

Research on the Current Situation and Strategy of Ideal and Belief Education of Vocational Medical Students in Guangdong-Hong Kong-Macao Greater Bay Area—Based on COWS Matrix Analysis

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Abstract: The ideal and belief situation of Kong-Macao Greater Bay Area higher vocational colleges medical students is generally good. However, the ideal and belief education still has much room for improvement. This paper adopts COWS Matrix analytical method, makes analysis from four aspects, and proposes countermeasures and suggestions for the ideal and belief education.

1. COWS Matrix analysis of ideal and belief education of vocational medical students

COWS Matrix analysis is a frequently-used analytical method in the strategic management field. Through analysis of internal and external environment, countermeasures can be provided to give play to advantages, overcome disadvantages, use opportunities, and eliminate threats.

1.1 External challenge (EC)

Under the rapid development of China's economic, there are some social problems that cannot be ignored under the brilliant performance, exerting a subtle impact on modern college students. For instance, money worship and extravagance prevailed. The employment stress increases. Cheating trends make college students doubt about social justice, etc^[1].

As a frontier of Chinese reform and opening up, the Guangdong-Hong Kong-Macao Greater Bay Area not only has convenient conditions to access to global information, but also witnesses the multi-culture integration, the penetration of western value ideas, the influx of social thought, and the impact of overseas hostile forces^[2].

1.2 External opportunity (EO)

With sound system, the Party and the state have always attached importance to the ideal and belief education of college students. Especially since the reform and opening up, it has been emphasized multiple times that college students must be firm in their ideals and beliefs and stick to

the right political direction^[3]. Meanwhile, related requirements for the construction of the ideological and political education system in colleges and universities, the teaching management of ideological and political courses, and the planning of constructing ideological and political discipline teams have been clarified in a series of documents, such as the Opinions on *Strengthening and Improving Ideological and Political Work in Colleges and Universities under the New Era* and the *Notice of the Ministry of Education on Issuance of the Standards for the Construction of Ideological and Political Theory Courses in Colleges and Universities (Interim)*.

The popularization of Internet and big data technology has broadened boundary of education management, and expanded educational resources and forms, which gradually develops into a new normal, new trend and new pattern of daily education management of college students. While providing students with a wider learning space, new information technology can bring unprecedented opportunities to improve the ideological and political education quality. Big data technology, which can be used to gather, organize and analyze information, and better grasp the overall picture of ideological and political situation, provides the basic premise for conducting ideological and political education.

1.3 Internal Strengths (IS)

With better material and educational conditions, contemporary college students can participate in interest and quality education in addition to basic education. Therefore, contemporary students generally have high comprehensive quality. Under the influence of the Internet, they can extensively receive various kinds of information resources from multiple channels, and their mode of thought is also flexible.

From the mainstream perspective, students make forward progress in their studies, gain a better understanding of national policies and guidelines and major events, and have a deeper cognition of the significance of ideal and belief^[4]. Over the past few years, some colleges and universities have conducted diversified educational practices, which have significantly promoted the ideal and belief of college students.

1.4 Internal Weaknesses (IW)

Lacking firm confidence in the superiority of the socialist system, doubt about communism, and even generate personal belief crisis. With contradiction between moral cognition and moral practice. Having low degree of professional recognition. Lacking sense of belonging to the collective. In the face of employment and career choice, some students merely consider personal income and work situation, but pay little attention to the social situation and national development needs, and lack sense of social responsibility, etc^[5].

In the classroom teaching, some problems such as lack of ideological level and pertinence and pragmatism are existent. In comparison to offline courses, online learning style has generally low learning efficiency and bad effect, despite the engagement of many participants.

2. Countermeasures for ideal and belief education of vocational medical students in Guangdong-Hong Kong-Macao Greater Bay Area

Through COWS analysis matrix, this paper analyzes the current situation of ideal and belief education of medical students in Guangdong-Hong Kong-Macao Greater Bay Area, combines with their internal strengths and weaknesses as well as external opportunities and challenges, and proposes EC-IW countermeasures, EO-IW countermeasures, EC-IS countermeasures, and EO-IS countermeasures respectively (see details in Table 1).

Table 1: COWS analysis matrix of current situation of ideal and belief education of medical students in Guangdong-Hong Kong-Macao Greater Bay Area

<p style="text-align: center;">Internal</p> <p>External</p>	<p>Internal Weaknesses (IW):</p> <ol style="list-style-type: none"> 1. Parts of students' thoughts are still unstable and immature; 2. The ideological and educational level, pertinence and effectiveness are not high 	<p>Internal Strengths (IS):</p> <ol style="list-style-type: none"> 1. Students' material and educational conditions are relatively good, and their comprehensive quality is relatively high. 2. Influenced by the profession, the ideal and belief of medical students are generally in an optimistic, healthy and stable state.
<p>External Challenges (EC):</p> <ol style="list-style-type: none"> 1. Social problems derived from improved social and economic level affect the contemporary college students. 2. Guangdong-Hong Kong-Macao Greater Bay Area is withstanding ideological challenges and risks 	<p>EC-IW Strategies(-,-):</p> <ol style="list-style-type: none"> 1. Recognizing the situation at home and abroad, and deeply analyzing the root cause of social issue 2. Fully understanding the development opportunities of Guangdong-Hong Kong-Macao Greater Bay Area, and enhancing ideological education and traditional culture education for vocational medical students 	<p>EC-IS Strategies (-, +):</p> <ol style="list-style-type: none"> 1. Reinforcing the frontier of school ideology, and accelerating the construction of ideological network position 2. Giving full play to the educational role of social practice
<p>External Opportunities (EO):</p> <ol style="list-style-type: none"> 1. The nation attaches importance to it, the system is sound, and schools at all levels implement it effectively. 2. Internet and big data technologies broaden the boundary of education management and expand educational resources and forms 	<p>EO-IW Strategies (+,-):</p> <ol style="list-style-type: none"> 1. Scientifically and reasonably setting teaching objectives, reasonably selecting practical teaching content 2. Strengthening the construction of teaching staff and improving their level 	<p>EO-IS Strategies (+, +):</p> <ol style="list-style-type: none"> 1. Deeply studying the spirit of the documents of CPC Central Committee and improving the educational management system and rules 2. Using the Internet and big data technology to innovate management mechanism of ideal and belief education for medical students

Based on the above COWS analysis matrix, this paper will summarize EC-IW EO-IW EC-IS EO-IS strategy is into the following three aspects.

2.1 Strengthening leadership, improving mechanism, and forming joint force

Ideal and belief education, as an overall, fundamental and long-term work, is concerned about the main task of fostering virtue through education.

Firstly, it is essential to establish the ideal and belief education leading group, draw up the implementation plan, and clarify achieving three aspects in the ideal and belief education (i.e. ideological guidance, nurturing the root and soul of the nation; monographic study, theoretical upgrade; serving for people, and social practice). Meanwhile, ideal and belief education should be incorporated into the political theory study of college teachers and students to carry out research topics of ideal and belief education.

Secondly, the school should improve political and ideological quality and professional level of teachers, effectively enhance teachers' sense of honor and responsibility for imparting knowledge and educating people, focus on reinforcing the construction of the counselor team, improve the professional proficiency of counselors, further enhance the ideological cognition of students' work management and service department, try to improve the management level and service quality, and solve problems of students in thinking, learning, life, work, psychology, employment, etc.

2.2 Scientifically setting teaching objectives and reasonably selecting teaching content

Firstly, it is important to break the boundary between basic courses and specialized ones, make the courses play the function of collaborative education, explore the educational resources that carry Chinese modernization and construction of Greater Bay Area in each course, and incorporate Chinese modernization and construction of Greater Bay Area in the overall teaching process.

Secondly, in the setting of teaching objectives and selection of teaching contents, schools must strengthen humanistic care education for medical students, improve their professional ethics, and guide medical students to form altruistic core value, respect and care for patients, put the patients' interests first, have a noble sense of mission, establish the ideal and belief of contributing to human health, clarify their career mission, and avoid losing themselves in the future social environment.

Thirdly, the "anti-epidemic spirit" needs to be incorporated into the course education. In the three-year fight against COVID-19 epidemic, Chinese nation has won the war with the dauntless spirit. Students can be guided to learn the excellent qualities, spirits and important contributions of advanced persons through facts, correctly look at the occurrence and development of the epidemic, understand Chinese characteristics and international comparison, integrate personal ideals into the national medical and health undertakings, turn the mission of protecting people's health into personal actions and responsibilities, and realize life pursuit of making contribution to the society.

2.3 Improving quality and skill through social practice

Social practice, as an effective way to exercise and improve students' practical ability and comprehensive quality. The social practice activities of medical students can be conducted through systematic, standardized and professional training and distribution of knowledge leaflets to surrounding residents. In addition, a team composed of renowned medical experts, managers, and students can be deployed to provide free clinical treatment and investigate the inducement of local disease, clinical manifestation as well as prevention measures. Students need to exercise themselves, think about life, and enhance ideal and belief in a series of practical activities.

2.4 Enhancing modern information technology of ideal and belief education

Firstly, the school should set up network learning platform, provide students with systematic, flexibility and comprehensiveness of learning, enrich the choice and diversity of learning content constantly expand the knowledge of college students, break the limitation of time and space, and attract famous teachers, counselors and industry experts to reinforce interaction and exchanges.

Secondly, higher vocational medical teachers should enhance the capacity to use modern information technology equipment for teaching, learn to create short micro-lesson videos that students are interested in, and enhance the practical effect of applying information technology in education and teaching.

Thirdly, it is essential to propel the in-depth integration of big data technology with ideal and belief education, quantify students' living conditions, learning progress, and growth status, provide different groups with targeted, applicable, and united model for ideological and political education,

realize full coverage and pragmatic effect of ideological and political work.

2.5 Actively creating a favorable ideal and belief education atmosphere for construction of campus culture

With inner education orientation and imperceptible function, campus culture. Effectively integrate ideal and belief education into all links of caring for and serving students, actively organize healthy, elegant and lively campus cultural activities, which can directly influence students' value concept and spiritual realm.

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