

# *Research on the Innovation of College Students' Ideological and Political Work under the Background of Normalization of Covid-19 Prevention and Control*

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**Keywords:** Covid-19, College students, Ideological and political work

**Abstract:** Ideological and political work is the lifeline of all work in colleges and universities. Under the background of normalization of COVID-19 prevention and control, the college student's social environment, network communication environment, educational focus have a major change in content of ideological and political education, these put forward new challenges and new request to the college students' ideological and political work in colleges and universities. Universities must attach great importance to the use of new thinking, measures and position, find the focus of ideological and political education, through the compaction main body responsibility, strengthen the construction of network platform, tell good stories about the fight against COVID-19, put the ideological and political education into the whole process of normalization of COVID-19 prevention and control to improve the pertinence and effectiveness of ideological and political work.

## **1. Introduction**

General Secretary Xi Jinping pointed out: “ideological and political work in colleges and universities will Change for things, advance according to time, and be new according to the situation.” [1] It is the forefront of ideological and political work in colleges and universities, shouldering a heavy responsibility of spreading advanced ideology culture. It is necessary to be duty and responsible. After the epidemic breaking out, the CPC Central Committee with Comrade Xi Jinping as the core take the COVID-19 seriously and quickly made comprehensive arrangements. The whole country has worked together to overcome the difficulties, achieved decisive results in preventing and controlling the epidemic, and formed a great anti-epidemic spirit. At present, China's epidemic prevention and control work has entered a stable stage, which means that a protracted war is needed, which means that we need new ideas, new methods and new measures under the new circumstances, need to dig deep into the ideological and political education resources in the struggle against “epidemic”, so as to educate all employees in all directions, and strive to promote the innovation of college ideological and political work.

## **2. New Challenges Faced by College Students**

### **2.1 The Increase of the Time and Spaces in the Ideological and Political Work**

Marx pointed out that space is the element of all production and all human activities.[3]College students' learning environment, communication space and educational focus has great changes and the time and space scope has been broadened, and great changes have happened in the campus management way. According to the principle "not necessary for the safety of the students, colleges and universities is not out of the school", colleges and universities make the students more gather in the campus for reducing the frequency of going for out and the possibility of infection. Compared with the past, college students' study, life and entertainment are affected by epidemic, to some extent, in turn, affects their behavior, and formed unstable factors. In addition, colleges and universities presents the complexity and openness, interactivity and real-time characteristics. After the outbreak of COVID-19, students' psychological problems, ideological confusion often difficult to find first, which lead to some new challenges in the mechanism of leadership for the ideological and political work in colleges and universities .universities need to make adjustments in the ideological and political work of the organization, decision ,deployment under the background of COVID-19. Otherwise, colleges and universities leadership should adjust measures to local conditions and the occasion in epidemic prevention and control of long-term arrangement and deployment, improvements in the direction of diversification, systematic and standardized.

## **2.2 The Shortcomings of Network Board**

The Outbreak of COVID-19 takes place in the new era. Since the outbreak of COVID-19, college workers carry out the ideological and political work through the We Chat, QQ. Because many colleges and universities do not effectively have established network ideological and political work of the big data services for the difference of technology or money, which may result in network information channel not smooth, by which education effect will be affected. Secondly, the occurrence of the outbreak has exposed a lot of its own course of colleges and universities information resources development and application of serious deficiencies, many colleges and universities to arrange online courses are finally take a high quality teaching resources sharing, which is fully exposed in the shortage of the network course teaching and the corresponding characteristic and attractive for their school curriculum is not a lot. Many colleges and universities do not attach importance to the development of the network ideological and political education as well as the training of teachers in the application of new media technology ability.[2] These lead to some of the online ideological and political course progress too hasty, not giving full to the function of network new media. Finally, the workers have no use of the network relatively insufficient consciousness and cognition, and the traditional ideological and political work always rely in actual work offline, rarely spend a lot of time online, so you also can't take the traditional corresponding theories and network information technology effectively combined. Therefore, how to make great use of existing network resources, advanced technology to build a variety of network education propaganda platform, to realize the integration of the ideological and political work, to strengthen the pertinence, effectiveness, attraction and appeal, enhance ideological and political workers' enthusiasm, initiative and the information technology skillfully, which puts forward the challenge to colleges and universities worker.

## **2.3 The Sharp of Ideological Struggle**

With the socialist modernization, colleges and universities is to establish a voice to the main ideology, faces a difficult ideological struggle, the complex situations and issues. We should clearly recognize the present ideological complicated cases, which have a threat to colleges and universities. As the outbreak spread around the world, the international situation is changes and sensitive, surrounding environment is complex, ideological murmurs folded, their separatist forces sparrow dove, which has a certain impact on the thoughts of college teachers and students. Under the

background of COVID-19, colleges and universities will be fiercer ideological struggle, and facing the network public opinion environment will be more complex, the challenges will also be more difficult. Under the changing background, college workers should also have the conscious awareness of the weak link in the current education work, deep insight into network ideological challenge to the work in campus; strengthen the ideological and political work in colleges and universities of insight and acuity, pertinence and timeliness. Strengthen the management and education online, outbreak spirit into ideological and political education resources for a long period of time, guide them to healthy growth in the direction of the social mainstream values.

### **3. The Objective Requirement on Innovation of College Students' Ideological and Political Work**

#### **3.1 Change with Things At Work**

With the COVID-19 prevention and control into the normalized, universities should stick to propaganda and ideological front, to carry out the responsibility, to change the old way of thinking, study new countermeasures as soon as possible. First of all, with the organic combination against disease and the colleges and universities plays a leading role in the epidemic prevention and control, as the ideological and political workers in colleges and universities is the important guarantee of the epidemic prevention and control work, is the key to realize the epidemic prevention and control combined with education to master the latest outbreak in the ideological front. In the process of practical education, college workers should take advantage of various resources, enrich the educational paths. Secondly, universities have committed to a solid students education work, and earnestly protect good emotion between teachers and students, make the work and care, prevention and education combined. The college students confront the network space and public opinion directly with promoting the information identification ability and network media literacy, and it is committed to strengthen the mainstream ideology education with patriotism education, the socialist core values, and judge the accuracy of network public opinion actively, completes the warning mechanism. Finally, universities should do a good job in publicity to firm the confidence of the students. It is the key to know the students' psychological needs, emotional needs, demand concern in time, to further strengthen the college students' ideological and political education, to further uphold education aim, to improve education during the outbreak of acceptability. The development and utilization of diversification and multiple forms of online resources will be developed and timely deliver to the college students that keep a watchful eye on the spread of the platform and communication channel.

#### **3.2 Advance with the Time in the College Work**

The educators in colleges and universities are equipped with data thinking, consciousness and it is essential to open up new education teaching platform under the background of COVID-19. First of all, college worker must be good at using big data analysis, use the school network flat to fully demonstrate Chinese power and spirit, especially focused on the advantages of the socialist system with Chinese characteristics. It is necessary to actively guide students emotional resonance, touch hidden root of cognition and practice, to cultivate the capacity of the formation of value and the effective interaction, to improve the fortunes of patriotic consciousness to enhance college students' the rise and fall in the world, guide students to express feelings to the socialist road with Chinese characteristics, theory, system, cultural identity, growing to follow the party's ideology, political consciousness and action consciousness consciously. Second, universities should grasp the relationship between the "online and offline" and to find a suitable digital resources. Through the "micro study, the micro interaction, micro experience" of online teaching, it is efficient to focus on

short-term high density and long teaching guide. The offline to promote collaborative and inquiry learning, following the “online and offline activities, focusing on transfer” principle and guiding students in active observation, research thinking, sharing, autonomous growth of more valuable. Finally, the university must strengthen the students’ management and education by means of technical, administrative, legal. Take a long view, it is urgent for universities to the establishment of comprehensive education mechanism and the epidemic prevention and control and students first, constantly improve the ability of dealing with under the emergency state system and management ability.

### **3.3 Being New with the Situation in the Ideological and Political Work**

The normalization of COVID-19 prevention and control indicates that the profound economic and social development in our country will change into the new stage of historical development, and the college work also need new political stance. First, universities should enhance the top-level design and team construction, establish the new epidemic prevention and control work education. Universities need to further update method, create the education carrier, perfect various systems as well as mechanisms, accurate grasp regularity and development trend of thought political work from the perspectives of inheritance, times, systematic. Second, colleges and universities to rationalize the internal logic between the outbreak of public opinion and education, to grasp the special time node, taking the scientific, accurate control epidemic prevention and control of task into theory and practice of education channels, revealing the leadership of the Communist Party of China and the system of Socialism with Chinese Characteristics, guide students to build much, power line and patriotic. Finally, it is committed to uphold both the thought political education and professional education, fully further tap “a retrograde war” in the process of “mutual care” vivid teaching material, carrying out gratitude education, scientific spirit education, responsibility and the mission of education. Under the conditions allow, through the social practice education, educators need to guide students to active and promising to participate in the national outbreak of voluntary service, public welfare activities, and support in helping, fully stimulate young students dedication, strengthen epidemic zone spreading outside forces.

## **4. Practical Path Innovation of College Thought Political Work**

### **4.1 The Establishment of Main Responsibility and Specific Measures**

The COVID-19 prevention and control show that the great leadership of the Communist Party of China and the remarkable superiority of the Socialist System with Chinese Characteristics, which give an opportunity to lead mechanism to improve the thought work in colleges and universities. The university should have a prepare to adjust and standardize the major outbreak and emergency thought work of the organization, decision, deployment, actively explore new measures under the background COVID-19. The Party Committee is mainly responsible for comrades to carry out the ideological and political work in colleges and universities, in charge of the leadership to carry out the direct responsibility, perform “party and government with responsibility, a pair of responsibilities”. Strengthening faculty party political functions, give play to the party branch battle fortress and cutting edge exemplary role of party members, to strengthen security work. Promoting formation of school, family and social education cooperative education mechanism and achieve high quality development. Guardian and maintain campus stability, is a major political task as well as a most important work. It is fully understand the severe situation faced by the epidemic prevention and control work, further consolidate work responsibility and liability. The university need to guarantee the healthy and campus security and stability of mass between teacher and students, promote thought and political work

responsibility in place, measures in place.

## **4.2 The Promotion of Network Platform and Propaganda Ideological Positions**

General Secretary Xi Jinping pointed out that Cyberspace is the spiritual home of hundreds of millions of Chinese people.[4] Network thought education is a main channel to provide guidance, one of the important measures to guarantee the stability of college ideology, is an important link of in colleges and universities. The ability of using network platform is insufficient, which requires the worker must start with a more flexible form of education, more rich content, more accurate way to cope with the new changes. Otherwise, universities should combine epidemic, the school management features and the characteristics of students, build the network ideological and political work system in conformity with the school characteristic, continuously consolidate and insist on the basic of fostering virtue through education. Intensify publicity platform, academic science platform and network communication platform. Party organizations in colleges and universities shoulder “for flags, gathered popularity, people, culture, exhibition image” of the mission, the indexes of positions of the “source” of thought, and lead the good opinion of “flow”, keep the “root” of culture. Therefore the university should make the utmost of technology methods to maximize the extrusion negative information, error thought of travel time and space, to carry forward the singing melody with a clear-cut stand, make sure that fresh air wind is propaganda position.

## **4.3 The Fight Against Covid-19 and the Uphold of Education Courses through Telling Stories**

General Secretary Xi Jinping clearly pointed out that “ideological and political theory course is the key course to carry out the fundamental task of building up people by virtue,[5] which means that universities should full highlight main channel of classroom and epidemic prevention and control should be brought into the education courses teaching content, it is good way to set up special teaching, the emergence of the country's advanced character and typical deeds through education courses teaching, dig deeper into material in the struggle of resistance to the COVID-19, show the strength, the efficiency, the spirit in China. We need to focus on solid leadership of the Communist Party of China and the story against the COVID-19, speak well of the Chinese people's unity and cooperation and overcome difficulties, tell stories of a good system. Secondly, colleges and universities need to set up the second classroom education workshop, use such as carrier of the media network in the teachers and students to the “epidemic prevention and control of the big bear”, “the outbreak of ruthless, people love”, “system of epidemic prevention and control reveals China's advantage” of lectures, BBS, learning research to guide the masses of teachers and students in the epidemic of the Chinese power, strengthen the “four confidence”. Finally, universities should pay attention to the education courses in colleges and universities in the guide of the teachers and students self-education, encourage students through sharing micro video stories, poems against the COVID-19, enriching the content of education classroom presentation styles, strengthen the course ideological content, targeted and affinity, build a “gold course”.

## **5. Conclusions**

It is a long way to go that the thought and political work constantly improve political position, constantly endow it with new connotations, constantly explore new paths and innovate new methods, adapt to the new situation of college students under the epidemic situation, enhance the work effectiveness of servicing college students, train qualified socialist builders and reliable successors in the new era, and create a good atmosphere of educating and guild students' thoughts, to realize the comprehensive implementation of the basic task of building a moral and educating persons.

## Acknowledgements

Supported by the general project of humanities and social scientific research project of Jiangxi Normal University, project number (MKS20106).

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