

Research on the Brand Construction of Grass-Roots Party Building Work in Colleges and Universities From the Perspective of Curriculum Ideology and Politics

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Abstract: Course ideological and political work and the grass-roots party building work in colleges and universities have a high degree of coupling in educating people. Taking curriculum ideology and politics as the starting point is conducive to injecting new connotations into party building brand building, and is conducive to enhancing the radiation force of party building work and the party building brand. Integration with education and teaching. The article takes the practice of “the most beautiful nursing and the most beautiful youth” party building work brand cultivation practice in the Nursing Branch of Qianjiang College of Hangzhou Normal University as an example, and proposes to establish the ideological and political awareness of the curriculum, deepen the brand connotation of the party building work; improve the linkage between the ideological and political work inside and outside the classroom, and innovate the party building brand Build a carrier; enhance the ideological and political integration education function of the curriculum, and enhance the influence of the party building brand.

Keywords: Course ideology and politics; Colleges and universities; Grassroots party building; Brand building

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1. The advantages of curriculum ideological and political integration into the brand building of grass-roots party building work in colleges and universities

1.1 Curriculum ideology and politics are conducive to injecting new connotations into the cultivation of party building work brands

The cultivation of party building brands is a series of practical activities to serve the common value orientation of grassroots party organizations under certain circumstances. Based on the external environment and its own conditions, it integrates the unique political goals, political concepts, political orientation, organizational methods, performance levels and other internal elements of grassroots party organizations into the work content, work system, work object, Work methods and other aspects, in order to enhance the party members’ understanding, perception and recognition of the party building culture of the branch^[1].

1.2 Curriculum ideology and politics are conducive to enhancing the radiation force of party building work

Teachers are the main body of curriculum ideological and political implementation. Taking the course ideology and politics as the starting point, the grass-roots party building work is carried out in depth. On the one hand, it strengthens the understanding, implementation and implementation of the party’s line, principles and policies by the teaching team, and enhances the moral education awareness and ability of front-line professional teachers in talent training. It highlights the penetration of grass-roots party organizations in the ideological and political aspects of teaching staff; on the other hand, curriculum ideological and political education is to “integrate

the elements of ideological and political education, including theoretical knowledge, values and spiritual pursuits of ideological and political education, into various courses. “. As the disseminator of ideological and political culture, teachers transmit ideological and political work to the “nerve terminal” of the classroom [2], so that students can be silently guided and infiltrated with moral education in professional learning, so as to improve their outlook on life and world outlook. , the formation of values have an impact.

1.3 Curriculum ideology and politics are conducive to enhancing the integration of party building brands and education and teaching

Focusing on party building around the central work is the realistic requirement to implement comprehensive and strict governance of the party. The “three meetings and one lesson” of the grass-roots party branch in colleges and universities should highlight political education, with a solemn atmosphere and various forms; the content of education should change from “virtual” to “real”, strengthen problem orientation, advance with the times, and meet the situation, tasks and teaching. Combine scientific research work with teachers’ party members’ thinking and practice, and ensure that party members and teachers enhance party spirit concepts. The ideological and political construction of the curriculum is integrated into the party building work, and brand activities close to teaching and research are actively carried out, which is conducive to the deep integration of party building brand building and education and teaching.[3]

2. Practical exploration of brand building of grass-roots party building work in colleges and universities from the perspective of curriculum ideology and politics

2.1 The combination of curriculum ideology and politics and party building brand building

The core value of the party building brand is social benefit, and the key point is to maximize the cultural and ideological leading functions for the audience. The Nursing Branch of Qianjiang College of Hangzhou Normal University is guided by party building, integrates the ideological and political construction of courses, and carries out the creation of party building brands with professional characteristics. Among them, the party building work brand of “the most beautiful nursing and the most beautiful youth” focuses on learning the selfless and fearless dedication and lofty professional spirit of medical staff, highlights the value guidance of the “beautiful” spirit, and deeply excavates the deeds of outstanding nursing figures as the occupation of nursing students. The vivid teaching materials for spiritual cultivation integrate the professional education with the “beautiful” professional spirit, and give the party building brand “the most beautiful” a spiritual label with certain professional spirit characteristics, so that the curriculum and ideology and politics are resonated at the same frequency, and the professional ability and humanistic quality can be improved. Walking in the same direction, showing the leading effect of “education of teachers and students, education of education and research”, forming a strong synergy of “three comprehensive” education.[4]

2.2 The focus of party building brand cultivation

Make the best use of the situation and take the “beautiful” spirit as the starting point to deepen the connotation of ideological construction. The lofty spirit of medical staff is the best “textbook” for educating people. In major public health emergencies, a large number of exemplary figures and touching cases emerged, providing rich material for ideological and political work. Typical figures, deeds and the red elements contained in them are important resources for ideological and political work.

All staff educate people, link the main position of the classroom, and expand the channels of party building and educating people. Taking the creation of the party building brand as an opportunity, promote the reform of education and teaching, and form an education pattern in which every teacher is an “ideological and political teacher”, every course is an “ideological and political course”, and every teacher takes an “ideological and political course”. Make good use of classroom teaching as the main channel, set up role models around students, and warm the hearts of students with touching deeds. The “most beautiful” educating classroom forms a strong synergy for all staff to educate people, achieves the classroom effect of “educate teachers and educate students”, and makes education and teaching more effective. There is temperature.

Select typical models, play a pioneering and exemplary role, and enhance value leadership. Excellent nursing figures are fighting on the front line of protecting the lives and health of the people, and their stories of saving lives and helping the wounded are inspiring and moving.

2.3 Party building work brand cultivation practice

Excavate the stories of “the most beautiful” nurses and form the education materials for grassroots party building. Organize the collection, compilation and production of educational materials for outstanding nurses, and discover character stories, such as conducting interviews with outstanding nursing seniors to form “Interviews with Excellent Nurses”; organize students to conduct

interviews with outstanding alumni, form “Interviews with Outstanding Alumni”, and give play to role models. effect.

Build an online and offline linkage platform, and organize various forms of themed activities to promote the “beautiful” spirit.

Make good use of classroom teaching as the main channel to create the “most beautiful” educating classroom. The teaching branch innovates the ideological and political education and classroom teaching forms, carefully designs the ideological and political content of the course, and integrates the ideological and political education material of the professional teachers into online teaching with the stories of excellent nurses, incarnating as “ideological and political lecturers”, from life education, patriotism, and social responsibility. , scientific spirit and other perspectives, arouse students’ deeper cognition and thinking of the major.

Give full play to the vanguard role of party members and enhance the action of grass-roots party organizations. Through official Weibo, Douyin, and websites, we actively publicize the models of outstanding nurses, increase publicity and guidance, and actively organize and write excellent ideological and political cases for teachers’ courses. Through media at all levels reporting typical deeds and related work, the reputation of grass-roots party organizations has been improved.

3. Enlightenment from the brand building of grass-roots party building work in colleges and universities with curriculum ideology and politics as the starting point

3.1 Establish the ideological and political awareness of the curriculum and deepen the brand connotation of party building work

The grass-roots party organizations in colleges and universities should make full use of the theme materials, educational environment, and ideological and political hotspots under the background of the times, establish the ideological and political awareness of the curriculum, innovate the grass-roots party building work in colleges and universities with the curriculum ideology and politics as the starting point, cultivate, explore, and build the brand of party building work, deepen Brand connotation construction of party building work, combined with actual work, find the entry point of brand building, integrate curriculum ideological and political education resources, form an educational material library, tell the story of the party building brand, enhance brand recognition, promote the innovation of party building work with brand building, and carry out distinctive Ideological and political education, enhance the characteristics and effectiveness of party building work, and give better play to the leadership, organization, and influence of party organizations, so as to improve the leading role of grass-roots party organizations in colleges and universities in the field of ideals and belief education and ideological and political education.

3.2 Improve the linkage of ideology and politics inside and outside the classroom, and innovate the carrier of party building and brand building

To enhance the timeliness and pertinence of party building work, we must innovate the party building brand building carrier and extend the “tentacles” to every corner. The first is to take the initiative to occupy and make good use of the main position of the classroom, and actively promote the ideological and political construction of the curriculum. For example, actively guide professional teachers to grasp the main theme of the times, innovate new forms of classroom teaching, introduce professional spirit and vivid examples into classroom teaching, enhance students’ ideological identity, and meet the needs and expectations of students’ growth and development; the second is to actively explore “Internet + Party building” model, make good use of new media and new technologies, build a rich and popular network platform, and fully realize the ideological education function of party building through online and offline linkages; third, actively create a “cloud ideological and political” model, strengthen Thought leadership. Taking the implementation of the organizational life system as an important starting point, actively explore new organizational life forms such as the “three meetings and one lesson” cloud model and the “cloud” theme party day, and use cloud video work platforms, including Dingding Conference, Tencent Conference, etc., Optimize and improve the pertinence and effectiveness of learning and education.

3.3 Enhance the ideological and political integration education function of the curriculum and enhance the influence of the party building brand

The teacher group should combine the actual situation of ideological and political education, guide the ideology of the student group, manage the “main battlefield” of classroom teaching, and continuously integrate the beneficial elements of party building work through curriculum ideological and political education to form a good relationship between party building work and curriculum ideological and political work. At the same time, it is necessary to continuously promote the organic connection between party building work and curriculum ideology and politics through the teaching strategy of soft penetration.

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