

Research on the Path of the Popularization of Marxism in Colleges and Universities-- Taking the Open Course System of Counselors in Gaomi Campus of Qingdao University of Science and Technology as an Example

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Abstract: Under the background of the new era, it is of great significance to promote the popularization of Marxism among the students in colleges and universities in our country, which is related to the fundamental problem of “what kind of people to cultivate, how to train people and for whom” in higher education in our country. College counselors are the main force to complete this task. Taking the open course mechanism of counselors in Gaomi Campus of Qingdao University of Science and Technology as an example, this paper explores the effective way of popularizing Marxism in colleges and universities.

1. Introduction

The report of the 19th National Congress of the Communist Party of China points out that “we must promote the modernization and popularization of Marxism in China and build a socialist ideology with strong cohesion and leading force”. In the new era, it is of great significance to promote the popularization of Marxism. The majority of college students, as the most dynamic group in the society, are also the group with the highest scientific and cultural quality among the population of our country. As the leading group of social new technology and new ideas, and the senior professional talents trained by the state, they are the pillars to promote the future social construction and development. General secretary Xi Jinping once stressed at the National Conference on Ideological and political work: “our university is a university under the leadership of the party and a socialist university with Chinese characteristics. To run our colleges and universities well, we must adhere to the guidance of Marxism and fully implement the party's education policy. We should persist in spreading Marxist scientific theory, do a good job in the education of Marxist theory, and lay a scientific ideological foundation for the growth of students' life. “The general secretary pointed out at the Symposium of Ideological and Political Theory Teachers in March 2019: “in the new era, we should implement the party's education policy, adhere to the guiding position of Marxism, implement the socialist thought with Chinese characteristics in the new era, adhere to the socialist school running direction, implement the fundamental task of Building Morality and cultivating people, and adhere to education serving the people [1]. To serve the governance and administration of the Communist Party of China, the consolidation and development of the socialist system with Chinese characteristics, and the reform and opening up and socialist modernization. “This requires us to focus on the fundamental question of” what kind of people we should cultivate, how to train people and cultivate people “, and arm the minds of college students with the socialist ideology of Xi Jinping and Chinese characteristics in the new era. We should promote the popularization of Marxism among college students, guide them to consciously use Marxism to guide their study and practice, consciously cultivate and identify “confidence in the road, theory, system and culture of socialism with Chinese characteristics”, and consciously become qualified builders and reliable successors of socialism..

According to the regulations on the Administration of Education Statistics issued by the Ministry of Education in 2018 (decree No. 44 of the Ministry of Education), there are 2663 ordinary colleges and universities (including 265 independent colleges), with a total of 38.33 million students

studying in various forms of higher education [2]. With the development of higher education in our country, according to the data of national statistical bulletin of educational development over the years, the enrolment of colleges and universities is increasing as a whole. Strengthening Marxist education in colleges and universities has become an increasingly important link in the popularization of Marxism.

“Only by winning youth can Marxist parties win the future.” China has been committed to the Sinicization, modernization and popularization of Marxism. However, there are still many problems and deficiencies in promoting the popularization of Marxism among the increasing college students.

2. Analysis of the Problems and Difficulties in Promoting the Popularization of Marxism in Colleges and Universities

2.1 The Ideological Selectivity and Variability of Contemporary College Students Have Been Significantly Enhanced

In the process of the construction and development of socialism with Chinese characteristics, various social problems are complicated. Today, with the rapid development of Internet, the channels for college students to receive information are extremely rich, and various ideas and concepts blend and collide. The ideological selectivity and variability of college students are significantly enhanced than before. In addition, with the continuous strengthening of Western ideology in cultural penetration, network penetration and religious penetration, influenced by “liberalism”, “historical nihilism” and “pragmatism”, the political belief of college students has been confused or even distorted to a certain extent, and there are signs of loosening, doubting and denying the belief of Marxism [3]. It is of great significance to strengthen the education of contemporary college students' Marxist belief, and further strengthen the publicity and popularization of the theoretical system of socialism with Chinese characteristics, so as to establish “confidence in the road, theory, system and culture of socialism with Chinese characteristics”.

2.2 The Combination of Marxist Education and Students' Daily Study Life is Not Close Enough

“Practicality, nationality and contemporaneity are the important characteristics of Marxism popularization.” Marxist education must be closely combined with students' learning practice to truly make it into the mind. “If we have a correct theory and just talk about it for a while, put it on the shelf and don't put it into practice, then it's meaningless that this theory can be as good as it can be.” At present, the Marxism education in Colleges and universities is mainly theoretical education, lacking the research on the guidance of students' learning practice. This is the main reason why the majority of students lack of subjective enthusiasm in the study of Marxist theory. “Ideological and political course is the course of methods. It is necessary to present our party's rich ideological resources and fresh practical cases vividly in front of the students in a way suitable for their characteristics and needs”. At the same time, we should strengthen the theory instilling, strengthen the practice education, make the students realize that Marxism is a “useful knowledge”, and their enthusiasm for learning will be effectively improved [4].

3. An Analysis of the Correlation between the Work of Counselors in Colleges and Universities and the Popularization of Marxism.

3.1 The Standard of Professional Ability of Counselors in Colleges and Universities is Closely Related to the Popularization of Marxism.

“Counselors are the backbone of the ideological and political education of college students and the organizers, implementers and guides of the daily ideological and political education and management of college students.” Among them, it is clearly stipulated that Marxist theory and relevant theories and knowledge of Marxism in China are the professional knowledge that college counselors should possess. In the regulations on the construction of counselor team in Colleges and

universities (hereinafter referred to as the regulations) revised and implemented by the Ministry of education in 2017, the work responsibilities of counselors are listed in total. Article 1, Article 6 and Article 9 respectively stipulate ideological and theoretical education and value guidance, online ideological and political education and theoretical and practical research. This shows that it is important and necessary for counselors to carry out Marxist education and related research among college students in different ways.

3.2 The Dual Status of “Teaching” and “Management” of College Counselors is Conducive to the Effective Implementation of Marxism Popularization

The professional definition of counselors in the standard is: “counselors are an important part of the faculty and management team in Colleges and universities, and they have the dual identities of teachers and cadres.” The dual identity of “teaching” and “management” of counselors determines that counselors must have relatively comprehensive knowledge literacy and good management quality. They should not only master the “wide caliber” knowledge reserve and scientific research ability including ideological and political education and Marxism, but also have good organization and management ability, language, text expression ability, and effective leadership ability. This requires counselors to control both “in class” and “out of class”. They should not only have excellent education and guidance ability in “in class”, but also have effective management ability after class. They complement each other and are indispensable.

3.3 The Practical Work of College Counselors is Conducive to the Popularization of Marxism

“Regulations” pointed out: “counselors are the backbone of Ideological and political education of college students, and they are the organizers, implementers and directors of the daily ideological and political education and management of college students. Counselors should strive to become life mentors and intimate friends of healthy life. The daily practical work of counselors is closely related to the study and life of college students. In addition to the three items listed above, counselors are also the main implementers and participants in the construction of the party, the league and the class, the style of study, the extracurricular scientific and technological academic practice of students, the management of students' daily affairs, the response to campus crisis events, vocational planning, employment and entrepreneurship guidance, mental health education and consultation. General secretary Xi Jinping mentioned in his speech at the National Conference on Ideological and political work in Colleges and Universities: “Good ideological and political work should be like salt, but not only eat salt, the best way is to dissolve salt in all kinds of food and absorb it naturally. “ The metaphor of this image first highlights the importance of Ideological and political education, which is as indispensable as salt to human body; second, it emphasizes the importance of the methods to carry out ideological and political education, scientific and reasonable education methods are conducive to the improvement of education effect, which is just like salt needs to be melted into all kinds of delicacies to be loved by people. The counselors in the implementation of Marxist education related work can only be accepted and welcomed by the majority of students if they integrate it into the specific work closely related to the vital interests of students, pay attention to the combination of Marxist scientific principles and practice, and solve practical problems and suffering for students.

4. Explore the Feasibility of the Open Class System of Counselors in the Popularization of Marxism in Colleges and Universities

4.1 Integrating the Strength of Counselors and Combining the Hot and Difficult Points of Contemporary College Students' Concern, Creating a Popular “Counselor Open Class” for Students

The open course of counselors in Gaomi Campus of Qingdao University of Science and Technology was founded in 2014. It is a platform for popularizing Marxism and ideological and political education for college students by relying on counselors' team. Closely combined with the

goal of popularization of Marxism, relying on the team of counselors, clear teaching topics, combined with the current social hot and difficult points concerned by students, thematic teams to prepare classes, teaching. On the one hand, the implementation of the project can give full play to the advantages of counselors who are closest to the study and life of college students, give full play to the role of counselors' life tutors and bosom friends, combine the implementation of Marxism popularization with students' daily education management, and teach. On the other hand, providing a good platform for counselors to display themselves is an effective means to improve the quality and ability of counselors, which is conducive to the professional, professional and expert development of counselors. This paper explores the operation mechanism of "open class for counselors", which is "teachers teaching in groups, unified standards and norms, combining theory with practice, and combining online and offline".

4.2 Based on the Actual Work of Counselors, Focusing on Solving Practical Difficulties and Highlighting the Guiding Significance of "Open Classes for Counselors" in Learning Practice

The course of "instructor open class" focuses on the combination of thematic education and thematic education. Accurately grasp the guiding ideology of the ideological work of University Publicity under the new situation. In order to design and refine a series of themes, a counselor who is good at relevant themes will be the main speaker, trying to guide students to establish correct value orientation, improve students' ability to solve practical problems, and effectively serve students' growth. Since the implementation of the project, it has achieved initial results, effectively promoted the "supply side reform" of school Marxism popularization, and guided students to establish Marxist world outlook, outlook on life and values.

4.3 Give Full Play to the Advantages of the Internet, Combine Online and Offline, and Build a Network Promotion Platform for the Popularization of Marxism

Based on the offline "counselor's open class", relying on WeChat official account and QZone and other network platforms, this paper explores the online and offline comprehensive platform to promote the popularization of Marxism on the campus of colleges and universities, with the main forms of text push, audio micro class and video micro class. While building the offline excellent open class, we should maximize the audience range with the help of the network platform, break through the limitation of time and space, and explore the flexible and diverse communication mode between teachers and students. Counselors complement each other's advantages, share resources, and form the joint force of online and offline ideological and political education. The teaching mode of open class pays attention to the combination of theory and practice. On the basis of the basic principles of Marxism, add the typical cases of closeness, infectivity, interactivity and resonance can enhance the effectiveness of open class.

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