

# Analysis of the Acceptance Effect of Ideological Education in Colleges and Universities under the Background of Public Health Emergencies

Jia Li

Jiangnan University, Wuhan 430056, China.

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**Abstract:** After the outbreak of public health emergencies, a large number of information in the process of transmission after secondary processing, causing students' confusion and panic. During the process of ideological education for students, the effectiveness of education acceptance will be affected by ideological and political education workers in universities. This article sorts out the relationship between the elements of educational acceptance effect, clarifies the four factors that affect educational acceptance effect, connects the three "key points" of educational acceptance, timely grasps students' cognitive sensitivity issues, activates "educational acceptance", solves doubts, and internalizes ideological education content into the mind and externalizes it in practice. The theoretical research on the effectiveness of educational acceptance has put forward new requirements for the practice of ideological and political work in special periods: optimizing the implementation path of educational acceptance in specific work, innovating the discourse transformation of acceptance media, and closely following the mental state of students, improve the coping ability, build the students' psychological defense line, and realize the education acceptance.

**Keywords:** Public Health Emergencies; Implementation Path; Education Acceptance

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## Introduction

Public health events are characterized by sudden and recurrent events. During the special period, college students' sense of belonging and security to the school is lacking or weakened. In the process of solving doubts and doubts about students, whether ideological and political education students can successfully accept ideological education is the key point to evaluate the quality of education acceptance. How to grasp the difficulties in the process of education acceptance and overcome them, so as to reduce and eliminate the negative effects brought by the crisis, is an important topic facing colleges and universities.

## 1. The connotation of ideological education acceptance in universities and the pain points and difficulties between various elements

The acceptance of ideological education refers to the acceptance activities carried out by the receiving object towards the receiving subject in the field of ideological education. Whether the education acceptance process is smooth or not affects the acceptance effect. The subject of acceptance is college students, the object of acceptance is ideological and political education management personnel, the content of acceptance is the content of ideological education, the medium of acceptance is a tool for discourse transformation, and the purpose of acceptance is to analyze the confusion of the subject in the education process, so that the subject can accurately understand the content of acceptance, form good ideological character and externalize it into concrete behavior. The subject of education is easily swayed by the changing environment, which can shake the correct values, which is the pain point; Finding the correct implementation path is a challenge, and it is necessary to seize and connect the link of education acceptance.

## 2. The Four Factors Influencing the Effectiveness of Education Reception in Public Health Emergencies

### 2.1 In terms of the advantages and disadvantages of the acceptance environment

The reception environment includes social environment, family environment, campus environment, and so on. Sudden public health incidents pose a great threat to the safety of teachers and students in schools, as well as school security. A good social environment and legal status will promote the healthy and orderly conduct of college students' acceptance activities, while conversely, it will have a negative inhibitory effect; A good family environment makes education smoother; A good online campus environment, especially a sound network management system, enhances students' ability to distinguish right from wrong and has a better acceptance effect.

## **2.2 The cognitive status of educational subjects**

Whether and to what extent ideological education can be accepted by college students in terms of the cognitive status of the educational subject, in order to achieve educational goals, fundamentally depends on the cognitive status of the receiving subject. On the one hand, the actual needs and interests of college students themselves affect the generation of acceptance activities. Marx and Engels once pointed out that "anyone who does not work for both their own needs and the organs of such needs cannot do anything." The need to reach a certain level, forming a "strong need," will become a motivation to promote or hinder certain activities, increasing or inhibiting people's understanding of certain things. The need for college students to receive ideological education information in real life, or their interest in a certain aspect of online information, will facilitate their acceptance activities. On the other hand, the cognitive abilities of college students themselves affect the acceptance effect. Network information covers a wide range of fields, with fast update speed, and positive and negative information are intertwined. Whether college students can accept online information, what information they receive, and how effective they are in receiving it depends on their cognitive abilities. Strong cognitive ability, i.e. the ability to independently analyze information, results in significant educational outcomes; If the ability to receive and analyze information is weak, the effectiveness of education is limited./

## **2.3 In terms of the cultivation status of educational objects**

During special periods, counselors, academic administrators, and ideological and political teachers in universities are all direct education management personnel. After a public health emergency, the work content and methods of counselors undergo new changes, such as online and offline teaching inspections, summary of student physical schedule testing, emergency response to fever, and real-time tracking by counselors is required for areas with extended travel and school management. Counselors bear the dual responsibility of education and management. Pushing to become a counselor not only requires professional knowledge and skills, but also requires a high level of personality charm and emotional dedication.

## **2.4 In terms of educational media transmission**

After a public health emergency, students are unable to engage in normal offline interpersonal interaction for a long time, which weakens their sense of belonging and security to the school. Counselors work online from home, and psychological problems are not immediately intervened. Cloud based work presents a spatial gap for counselors' work. The ability of the internet as a receiving medium to meet the needs of college students in the new era for timely and convenient access to various information also affects the reception effect to a certain extent. In reality, easy to use applications or portals, such as Tiktok, WeChat, Weibo, Learning Power, etc., are popular among college students, mainly because they conform to the law of cognitive movement from perceptual knowledge to rational knowledge, and can convey ideas, work strategies, and political education information in a popular form, and are simple and convenient to operate. Utilizing such online media to carry out ideological education can easily generate positive educational effects. However, websites and applications that are complex and tedious in design and operation are difficult for college students to pay attention to, and the acceptance of online ideological education is also difficult to achieve the desired effect.

## **2.5 The Research Status at Home and Abroad**

The key to evaluating the effectiveness of education acceptance is whether students can smoothly receive ideological education based on the current research status both domestically and internationally. In terms of the positioning of education recipients, sudden public health incidents, follow-up education summary and prevention and control, face-to-face discussions through various channels and policy documents, cannot reflect the hidden education acceptance in students' hearts. There is no continuous way to pay attention to the changes in individual psychological experiences of students. In terms of the effectiveness of educational acceptance evaluation, in traditional Chinese cultural values, the evaluation of educational acceptance effect is completely different from the evaluation of educational acceptance effect dominated by Western logic. Based on the influence of local culture, there is a tendency to regard counselors as the main body of educational acceptance effects, and the initial use of counselors as boosters in training is insufficient to understand whether college students have received education and acceptance both physically and mentally.

## **3. Exploration of Outstanding Issues and Practical Paths in the Acceptance of Ideological Education**

Theory and practice are complementary and indispensable, and their relationship is dialectical. Practice is the foundation of theory, that is, practice plays a decisive role in theory. Optimize the implementation path of daily management work, clarify the confusion of the

receiving subject in the education process based on the quality of the receiving environment, and integrate ideological education into all aspects of learning, life, and entertainment to achieve a smooth and silent environment.

The challenges facing the psychological education and counseling work. Psychological education is an important work in the work of college counselors. The mentality of college students is very subtle. In daily study and life, some students have psychological problems such as emotion, learning pressure and other aspects for various reasons. These problems need to be valued and cared by counselors, and counselors are required to give timely guidance in education. However, in the context of public health emergencies, some college students are difficult to communicate face to face with their mentors due to their online education at home, and the communication with their peers becomes more difficult, so they are more likely to have psychological problems. Although most of the parents are running for their own livelihood, but they find it difficult to obtain psychological knowledge, it is difficult to find a scientific way of tutoring, can not do a good job in the psychological education of college students. Therefore, many college students will face different degrees of psychological problems in the face of public health emergencies. Therefore, how to provide effective psychological counseling for college students should play a positive role in promoting their mental health.

Challenges facing the ideological education work. Ideological education is the main task of college counselors. In the past public health emergencies, the ideological education of counselors faced great challenges, mainly in the following three aspects. First, the students and the counselors are located in different space and time. In view of the ideological and political problems in students' daily life, the counselors found it difficult to deal with them face to face in time, and could only use online means such as QQ and WeChat, which resulted in unsatisfactory educational effect. Second, due to no attention by counselors or other teachers, students have no discipline or self-discipline, such as low learning ability and loss of control when playing games, which are not conducive to the growth and development of college students. Third, the current network environment is relatively complex. In the face of sudden public health events, the network is full of various rumors. Some students are not mature enough, so it is difficult for counselors to grasp the online psychological state and cannot carry out effective online management. In public health emergencies, counselors need to deal with them seriously.

The challenge of internship and employment education. It is an important job for colleges and universities to guide students to carry out internship and job search smoothly. In the daily study and life, according to the school's teacher training program, arrange the last semester's internship, employment training. Time for student internship and work training is adequate in the absence of public health emergencies. However, in the face of public health emergencies, the work of counselors also faces new challenges. There are two main points. First, in view of the major public health events in China's major public health events, especially involving major public health emergencies, many Chinese enterprises, especially small and medium-sized enterprises, lack of practice and employment opportunities. With the continuous growth of the number of college graduates, it has caused a great impact on their internship and job hunting. Second, under the background of emergencies, college students often because of a variety of reasons cannot choose jobs across regions or across the province, which affect the ability to choose the right internship, especially some college students in poor economic situation, failed to graduate internship and employment, to the students' families and individuals brought a lot of trouble.

Challenges of caring-funding efforts. Caring and funding is not only a daily work for counselors, but also an important work for counselors. In the face of public health emergencies, the care and funding work of universities will be greatly impacted. First, college students from poor families often face many problems when looking for a job. In general, after the students enter the campus, various departments consultants will be in accordance with the school notice, the number of students and evaluate the appropriate degree of each class, and give some help and support, to ensure that the economic difficult students can ease to study and life on campus. But, at the time of public health emergencies, the counselor often cannot class meeting in time, not directly to care and support on campus, also cannot timely organization class committee comparison and confirm the family economic difficulties students, which caused the money to carry out the delay, the students' life and study. Second, the development of care funding theme education has been deeply affected. Under normal circumstances, after confirming the identity of college students from poor families, college counselors will systematically carry out various educational activities, give care and help to them physically and spiritually, and educate and guide them. Let the economic difficult students can live a normal life, so that students can grow up better and happily. For example, comrades from the relevant working committees can be invited to teach and provide financial assistance to students with financial difficulties. However, such assistance and funding activities are severely damaged in public health emergencies and cannot be properly implemented, which is a new challenge for counselors.

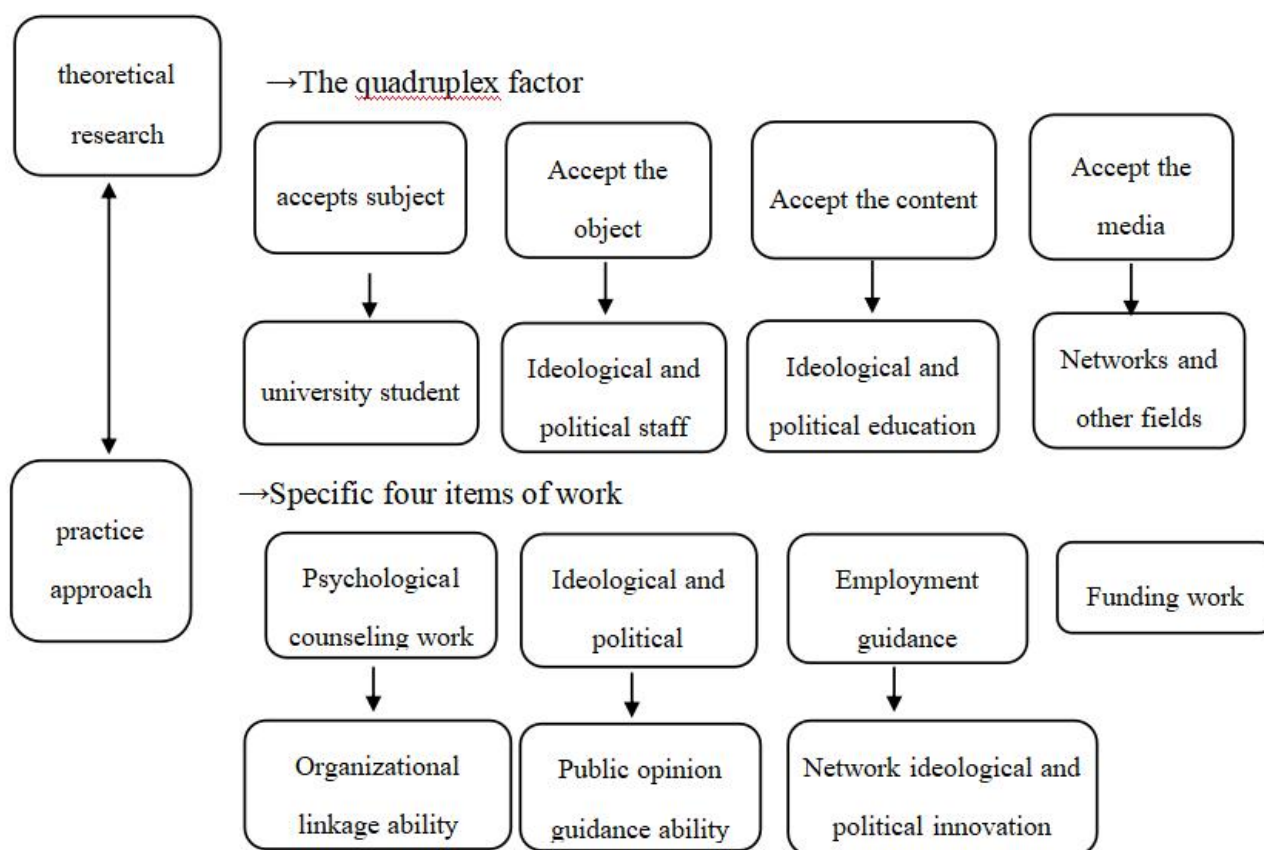


Figure 1: The road map of educational reception theory and practice

## 4. Three dimensions of counselors' coping ability in the context of public health emergencies

### 4.1 Improve the crisis response and organizational linkage capacity

Acceptance of ideological education refers to the ideological and behavior acceptance activities of college students in the process of ideological education. The progress of public health events is devastating. As a counselor on the front line of student work, it is necessary to achieve zero delay, no dead corners, rapid response, and accurately construct students' health information files, so as to achieve comprehensive physical examination, information leakage, health and safety. In the special period, when the safety and prevention of students, to enhance the ability of organization and communication, through diversified management, fully mobilize the enthusiasm of parents, teachers, class cadres, student party members. It promotes the formation of family, school, society and students.

### 4.2 Improve the ability of public opinion handling and public opinion guidance

Whether students can receive ideological education smoothly is the key point to evaluate the effect of education acceptance. When the outbreak of public health emergencies breaks out, college students are the subject of Internet public opinion. They have the cognitive ability of thinking and behavior, the ability to identify Internet information, and the ability to control the speech on the Internet, which plays a large role in the public opinion work in colleges and universities. Considering the thought of college students has not been completely mature, its social cognition and value judgment is not stable, so, the university counselor should fully understand the public opinion direction of college students, so as to better improve the ability to deal with and guide public opinion, actively grasp the Internet opinion in the field of thought, and students to enhance the ability to distinguish right from wrong, firmly do under the special period of public opinion guidance for college students.

### 4.3 Improve the ability of network ideological and political innovation, and improve the acceptance effect.

The rapid development of network technology has greatly changed the study and life style of college students, which makes their dependence on the network increase. In the public health emergency, in the face of the post-00s college students with the characteristics of

their own times, college counselors should grasp the educational opportunities and entry points brought to college students in this special period, and update their ideas and ideas in time. On the one hand, counselors should create a second online class to promote the interaction and communication between counselors and students. On the other hand, counselors should constantly optimize the platform interface service function of ideological education, screen negative information, strengthen positive guidance information, and make a positive atmosphere around students. We should make full use of the new media technology, enrich the way of network ideological education, so that students can actively accept and enjoy it, so as to improve the pertinacity and effectiveness of the education work.

## 5. Closing remarks

To sum up, whether students can smoothly receive ideological education from counselors and other university ideological and political education management personnel is a key point in evaluating the effectiveness of education acceptance. At present, the management personnel of ideological and political education in universities need to further strengthen and improve their handling of unexpected events. Taking the education acceptance process as the research object, this paper analyzes the elements of the education acceptance process and the relationships between them, analyzes the four factors that affect the education acceptance process, and identifies the weaknesses and pain points of each link from theoretical research. Theory and practice are a dialectical unity. In the practical work of ideological education, solving the difficulties and pain points in the education process, emphasizing the process of ideological and political "education acceptance", and positively guiding students' thoughts and public opinion results are one of the core contents of the work of ideological and political education management personnel in universities. Especially for the counselor team, we should examine the results of ideological education from a global perspective, deeply reveal the efficiency of early design and implementation of ideological education, promote ideological education reform, and provide psychological and ideological education for college students during public health events to achieve good educational acceptance effects.

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