

Making Innovation in Carrier Construction and Creating "Red Kewen" on the Figuretips

The Innovation and Practice of Jiangsu Normal University Kewen College in the "Internet Plus Ideological and Political Education" Mode*

Xueying Yu

Jiangsu Normal University Kewen College
Xuzhou, China 221000

Abstract—With the increasingly mature Internet technology, network communication media are rapidly popularized among college students. The network ideological and political education mainly based on red carriers has gradually become an important tool for the ideological and political work in colleges and universities to guide the formation of college students' "three views" in the "micro era". Actively responding to the "Internet plus Ideological and Political Education" mode, Jiangsu Normal University Kewen College introduces the concept of "community" innovatively and launches the APP "Red Kewen" to develop the role of "opinion leader" in guiding public opinions, and effectively improve the current monitoring, management and guidance mode of college students' online public opinions. This has become a new effective starting point for ideological and political education in colleges and universities and promoting the transformation of ideological and political education from plane to three-dimensional perspectives.

Keywords—Internet; ideological and political education; community; "Red Kewen"

I. INTRODUCTION

Colleges and universities are the important front of talent training as well as of ideological education. With the extensive use of "micro media", the relevance between discourse context and ideological politics in colleges and universities is increasing in the micro era. Colleges and universities are the important front of talent training as well as of ideological education. General Secretary Xi Jinping stressed: "to do a good job in ideological and political work in colleges and universities, we must solve specific problems, advance with the Times, and innovate to adapt to the new situation." [1]. At present, with the integration of the Internet into college life, the network consensus communication ecology of colleges has been changed. In response to the challenge of "micro era", colleges and universities all over the country are innovating working methods to construct ideological and political "micro discourse" means, which effectively reflects the status of network ideological and political education. Exploring new strategies for ideological and political education in colleges

*Fund: This paper is the staged achievement of the 2018 philosophy, ideology and politics research project in universities of Jiangsu - Research on Ideological and Political Education in Independent Colleges in the Era of "Internet +" (project number: 2018SJSZ751).

and universities, occupying the new front - network ideological and political education, and promoting the transformation of ideological and political education from plane to three-dimensional in the network ideological trend are of great significance to effectively improve the effectiveness of ideological and political education for college students. In terms of new ideological and political education carrier, Kewen College actively responds to the new situation and new requirements of "Internet +", boldly explores the "Internet + Ideological and Political Education" mode, refers to the concept of "community" and launches the APP "Red Kewen" to innovate in the construction of new carrier constantly, promote the transformation of ideological and political education from plane to three-dimensional, which effectively improve the result of ideological and political education for undergraduate party members.

II. CREATING A "LEARNING COMMUNITY OF UNDERGRADUATE PARTY MEMBERS" AND ESTABLISHING A NEW PLATFORM FOR IDEOLOGICAL AND POLITICAL WORK

The concept of "community" originated in the United States in the 1980s, and was gradually introduced into the academic research field of China. "Community" is characterized by sociality and common group consciousness. The community members have a sense of belonging and identity to the community they belong to, and to maintain this relationship, they will pay attention to the survival and development of the group and thus generate a sense of contribution to maintain the healthy development of the community. Members of the community can develop a strong sense of identity towards the community through mutual cooperation and mutual dependence. Common tasks, common goals, common reputation and common etiquette lead to mutual dependence and thus promote the sense of identity." [2] To maintain this relationship, the members will pay attention to the survival and development of the community, and thus generate a sense of contribution to maintain the healthy development of the community.

Kewen College was the first among the colleges and universities nationwide to introduce the organizational form of "community", and established a learning community for undergraduate party members of the whole college in May

2016. Linked by common beliefs and value pursuit, the community involves undergraduate party members of different majors, different classes, counselors and specially invited revolutionary predecessors, ideological and political experts and scholars of different ages from different industries and fields. The sense of common identity shortens the distance between members of the community, and through community activities, the bonds between the members become closer and the cohesion of the community is enhanced. The integration of the concept of "community" makes the community relationship structure of undergraduate party members more diversified, and community resources complementary. The community shows better educational functions and influence, and develops the form of ideological and political education in an innovative way.

III. CREATING "RED KEWEN" ON THE FINGERTIPS AND BUILDING A NEW FRONT OF NETWORK EDUCATION

"General Secretary Xi Jinping pointed out that we should build China into a 'cyber power'. A cyber power should not only be an 'Internet technology power', but also an 'Internet culture power' and 'Internet ideology power'. Strengthening Internet ideological and political education is an important part of China's cyber power construction and an important support for controlling the 'cultural leadership' in cyberspace." [3] The construction of red carrier should pay attention to humanization, and its content and style should fit the mainstream of the society. In this regard, the universities and colleges should explore deeply from new perspectives, grasp the law of network ideological and political education, understand the characteristics of the receivers of network ideological and political education, and use the communication advantages of the Internet to publicize, and turn the red media into a useful, convenient and widely used publicity medium, so as to influence students' cognitive thinking in a subtle way.

While innovatively introducing "community" as a new platform for ideological and political education, Kewen College actively responded to the background of "Internet +" and the actual challenge of college students addicted to their mobile phones, and thus independently developed and launched "Red Kewen" mobile media terminal to build a new front for network ideological and political education. In the progress of APP development and use, Kewen College fully develops the dual-subject function of counselors and students. On the one hand, Kewen College fully exerts the principal role of college students in self education, organizes students to actively participate in the design and development of the APP "Red Kewen", leads students to actively carry forward the mainstream and spreads the positive energy to setup a political reliable "Red Army". On the other hand, this promotes counselors to understand students' thoughts, concerns and expectations through the online platform, study and judge students' ideological trends, so that they can timely carry out communication and education guidance, and develop the role of the platform in online public opinion monitoring and management guidance.

Considering the large amount of fragmented time of students and the real-time performance of the Internet, "Red Kewen", in feature and content design, focusing on the Party's

innovative theoretical achievements and practical requirements, and students' needs, set up 14 columns including "Two Studies, One Action", "Learning Team", "Selection of Famous Works", "Review of Party History", "Party Building", "Outstanding Party Members", "Revolutionary Songs", "Good Books", "Current Events", "Campus News", "Community Dynamic", "Activity Registration", "About Me" and "APP Update". The APP shows timeliness and contemporaneity, meets the daily needs of college students for understanding current events and theoretical learning, and realizes the learning and communication anytime and anywhere, and the influence of education can be seen everywhere.

To renovate the ideological and political education, a fresh education carrier is necessary. "Red Kewen" is a red carrier developed by Kewen College to carry out ideological and political education for college students in the "micro era". When the popularization of Internet information technology makes college students "fingertips" groups, the birth and promotion of "Red Kewen" provide a new perspective and method for the ideological and political education for college students. It plays an important role in ideological and political education, ideological guidance and spirit highland of college students and realizes the dynamic extension of ideological and political education. The timely transmission of information narrows the space and time distance between the Party organization and student Party members, and strengthens the sense of existence, trust and cohesion of grassroots students towards the organization.

IV. IMPROVING THE SUPPORTING MECHANISM TO PROMOTE THE IMPLEMENTATION OF IDEOLOGICAL AND POLITICAL EDUCATION

The steady development of "Internet + Ideological and Political Education" construction is based on the corresponding supporting mechanisms, so the ideological and political education in colleges and universities should have a targeted and effective long-term operation mechanism in the construction of "micro-discourse" system, and a sound mechanism will promote the systemic integration and multi-dimensional interaction of online publicity and offline promotion.

A. *Under Guidance of the Party's Theory, Laying a Solid Foundation for Thought*

The information on the Internet is huge and complex, various thinking is full of the network, and the multicentricity is emerging in this space. It is an important task for college students to strengthen their correct ideology among the theory of diversification. In the Opinions on Further Strengthening and Improving College Students' Ideological and Political Education, the Central Committee of the Communist Party of China and the State Council stressed that people should take the initiative to occupy the position of ideological and political education of network - to form the work system of ideological and political education of network, and firmly grasp the initiative of ideological and political education. In such a severe situation, the red carrier should first grasp the work leadership and discourse, take the Party's latest achievements as the core, grasp the initiative of ideological guidance on the

Internet, establish correct beliefs and values for vast students, and use the red carrier to successfully advocate the red theme. In the design of function and contents, in order to realize the deep integration of ideological and political work and Internet technology, people should closely follow the Party's innovative theoretical achievements and practical requirements, firmly grasp the key link of fostering character and civic virtue, follow the law of growth of college students, pay attention to students' needs, highlight the timeliness and epochal character, and meet the needs of college students for daily understanding of current events and for their theoretical learning. The schools should carry the role of initiating, launching and organizing significant offline red activities, actively support online learning and communication and off-line practical activities to consolidate the effectiveness of education, and constantly strengthen the role consciousness and responsibility consciousness of college student as Party members.

B. Giving Play to the Role of Offline Community and Building a Long-term Mechanism

After six months of research and development and promotion, it has become a daily habit of college student party members to use the mobile APP "Red Kewen" for self-help learning and interaction, and it has also become an important form of ideological and political education for college students. Only when online virtual education is combined with offline practical activities can the resultant force of education be formed. Kewen College actively relies on online learning and communication and offline activities to consolidate its educational results, and constantly strengthens the role awareness and responsibility awareness of college student party members. "Red Kewen" also plays an important role in initiating, launching and organizing offline activities. For one thing, it reflects online appeals of college student party members, such as review of affidavit of joining the Party at the Huai-Hai Campaign Memorial Tower, special party class opened by inviting Secretary of Party Committee of the University Xu Fangming, the visit of "Female Red Army Deeds Exhibition" for commemorating the eightieth anniversary of the victory of Long March, and other activities carried out in response to the needs of party members; for another, it is the spontaneous network invitation from members of the community, such as the social volunteer service activities with various forms like "doing ordinary things with the ambition of serving the country worthily" and social practice activities like "village library" jointly built by Tangzhang Town in Tongshan District, which has exerted the initiative of the members in the community and increased their enthusiasm in the participation of member activities.

To meet and ensure the offline communication needs of college student party members, combined with the actual needs, Kewen College has specially opened and renovated ten offline activity rooms in the student community, and built an ideological and political education base with the functions of activity room, reading room, self-study room and conference room, so as to ensure the normal offline learning activities of student party members and build it into a position for the development of ideological education for party members, cohesion of party members, and exchange of ideas. To better

guide the learning activities of student party members in the learning community, the College employs some revolutionary predecessors, ideological and political experts and scholars who have long been engaged in the practice of ideological and political education and have a profound research foundation on the party's innovation theory, as well as outstanding party members who have made outstanding contributions to their posts as "honorary members" of the community. They regularly carry out inquiry-based learning, interactive communication, salon activities, thematic reports and thematic education with student party members, and learn and grow together with student party members.

Taking the educational activity of "Two Studies and One Action" as an opportunity, Kewen College explores the 020 mode of ideological and political education for student party members, which makes the ideological and political education more practical and effective. It relies on the Internet to make expansion and extension in the virtual community and the real community, and attracts more and more students to pay attention to the construction of learning community of college student party members, so that students can learn and understand the relevant knowledge of the party by paying attention to the "Red Kewen" APP, and find the way and direction to actively approach the party organization, thus effectively improving the ideological and political education effect of college student party members. The ideological collision of online learning and the actual infection of offline activities have greatly improved the ideological consciousness of college student party members. Based on the wishes and demands expressed by the student party members in their learning-based community communication, a number of health responsibility areas of student community party members, party member model posts and party member service teams are derived. Student party members spontaneously convene and organize voluntary service activities to truly internalize and externalize the impact of ideological and political education in their minds and behaviors respectively.

C. Paying Attention to Equal Communication and Fulfilling Mutual Promotion of Teaching and Learning

The College should pay attention to equal communication and fulfill mutual promotion of teaching and learning. The network carries diversified information and values, and pluralistic ideas spread and collide on the Internet platform. In the micro media environment, a system of neutral opinions, free speech, interactive and equal discourse has gradually taken shape. "The characteristics of micro media have dispelled the entry channels of values from all levels, and weakened the boundary of value propositions between countries. Multi-culture, ideas, and value propositions coexist, and people's spiritual boundaries and value perception fields are constantly magnified." [4] College students lack the rational ability to judge and analyze various values, and it is easy for college students to lose themselves in multiple information and values. In such a tense situation, educators with a firm standpoint are required to "infiltrated into" the network, enhance the interaction frequency of education by using red media, explore the carrier role of network media, smooth the communication mechanism, and "closely combine

implicit governance, life services and warm education". [5] On this platform, educators and students have an equal and common identity. Because the Internet transcends the limitations of time and has the features of concealment, it can communicate the topics at any time and in any region. Students can freely speak out and fully express their feelings. On the one hand, ideological and political educators respond positively to the questions and confusions raised by students; on the one hand, educators are learners, and they can communicate with college students and analyze problems together. The thoughts of young people are jumping, which can bring educators a rhythm of thinking and inspire them to find more suitable education methods and policies for contemporary college students from their working styles and methods.

V. CONCLUSION

General Secretary Xi Jinping has pointed out that ideological and political work is essentially a human work. It must focus on students, take care of students and serve students, constantly improve students' ideological level, political consciousness, moral quality and cultural accomplishment, so that they can become all-round developed talents with both political integrity and ability. [6] The starting point of ideological and political work in colleges and universities is to foster character and civic virtue. Innovative network ideological and political education is the innovative implementation of fostering character and civic virtue. Kewen College has explored the mode of "Internet + ideological and political education to make ideological and political education more practical and effective. It relies on the Internet to make expansion and extension in the virtual community and the real community, and attracts more and more students to pay attention to the construction of learning community of college student party members, so that students can learn and understand the relevant knowledge of the party by paying attention to the "Red Kewen" APP, find the way and direction to actively approach the party organization, and manifest socialist core values in their words and deeds. It effectively improves the effectiveness of Ideological and political education of university party members and opens up a new situation of network ideological and political education in the new era.

REFERENCES

- [1] Xi Jinping. Speech at the National Conference on Ideological and Political Work in Colleges and Universities [N/OL]. 2017-02-13.<http://opinion.people.com.cn/n1/2017/0213/c1003-29075485.html>. (in Chinese)
- [2] Culnan.M.J.Online communities: Infrastructure, rational cohesion and sustainability.Paper presented at the Workshop on Social Informatics: Extending the Contributions of Professor Rob Kling to the Analysis of Computerization Movements [C]. Irvine, CA, 2005, March 11-12.
- [3] Cao Wenzhe. Innovation of talents-educating Measures with "Course Ideology and Politics" as the Breakthrough [N]. Learning Times, 2016-10-10 (1). (in Chinese)
- [4] Research on the Mainstream Ideology Construction in the Micromedia Era [J]. Journal of Jiangnan University: Social Science Edition, 2014 (1): 21. (in Chinese)

- [5] Cao Wenzhe. The Practice and Innovation of "Internet + Ideological and Political Education" Model: Study and Reflection on the Ideological and Political Education of "Yi Ban" Network in Colleges and Universities [J]. Social Scientist, 2016 (12): 9. (in Chinese)
- [6] Xi Jinping. Speech at the National Conference on Ideological and Political Work in Colleges and Universities [N/OL]. 2017-02-20.http://difang.gmw.cn/ha/2017-02/20/content_23770304.htm. (in Chinese)