

# Research on the Influence of Ideological and Political Education on the Branding Construction of Private Colleges and Universities

Yiheng Wang

Macao University of Science and Technology

Macao, China

Zhuhai College of Jilin University

Zhuhai, China

**Abstract**—In recent years, with the globalization of economy, the internationalization of education, the increasing popularity of domestic higher education, and the continuous reform of the internal system of private universities, the development of the national education has entered a new normal. School branding has become an important "weight" for private school education market resources. Private colleges and universities want to promote school construction and social development trends, and further consolidate and improve their position in the field of education. It must be paid attention to brand building, starting from the creation of private college brands. There are many influencing factors in the brand construction of private colleges, and ideological and political education is one of the influencing factors, and plays an important role in the process of brand building in private universities. Therefore, in addition to continuously upgrading other hardware facilities, private colleges and universities should also pay attention to the influence of ideological and political education on the branding construction of private colleges and universities, especially the positive influence of branding in the construction of branding. By exerting the positive influence of ideological and political education on brand building, it will be necessary to enhance brand connotation, strengthen its own advantages, and achieve comprehensive, coordinated and sustainable development of private colleges and universities.

**Keywords**—*ideological and political education; private colleges; branding*

## I. INTRODUCTION

Through the search in [www.chinaqking.com](http://www.chinaqking.com), [cnki.net](http://cnki.net), [Baidu.com](http://Baidu.com), etc., the impact of ideological and political education on the branding of private colleges and universities, the search results are relatively small, indicating the impact of ideological and political education on the branding of private colleges and universities. Research is still in a relatively empty space in the theoretical world. However, in practice, as the construction of private colleges and universities has shifted from large-scale development to connotation development, ideological and political education plays an increasingly important role in the branding of private colleges and universities, affecting the long-term

survival and development of private colleges and universities. Private colleges and universities can establish a correct direction for branding, provide high-quality talents and build spiritual pillars through ideological and political education, and promote the sound and rapid development of schools. The influence of ideological and political education on the branding construction of private colleges and universities focuses on whether ideological and political education can play a positive effect to promote the branding of private colleges and universities. Ideological and political education is a science that guides people to form correct thinking and behavior. The quality of ideological and political education will directly affect the brand connotation of private colleges and universities and affect the long-term branding construction of private colleges and universities.

This paper adopts the research method combining norm and empirical, based on the existing literature theories of ideological and political education and the brand construction of private colleges, analyzes the current situation of ideological and political education in the brand construction of private colleges and universities, and studies the influence of ideological politics education on the branding construction of private colleges and universities.

## II. THEORETICAL BACKGROUND AND RESEARCH STRUCTURE

### A. Ideological and Political Education

The initial form of the concept of ideological and political education can be traced back to the revolutionary activities and theoretical writings of Marx and Engels (1847), The Communist League of Allies (1947, London), who proposed the concept of "propaganda work" and prescribed the contents and tasks of propaganda work. Lenin (1870) put forward the concepts of "political agitation" and "political education" in the process of establishing the Bolshevik Party and leading the construction of Soviet socialism. In his book "What to Do" (1902, Russia), Lenin made a comprehensive definition and explanation of the concept of "political education" and related content. The concept of ideological and political education first appeared in Mao Zedong's "On

the Correct Handling of Contradictions among the People" (1957, Beijing). At present, there is no uniform and clear definition of ideological and political education in the academic field of ideological and political education.

For the definition of ideological and political education, domestic scholars are basically explained from the perspective of their functionality and class nature (ideology). Wang Ping (1998) defined ideological and political education as a macro concept. He believed that ideological and political education was to elaborate and publicize the advanced ideological theory of science in society, and to regulate and adjust human behavior and thought in this process. While promoting the growth of its own knowledge level, it can also ensure that its own concepts can be consistent with the requirements of social development and maintain the stable and healthy development of the entire society. Yang Shengping's (1998) point of view is: "Ideological and political education can be classified as an ideological education. Its content covers politics, philosophy, and law and so on. Its fundamental purpose is to serve the group or the class to consolidate its political power."

Shen Zhuanghai (2008) analyzes the factors of ideological and political education as the key points. In his view, ideological and political education is a collection of many components, including: ideological and political educators, educational objects, educational purposes, educational content, educational methods and educational situations.

#### B. Private Colleges and Universities

China's private education has a long history. It can be traced back to the Spring and Autumn Period. Confucius began to set up private schools. Time has advanced to the democratic revolution and the early days of the founding of the People's Republic of China. The "private education" and "civil school" have been quite large, but the essence of this is adult education, with obvious amateur nature.

After the promulgation of the "Interim Provisions on the Establishment of Private Higher Education Institutions" (1993), the "private higher education institutions" have a more standardized definition, that is, "Private colleges and

universities refer to institutions of higher education organized by organizations, groups or individuals from all sectors of society. State-owned enterprises, state organs, etc. are not in the list here." The "Private Education Promotion Law" (2002) clearly states that private education is a social organization or individual other than a state institution. And it uses non-state financial funds to provide educational institutions for the society. With the rapid development of Chinese national education, private education has become an important part of the socialist education.

Di Hongxun and Zhang Ding (2000) attributed the influential factors of the establishment of private colleges and universities to five major aspects: running operators, school funds, school institutions, schooling basis and school specifications.

#### C. Branding of Private Colleges and Universities

The emergence of the brand is accompanied by the development of a simple commodity economy. With the development of social economy, "brand" has become a concept with rich connotation and wide coverage, which can be extended to the fields of culture, society, politics, and thought. Branding refers to the ability to give products and services a brand. The fundamental of branding is to create differences to make oneself unique. Zhang Xiaoyu and Chen Guilan (2012) believe that branding is the process of transforming a product (or service) into a brand, and transforming the relationship of consumer goods from "material" to "human".

The study of school branding mainly benefited from the corporate brand strategy. E. Jerome McCarthy (1960) classified the marketing elements of the company as a combination of basic strategies in his book "Basic Marketing" for the first time, namely "4Ps" theory: Product, Price, Place, and Promotion. (see "Fig. 1") He believes that pursuing interests is a market requirement, companies will be necessary to combine various elements organically in order to best meet the requirements of the market and obtain the maximum benefits of the enterprise. At the domestic level, the Education Promotion Plan 2003-2007 (2004) first introduced the concept of education brand to national policy documents.

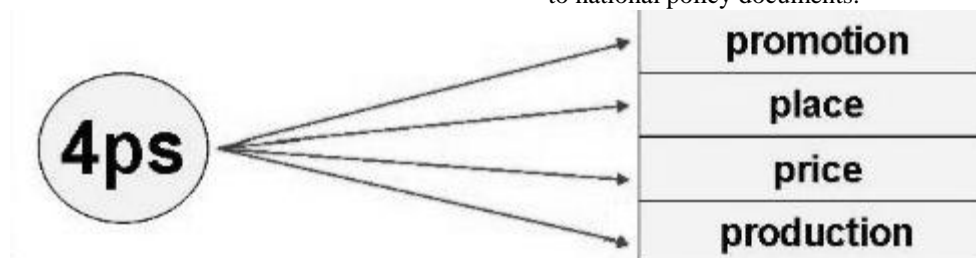


Fig. 1. 4Ps.

He Zun (2002) believes that the five core elements of university branding are the university president, the comprehensive quality of teachers, the prestige and achievements of previous alumni, university academic and campus landscape. Wang Guoping (2004) believes that the

influencing factors of a school's branding construction include the quality of teachers and students, first-class disciplines, school-running characteristics, scientific management, academic prestige, university spirit, and quality of hardware equipment. At present, under the background of

China's comprehensive and strict administration of the party, the influence of ideological and political education has increased.

#### D. Research Structure

The purpose of this study is to explore the positive and negative effects of ideological and political education on the branding construction of private colleges and universities, and the related factors of the existing ideological and political education on the branding of private colleges and universities, and to study and promote the negative effect transformation of ideological and political education in the branding construction of private colleges and universities. Therefore, this study investigates the positive effects, negative effects and negative effects transforming into positive effects of ideological and political education on the branding of private colleges and universities.

### III. THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION AND BRAND CONSTRUCTION OF PRIVATE COLLEGES AND UNIVERSITIES

#### A. The Position and Role of Ideological and Political Education in the Branding Construction of Private Colleges and Universities

The significance and value of ideological and political education cannot be ignored. Ideological and political education not only adds support to the branding of private colleges, but also plays a vital role in improving the vitality of the entire education system. Private colleges and universities should scientifically understand the status of ideological and political education in the branding construction of private colleges and universities, do a good job in the organization of ideological and political education, and give full play to the role of ideological and political education in the branding of private colleges and universities, to lay a solid foundation for the achievement of the comprehensive and sustainable development of private colleges and universities.

1) *Ideological and political education sets the right direction for the branding construction of private colleges and universities:* Since the leading members of private universities are not appointed by the government, the funds are all self-raised and operated according to the market-oriented mode. It is easy for schools to deviate from the correct track in the process of brand building. Ideological and political education, as the ideology of society, is the superstructure. It exists objectively, which is determined by the economic foundation of society, and it has a reaction to the economic foundation. At the same time, it serves a certain economic foundation and it is the lifeline of economic work and all other work. . The ideological and political education work of private colleges and universities is the general direction to ensure the economic work and other work in the school. Ideological and political education sets the right direction for the branding construction of private colleges and universities, and guides the branding

construction of private colleges and universities to move in the right direction to make it not deviate from the correct branding construction track.

2) *Ideological and political education is a talent project to protect the branding of private colleges and universities:* Private schools want to achieve greater development, which is inseparable from the key element of quality. The pursuit of the quality of education should be examined by the private universities in the height of strategic development. Since the beginning of the quality management of enterprises, the profound influence of the increasing popularity of higher education has gradually become an important term for colleges and universities. Without quality assurance, the brand value advantage of private colleges and universities will not be highlighted. Ideological and political quality is the soul of a person, which determines the direction of human development and is the foundation for the overall development of college students. In the aspect of training high-quality talents, ideological and political education has far-reaching significance. Colleges and universities are taking educating people as the priority. To promote the effective implementation of the branding construction of private colleges and universities, schools must highlight the advantages of talents and cultivate high-quality talents.

3) *Ideological and political education is the spiritual pillar of constructing the brand construction of private colleges and universities:* There are many influencing factors in the brand construction of private colleges and universities, which can be divided into two major categories: material and spiritual. If there is no spiritual pillar in the branding construction of private colleges, then the brand durability is difficult to guarantee. Moreover, dialectical materialism believes that under certain conditions, spiritual power can be transformed into material power. Ideological and political education disseminates advanced concepts and provides spiritual support for the branding of private colleges and universities. In order to promote the branding of schools, private colleges and universities must integrate ideological and political education into all links in the construction of private colleges and universities, disseminate advanced socialist concepts, promote the branding construction and connotative development of private colleges, and thus ensure that the branding of private colleges and universities will not deviate from the correct track in the construction, enhance the core competitiveness of private colleges and universities, and promote the rapid and good development of private colleges and universities.

#### B. The Negative Effect of Ideological and Political Education in the Branding Construction of Private Colleges and Universities

The negative effect of ideological and political education in the branding construction of private colleges mainly refers to the ideological and political education carried out within the scope of private colleges and universities. It not only has

no profound and effective influence on the ideological and political education concept of college students, but even with the ideological and political education of colleges and universities. The goal is developing in the opposite direction, which seriously hinders the normal development of ideological and political education, offsets the effectiveness of ideological and political education, and is not conducive to giving play to the positive impact of ideological and political education on the branding of private colleges and universities.

*1) Ideological and political education classroom is undisciplined, spreading wrong ideas:* Due to the unique ideology of the university, the various erroneous ideas in the ideological field are easily penetrated, and some even stand at the forefront of the ideological struggle. In the individual ideological and political education classrooms of private colleges and universities, there are some teachers who have no discipline and no rules at the bottom of the class. They often have no cover, are willful when teaching, promote Western values, and spread subcultures and even countercultures that are contrary to the mainstream culture of our society. They deny the leadership of the party, discredit the socialist system and vent the phenomenon of personal negative emotions. "The bad things must be in China" is a phenomenon of typical mistakes in college classrooms. Such lectures are easy to influence young students' world outlook, outlook on life and values, leading them to have a one-sided and irrational understanding of society when they enter society. This not only isn't conducive to the branding of private universities, but even has long-term dangerous consequences for the development of the school.

*2) College students' ideological and political performance is poor, value orientation is biased:* At present, some college students in private universities have various unhealthy phenomena in their ideological and political performance, including: alienation of the motives of joining the party, variation of value orientation, and "uselessness" of ideological and political education. In addition, with the development of the information network era, network matters are often expressed in the daily language of students, and will also cause college students to participate in. "A huge amount of network information, 'submerged' the moral education and ideological education information, especially the impact of some bad information, so that the information conveyed to the students by the school educators is difficult to precipitate in the students' minds, seriously affecting the ideological and political education in the students." This also hinders the "export" of high-quality talents in private colleges and universities, which is not conducive to ideological and political education to build a talent project for the branding of private colleges and universities.

#### IV. STRENGTHENING AND IMPROVING IDEOLOGICAL AND POLITICAL EDUCATION WILL HELP THE BRANDING OF PRIVATE COLLEGES AND UNIVERSITIES

The negative effect of ideological and political education on the branding construction of private colleges and universities indicates that there are still some "obstacles", which leads to the actual practice effect of ideological and political education in the brand construction of private colleges and universities is still far behind the expected goals. To strengthen and improve ideological and political education will help the branding of private colleges and universities. Private colleges and universities must face these problems and solve these problems.

##### A. Problems in the Construction of Ideological and Political Education in the Branding of Private Colleges and Universities

*1) The leadership of private colleges and universities have paid insufficient attention to ideological and political education:* For private colleges and universities, the main goal in the operation process lies in vocational education. Therefore, the existing private college leadership has a low level of attention to ideological and political education in the process of brand building, and it is difficult to fully realize the role played in the construction of its branding. Moreover, because the role of ideological and political education in brand building is difficult to achieve in a short period of time, this leads to the focus of short-term benefits for most private colleges and universities, focusing on the construction of hardware facilities and advocacy through high-quality hardware facilities. This has led to the situation that most private colleges and universities have a light spiritual construction, which makes the role of ideological and political education in the branding of private colleges and universities not effectively played.

*2) The comprehensive quality of the ideological and political education work team needs to be improved:* At this stage, many practical activities show that in the brand construction of private colleges and universities, the role of ideological and political education is difficult to be brought into full play. One of the important problems exposed is that the comprehensive quality and ability of the ideological and political education work team is difficult to meet the current social development requirements. As a result, it is difficult for the core competitiveness of private universities to be effectively upgraded, making them disadvantaged in the competition in the field of education. In particular, at present, the quality of the ideological and political education team in the national colleges and universities is uneven, and it is difficult to maintain coordination and unity. In fact, the defects and deficiencies exposed by it include: First, there is a certain lag in the work concept and self-consciousness. Second, the organizational structure is unreasonable and it is difficult to meet the current actual requirements. Third, it is difficult to meet the needs of social subjects in the specific practice process. In this context, the overall operational



efficiency of private colleges and universities has been seriously affected, which has hindered the construction of school branding.

3) *The teaching mode of ideological and political education is solidified*: At present, most of the private colleges' ideological and political education courses are relatively solid in teaching methods and models. The purely theoretical teachings are everywhere. In addition, the professor's content lacks richness and novelty. Therefore, it is not easy to teach students to get a better understanding based on purely theoretical theory. At the same time, because the assessment is only presented in the form of a written test at the end of the period, the lack of periodic examinations in the entire curriculum makes the curriculum lack of flexibility and formalization, which leads to students' boring learning of the curriculum and cannot attract students' high attention. In addition, too much theoretical knowledge makes students have no interest in the study of this course. Moreover, the teaching mode of teachers' simple teaching and passive learning of students makes it difficult to absorb and internalize knowledge. In the course of teaching, the lack of necessary interaction between teachers and students is not conducive to the integration of ideological and political education into student life, and also makes the poor effect of the ideological and political education in the branding construction of private colleges and universities.

4) *Intellectual education over moral education, professional education over humanity education*: In order to promote the effective implementation of the branding of private colleges and universities, the most important thing is to infiltrate ideological and political education into all aspects of education and teaching, especially the moral education. The foundation of education is humanity education, and the core is moral education. Moral education is all-embracing. The most important thing is the ideals and beliefs. Besides, mental health, humanistic qualities, etc. are all listed. But at this stage, most private colleges and universities focus on intellectual education over moral education, which is also not conducive to the cultivation of high-quality talents to a certain extent. In addition, most private colleges and universities have a strong sense of running a school with a weak sense of position and a strong sense of teaching with a weak awareness of educating people. This also leads to the construction of professional brands in the process of brand construction of private colleges and universities, and promotes some of the majors of the school as "specialized brands", making the effects of ideological and political education work difficult to achieve the expected goals, which is not conducive to the effectiveness of ideological political education in the branding of private colleges and universities.

5) *The theory is separated from the reality*: To make what the students learned in class be truly transformed into the knowledge that can be used for the future development

of students. Then it will be necessary to apply it to practice, experience, perception and internalization in practice. Marx pointed out: "Although the school children's class time is obviously less than that of the regular school students, or even half of their time, from the knowledge of the two, there is an obvious convergence, and even the latter often exceeds former." Social practice is also a realistic force for college students to achieve redness and specialization, both ability and political integrity, and comprehensive development. At this stage, most of the private colleges' ideological and political education relies only on classroom theory teaching, and does not pay attention to the theory and practice. As a result, ideological and political education only stays at the theoretical stage, which has a certain negative impact on the development of the entire school and students.

#### B. *Effective Measures to Strengthen the Positive Effects of Ideological and Political Education*

Since ideological and political education is a two-way or even multiple compound interaction process, its effect in the branding construction of private colleges and universities is affected by many factors. It is necessary to avoid negative effects and promote positive effects to the extreme. Then it is necessary to start from improving the affinity of ideological and political education and put it into practice.

1) *The leadership of private universities should pay attention to ideological and political education*: The leadership of private colleges and universities should pay attention to the development of ideological and political education in the long-term practice and development of the school, and combine the trend of social development, fully seize the opportunity, promote the adjustment and optimization of its organizational structure, and consolidate the organizational foundation of ideological and political education. It will be of great significance to ensure that the ideological and political education work can be smoothly implemented throughout the campus, build a good environment throughout the campus, lay a solid foundation for the development of ideological and political education, ensure the smooth realization of the teaching objectives of private universities, and promote the effective improvement of operation efficiency of the entire school.

2) *Improving the overall quality of the ideological and political education work team*: A good ideological and political education team is the fundamental guarantee for cultivating high-quality talents. In the specific practice process, private colleges and universities should ensure that the comprehensive quality of the ideological and political education work team can be improved. In the course of development in recent years, it has been obvious that the moral education work team plays a fundamental role in the whole ideological and political education. With the changes of the outside world, the construction requirements of the moral education team should be appropriately adjusted. Based on this, private colleges and universities should attach

importance to the construction of their ideological and political education work teams, conduct regular assessment and training of ideological and political education work teams, improve the overall quality of ideological and political education work teams, and ensure that relevant work is effectively implemented. It will also be necessary to effectively promote the improvement of the education level and quality of education in the entire university, and promote the overall improvement of the core competitiveness of private universities.

3) *Innovative teaching mode, broadening the communication platform:* In the process of practice, private colleges and universities should pay attention to the appropriate adjustment and optimization of ideological and political education platforms, ways and methods, not just limited to the traditional teaching of the classroom. Especially in the new era, the advancement of social processes and the advancement of science and technology

require that the construction of carriers should also be appropriately adjusted to ensure that they can be adapted to the current development trend. According to the 42nd "China Internet Network Development Status Report" released by China Internet Network Information Center (CNNIC) in Beijing, as of June 30, 2018, the number of Chinese netizens reached 802 million (see "Fig. 2"), of which the largest numbers of Internet users are students, which has reached 24.8% (see "Fig. 3"). And the number of online education users in China reached 172 million (see "Fig. 4"). Therefore, the ideological and political education of private colleges and universities should be based on existing resources, and make full use of modern technology to promote the supplement and improvement of ideological and political education. In addition, private colleges and universities can also promote the diversification of teaching modes by carrying out situational teaching and on-site teaching.

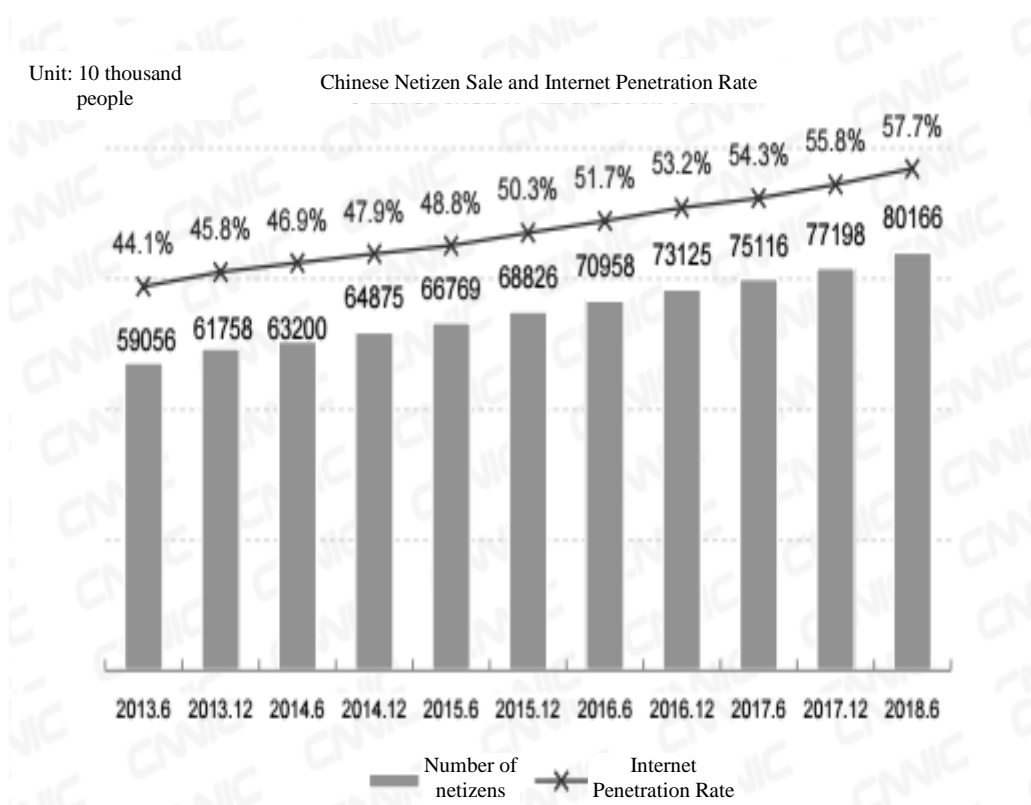


Fig. 2. 42nd "China Internet Network Development Status Report": Chinese netizen scale and Internet penetration rate.

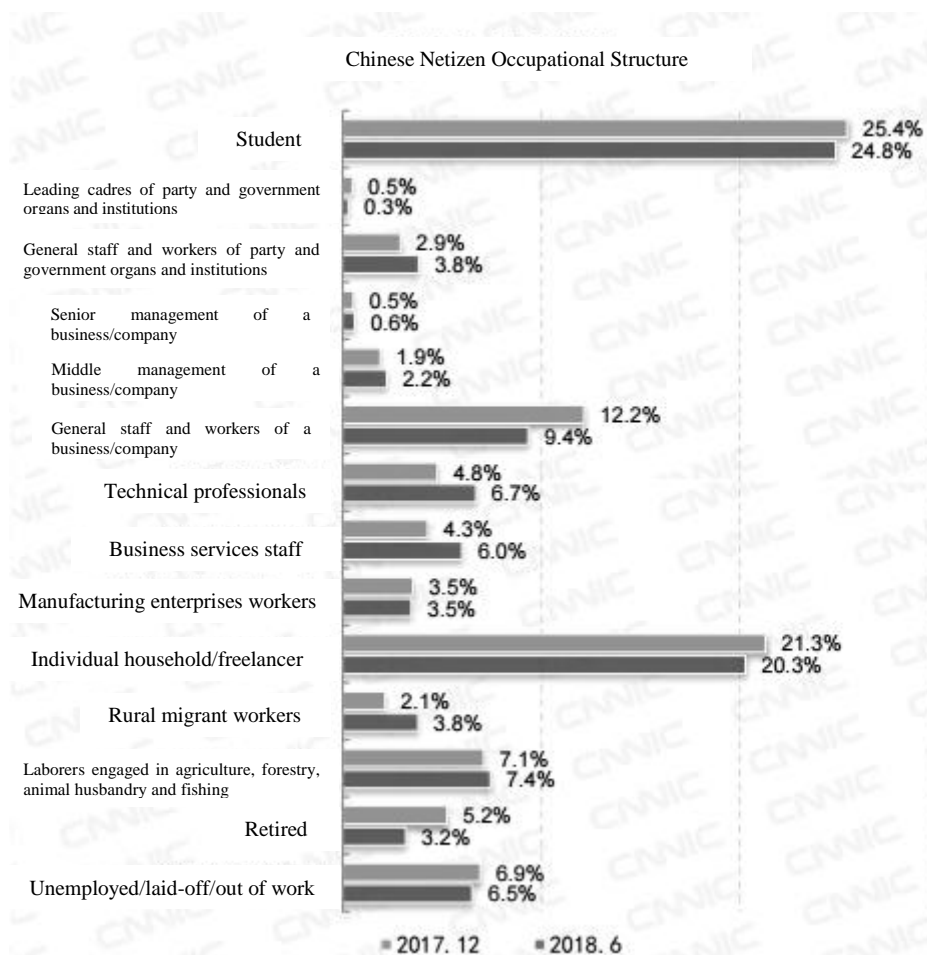


Fig. 3. 42nd "China Internet Network Development Status Report": Chinese netizen occupational structure.

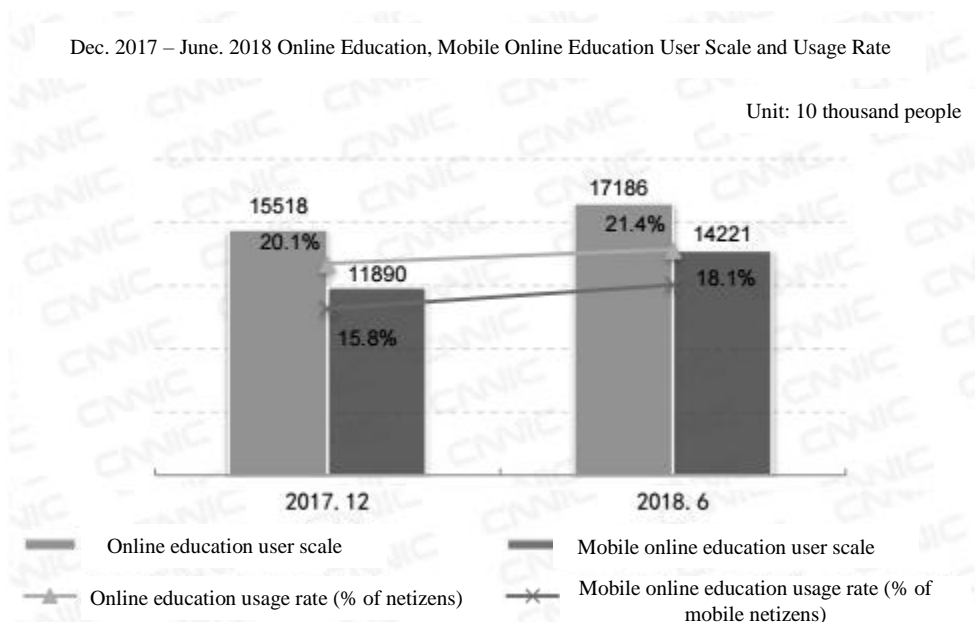


Fig. 4. 42nd "China Internet Network Development Status Report": Online education, mobile online education user scale and usage rate.

4) *Adhering to the principle of educating people, paying attention to moral education first:* In order to promote the effective implementation of the branding of private colleges and universities, the most important thing is to infiltrate ideological and political education into all aspects of education and teaching. In particular, the socialist core value system should be the key content of ideological and political education. At the same time, it must be paid attention to moral education. In addition, it should be noted that there are certain differences in the content of moral education in different educational stages. For higher education, moral education is mainly manifested in scientific and advanced ideas and beliefs. In fact, ideological and political education is the dissemination of advanced ideas, thus ensuring that the main body of education can transform its own thinking and behavior in a certain process, and realize the harmonious development of society and humanity. The construction of study style is an important part of moral education work, and it is also a long-term basic project. Only by strengthening the construction of study style can the schools cultivate qualified application talents.

5) *Using theory to guide practice, practice to sum up theory:* In the work of ideological and political education, private colleges and universities should strengthen the guidance of the theory and arm the mind and guide practice with the theory of ideological and political education. Private colleges and universities can enable educators to practice in relevant posts or to provide relevant practical courses, so that educators can apply what they have learned and apply what they have learned to practical work and daily life. Private college teachers should also pay attention to the actual narrative theory of contemporary college students, use practice to promote the progress of understanding, and constantly push the ideological and political education work to keep pace with the times. Private colleges and universities should strengthen the combination of ideological and political education theory and practice, and ensure that the entire university's structural system can fully meet the current social development requirements, promote branding, and achieve the school's overall goals.

## V. CONCLUSION

In summary, ideological and political education has both positive and negative impacts on the branding of private colleges and universities. How can private colleges and universities promote the positive effects of ideological and political education to the extreme in promoting brand building? This requires private colleges and universities to actively discover the negative effects of ideological and political education, and promote negative effects into positive effects. The branding of colleges and universities should establish a correct direction, provide high-quality talents and build a spiritual pillar, and promote the development of private colleges.

In addition, because the role of ideological and political education is difficult to reflect in a short period of time, it

also requires private colleges and universities to attach importance to strengthening the construction of ideological and political education in the process of practice and development, to ensure that they can adapt to the current social development trends, and to guide it to play a positive role in the branding construction of private colleges and universities, so that it can provide assistance for the steady development of private colleges and universities.

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