

An analysis of the Way to Carry out the Ideological Guidance of College Students by the University Student Propaganda Group

Yan Zhang

Suihua University, Suihua 152061, Heilongjiang, China.

Abstract : College students' propaganda activities are not only one of the practical ways of college students' ideological and political education, but also a supplement to college ideological and political teaching. They have always been valued by colleges and universities in different degrees. However, at present, due to knowledge, experience and other factors, there are still some urgent problems to be solved in the ideological guidance work, such as the inconsistency between the propaganda content and the development of the propaganda place, and the single way of propaganda. Therefore, we should solve the existing problems, and expand the way to carry out the work, in order to ensure the normal and orderly work of the propaganda group has become the breakthrough point for colleges and universities to carry out propaganda practice activities.

Keywords : College Students' Propaganda Group; Ideological Guidance; Channel

1. Introduction

College students' propaganda activities are to publicize the party's latest ideas, policies benefiting the people and current political hot spots from the perspective of students and in students' language, and transfer positive energy such as example deeds. As a school, we should pay attention to the work of college students' propaganda group, give support from emotion, theoretical knowledge and other aspects, and provide college students with a good opportunity to enter the society, approach the masses and learn theory in practice.

2. The working value of college students' propaganda group

2.1 Supplement and extension of ideological and political classroom in colleges and universities

The current ideological and political classroom teaching in colleges and universities makes the learning of theoretical knowledge a mere formality and superficial because of the boring theoretical content and single teaching form. At this time, the establishment of college students' propaganda group and the development of related activities can effectively extend and supplement the ideological and political theory teaching in colleges and universities, greatly improve the enthusiasm of students' theoretical learning, and thus improve the effectiveness of ideological and political classroom teaching.

2.2 Solving life problems with theoretical knowledge

The inner world of contemporary college students is emotional and colorful. The boring ideological and political course content is really unattractive to them and is far from real life. Most students' attitude towards this course is limited to the tick drawing of the knowledge points of the teaching materials before the final exam and memorizing the "long live 60 points" behind the hard words. College students' propaganda group is a good channel to apply theory for practice, study theory in books, apply theory to life, and test truth in facts. We should adhere to practice first and promote the unity of knowledge and practice among young students.

2.3 Promoting the dissemination and development of Marxist theory

Since ancient times, publicity, as one of the important means of publicity, has a unique role in theoretical publicity and

ideological education. One of the important tasks of the college students' propaganda group is to improve their ability to spread theory through various learning and training, integrate theory with practice, serve the masses with their theoretical knowledge, and make Marxist theory more popular.

3. How to use the propaganda group to carry out the ideological guidance of college students

3.1 A solid foundation in political theory is the basic guarantee for the work of the propaganda group

It is not difficult to draw such a conclusion from the development history of the lecture group, whether it is aimed at "saving the nation and helping the nation survive" or focusing on Xi Jinping thought on socialism with Chinese characteristics for a new era: Whether the relevant activities of the propaganda group can be carried out smoothly is closely related to the political and theoretical skills of the members of the propaganda group. Members of the propaganda group should carefully study the classic works, consolidate the foundation of political theory, and carefully study the series of Marxist works. We should unswervingly follow the steps of the party, and earnestly implement the party's leadership thought, so as to help more people correctly understand the core values of ideological and political work.

First of all, it is necessary to ensure the quality of the team at the early stage of establishment. For example, we should give priority to the backbone of student party members and winners of various scholarships, grants and honorary titles. After being reviewed and assessed by the university's college students' political theory propaganda group, they will be included in the propaganda group. When selecting members, in addition to having excellent professional quality, more students of relevant majors such as Chinese language and literature and Chinese modern history can be absorbed to choose different training with emphasis; Students of different ages have different professional abilities, different life experiences, and different understanding and learning abilities of theoretical knowledge. Therefore, the propaganda group can absorb students of different grades, comprehensively consider and divide tasks according to students' life experience, knowledge and experience, so as to know people and do good jobs. Secondly, members of the propaganda group should carefully read the original Marxist classics and excellent works, strengthen the research of political theory, and consolidate the theoretical foundation and improve the theoretical level; Finally, the instructor should conduct regular training for team members. Because propaganda is different from other language expression activities, the requirements for members not only unshakable political position, but also put forward higher requirements for learning ability, language expression ability, organization ability and so on. Therefore, the relevant training is not only to understand the latest theoretical achievements of the Party, but also involves language expression, publicity methods and other fields. For example, internal learning can be started by regularly organizing learning and sharing activities within the propaganda group. Members can use various forms and means to display learning achievements and share their feelings, so as to learn from each other internally and learn from each other. External learning can be led by instructors to communicate and learn from other publicity groups according to the actual situation and learn from their successful experience. However, it should be noted that successful experiences cannot be copied completely, and different situations need to be analyzed and treated differently. In this process, lectures, online learning and other methods can also be selected for all-round improvement.

3.2 Innovative propaganda content, close to real life

Whether it is propaganda or classroom teaching, the training mode is an important factor affecting the teaching and dissemination of college students' ideological and political theory. It is undeniable that ideological and political classroom teaching in colleges and universities is the main position of ideological and political education, but the publicity work of college students' publicity group should not be confined to the campus and classroom, and put the podium in the social classroom, feel the party's policy care in life and cultivate college students' practical ability.

The theoretical basis without facts is always monotonous and empty. Over emphasizing theoretical knowledge is always boring for students. As a college students' propaganda group, only having excellent professional quality is far from enough. We should focus on how theoretical knowledge can be connected with real life, adjust the propaganda content according to the actual situation, and improve the propaganda effect and effectiveness. For example: First, the propaganda group can organize campus activities to enrich. Lead students to visit patriotic education bases, martyrs' cemeteries, memorial halls and other places, cultivate students' patriotism, and enhance students' self-confidence and sense of glory to the country, so as to appreciate the efforts of their predecessors, and cherish the difficult life now; We should organize students to watch film and television programs, such as "war wolf", "Changjin Lake" and other excellent film and television works, which are good publicity materials. Second, we should close to real life and pay attention to people's livelihood. Some students do not pay attention to the study of ideological and political theory, because theoretical knowledge cannot be connected with real life. If the members of the propaganda group can pay attention

to such problems in time, improve the propaganda content in time, and properly combine the problems in life with policy interpretation, it may achieve twice the result with half the effort. For example, in novel coronavirus pneumonia, the price of vegetables is unstable and so on. The government adjusts the corresponding measures in time. When students are preaching, they can combine these problems into propaganda, and let the propaganda objects feel the warmth and care of the party and government in the dribs and drabs of life, in order to feel the determination and sincerity of the party and government to serve the people. Through the discussion of social hot issues, we can also consolidate the values of students and improve their political sensitivity and ideological awareness.

3.3 Building a propaganda team with “emotion and temperature”

The inner world of contemporary college students has rich and colorful emotions. The publicity team can use this feature to build the publicity team into a professional team with “temperature and emotion”. Starting from the emotional aspects of students, it can be used as a breakthrough in education, render and drive students with its own emotions, and promote young students to have a positive emotional experience in learning and life. We should start with students’ needs to promote the harmonious development of their cognition and emotion.

College students should pay attention to the role of emotional influence and use their emotions to drive and infect more young students. For example, since the emergence of education, moral education has been placed in the first place. The significance of education is not only to obtain basic knowledge and skills, but also to let students understand how to behave, know the law and observe etiquette, and realize their own life value through the study of theoretical knowledge and the cultivation of good habits. In view of this, the propaganda group can combine the local culture with the socialist core values according to the actual situation. Through the introduction and understanding of the local culture, it can not only enhance the students’ confidence in the local culture and improve the students’ acceptance of the local excellent culture, but also transmit the excellent local culture in a way that students like to hear and see. To some extent, it makes up for the deficiency of classroom theory teaching and further improves its cognition and love of local culture. In addition, the propaganda group can also skillfully grasp the freshman and senior graduation seasons. According to their own learning experience and life experience, we should integrate the socialist core values with the “focus issues” such as students’ current admission adaptation, job hunting and postgraduate entrance examination anxiety, think about the students’ thoughts, more in line with the students’ actual needs, and more easily accepted by the students, so as to achieve better publicity effect.

4. Conclusion

In a word, the establishment of college students’ propaganda group and the development of theme propaganda activities are of great significance for college students’ ideological guidance, publicizing the new ideas, new ideas and new measures of the party and the National People’s government, and guiding young students to consciously study, understand and practice the socialist core values.

References

1. Lin J. On the role and construction direction of college students’ political theory propaganda group in the new era. *Intelligence* 2021; (13): 4-6.
2. Zhou L, Peng Y, Liu Y, et al. Exploration on the development mode of college students’ propaganda group under the background of college education reform. *Intelligence* 2018; (15): 180.
3. Chen Y. Research on the ideological and political education function of college students’ theory propaganda association. Shanghai Normal University 2020.