

# The Current Situation and Strategies of Marxist Ideological Education in Private Universities

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**Abstract:** Private universities are an important component of China's higher education system. Their development and growth are an integral part of the socialist ideological construction, and they play an irreplaceable role in the ideological and political work and talent cultivation of our country's universities. In the era of new media, private universities should attach great importance to Marxist ideological education, thoroughly understand the problems that exist in Marxist ideological education in private universities, and adopt effective measures to solve them, actively guiding students to establish correct values, outlook on life, and worldviews, so as to enable them to grow and develop better.

**Keywords:** Private universities; Marxist ideological education; Current status; Strategies.

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## Introduction

The number of students in private universities is constantly increasing. However, the ideological consciousness of these students is not yet mature and they are susceptible to the influence of negative social ideologies. Therefore, Marxist ideological education plays an important role in private universities. Strengthening Marxist ideological education in private universities is crucial. Research on Marxist ideological education for students in private universities can help fully understand the problems that exist in Marxist ideological education in these institutions. Only by doing so can we better serve the students in private universities and promote their comprehensive development.

## 1. The problems in Marxist ideological education in private universities

### 1.1 Disconnection between education content and current times

Private universities are an important component of China's higher education system and a crucial force in the socialist ideological construction. They shoulder the significant responsibility of cultivating students with socialist core values and practicing these values. Therefore, carrying out Marxist ideological education in private universities is of great significance. However, due to insufficient emphasis on Marxist ideological education in private universities, many schools only focus on imparting theoretical knowledge, neglecting the cultivation of students' ideological and political qualities. This approach is likely to affect students' moral and political theoretical levels, as well as hinder their growth and development. Therefore, it is essential to further strengthen Marxist ideological education for students to cultivate high-quality talents for socialist modernization construction.<sup>[1]</sup>

### 1.2 Insufficient construction of the teaching faculty

The teaching faculty in private universities consists of both in-service teachers and teachers transferred from other universities. Although they possess certain professional capabilities, most of them lack theoretical knowledge in Marxist ideology and ideology. As a result, they have shallow understanding of Marxism and are unable to effectively implement Xi Jinping's socialist ideology with Chinese characteristics in their teaching. With the continuous development of the internet and information technology, the new media era has brought great impact and challenges to the teaching faculty. The main responsibility of teachers is to educate students, which requires them to teach well and educate well. However, in the internet age, students have access to a variety of timely and effective information sources, which places new demands on the teaching methods and means of teachers. Without solid theoretical foundations and strong professional capabilities, it is difficult for teachers to complete their teaching tasks. Therefore,

private universities must strengthen the construction of their teaching faculty, especially in terms of Marxist ideological education. It is necessary to continuously improve the ideological quality and professional abilities of the teaching faculty, and cultivate a professional teaching team with firm political stance, strong professional capabilities, and high professional qualities.

### **1.3 Loopholes in management work and imperfect management system**

The management system of private universities is not perfect and has mainly manifested in the following ways: First, the formulation and implementation of management systems lack rationality and scientificity. Many private universities do not give full consideration to Marxist ideological education when formulating relevant management systems. They only develop and implement them based on the school's own situation. Second, private universities have not established a complete Marxist ideological education system. The entire education work is only carried out by ideological and political course teachers, and this single mode is likely to greatly reduce the effectiveness of Marxist ideological education. Third, private universities have not developed relevant management systems to strengthen students' ideological and political education. Although some private universities have incorporated Marxist ideological education into their overall development plans, many schools have only paid lip service to this and have not put it into actual practice. Most private university managers believe that Marxist ideology is a relatively boring subject and think that strengthening students' cultural and professional knowledge training is sufficient. This mistaken understanding seriously affects the level of Marxist ideological education in private universities.<sup>[2]</sup>

## **2. The solution of existing problems**

### **2.1 Integrate theory with practice and enhance political literacy**

The field of ideology in our country is currently facing a complex and ever-changing situation, and various Western ideologies are constantly eroding our ideological positions. As an important force in the construction of socialist ideology in our country, private universities should consciously assume the responsibility of cultivating socialist qualified builders and reliable successors, which requires us to take Marxism as our guide and further strengthen the Marxist ideological education of private university students. To achieve this, it is necessary to continuously enhance the political and moral qualities of private university students. Specifically, we need to start from the actual thinking of private university students, make them truly feel the important role of Marxist ideology and the importance of combining theory with practice, and then establish a firm ideal and belief for them to actively learn Marxist theory.<sup>[3]</sup>

With the rapid development of internet technology and the emergence of new media, it has provided abundant resources for Marxist ideological education in universities and also created more channels and platforms for students to learn Marxism. Therefore, teachers should keep up with the times, strive to learn new media technology, innovate teaching methods, and fully utilize these resources to enhance students' ideological identity. At the same time, teachers should pay attention to students' emotional attitudes and values, strengthen their humanistic care for students, and truly achieve the goal of educating students in addition to teaching them.

Furthermore, it is also necessary to constantly enrich the forms and methods of Marxist ideological education. For example, conducting academic exchanges, debate activities, social practices, etc., can enrich the methods and forms of Marxist ideological education. Only by doing so can we synchronize the work of Marxist ideological education with the development of the times.

### **2.2 Build a high-quality Marxist ideological education team**

To do a good job in Marxist ideological education in private universities, it is necessary to strengthen team building. Firstly, the university should establish a high-quality and professional team of ideological and political course teachers. A group of outstanding talents with firm political stance, solid theoretical foundation, profound academic attainments, and high professional ethics should be selected from the excellent ideological and political course teachers to serve as the backbone of the university's Marxist ideological education. Secondly, private universities should provide regular training and assessment for ideological and political course teachers to enhance their teaching ability and knowledge. Thirdly, private universities should provide Marxist ideological education to students and establish a dedicated team of counselors, who should also receive regular training and assessment, to strengthen communication between counselors and students.<sup>[4]</sup>

### **2.3 Innovate education and teaching models and strengthen the combination of theory and practice**

Private universities should strengthen the importance of Marxist ideological education and innovate educational models to combine theory with practice according to the needs of social development and the times. Firstly, private universities should innovate the teaching mode of ideological and political theory courses, and teachers should actively change their teaching methods. During the educational process, teachers should adjust their teaching methods and strategies according to the different characteristics of their students. Secondly, private universities should attach importance to practical teaching activities. They should establish practical teaching

bases and provide relevant internship opportunities for students to gain hands-on experience and have a deeper understanding of the current situation of socialist construction in China and the important role of Marxist ideological education in social development. Lastly, private universities should prioritize the ideological and political education of college students. In the process of ideological and political education, theory education should be combined with practice education. By studying theoretical knowledge, students can strengthen their communist beliefs. Through practical training, students can improve their comprehensive abilities and establish correct outlooks on life and values.<sup>[5]</sup>

### **3. Conclusion**

In the era of new media, universities should fully utilize the advantages of the internet, strengthen the construction of online culture, and vigorously develop online platforms for Marxist ideological and political education. Online public opinion guidance refers to the use of various effective means and methods to ensure that the subject of online public opinion dissemination can be correctly guided, and to ensure the effectiveness of Marxist ideological and political education. This requires universities to attach importance to the construction and management of new media when using it for Marxist ideological and political education, and fully leverage the role of the online platform.

First, it is necessary to establish and improve the online management platform. Under the unified leadership of the university's party committee, an internet management organization led by the main party and government leaders should be established to provide network security education to all teachers and students through the management platform.

Second, a website for Marxist ideological and political education should be established. The university should establish a Marxist ideological and political education website led by the university leadership and with the participation of relevant personnel from the colleges, establish and improve various rules and regulations, and promote the standardization, institutionalization, and normalization of Marxist ideological and political education work. Universities can build an online Marxist ideological and political education system by strengthening the construction and management of Marxist ideological and political education websites, microblogs, WeChat, and other platforms, strengthen the ideological guidance for college students, and ensure the effective dissemination of the mainstream ideology of universities on new media platforms.

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