaction with students online and offline communication will be achieved through active use of modern network information technology. For example, WeChat is the most commonly used communication tool among college students, and WeChat Official Account is a good platform. The school party organization opens its own public account of WeChat, in which the theory of Xi Jinping thought on socialism with Chinese characteristics for a new era is presented to students in an interesting way, so as to realize the original propaganda goal.

2.3 The Combination of Theory and Practice

Any education needs a combination of theory and practice before it can achieve its due effect. In the process of propagandizing Xi Jinping thought on socialism with Chinese characteristics for a new era, it is more necessary to combine theoretical knowledge with social practice, in addition to the dissemination of theoretical knowledge, to ensure that students can fully understand the specific connotation of the thought and turn it into their own code of conduct in practice. That is to say, in the process of online publicity of Xi Jinping thought on socialism with Chinese characteristics for a new era, in addition to theoretical knowledge publicity through online media, universities also need to make them really invest in such activities as supporting education and volunteer, in order to teach them the connotation of Xi Jinping thought on socialism with Chinese characteristics for a new era in practice. While sharpening their own will, they can also firmly commit to contribute their own strength to the construction of socialism with Chinese characteristics.

3. Conclusion

Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era is guidelines for building socialism with Chinese characteristics in the context of a new era by inheriting Mao Zedong thought, Deng Xiaoping theory and the important thought of “Three Represents”, the Scientific Outlook on Development and other theory of socialist construction with Chinese characteristics, setting on the background and current situation of the development in China. In the process of publicity with the help of the network of colleges, it is necessary to proceed from the actual spiritual needs of students and achieve the unification of theory and practice with the help of many new media technologies, so as to ensure that college students can comprehensively and profoundly understand the specific connotation of Xi Jinping thought on socialism with Chinese characteristics for a new era.

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The propaganda Strategy of Xi Jinping's Thought of Socialism with Chinese Characteristics in Colleges and Universities in the New era under the Network Environment. The Theory and Practice of College Students' Ideological and Political Education in Guangxi in 2018 (self-raised project, No. 2018 SZ006).

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