

Discussion on the Discourse Right Construction of Ideology in Universities in the New Media Time

Yuhong Ma*

School of Finance
Nanjing University of Finance and Economics
Nanjing, China

Bin Sun

Party Committee Office of School, Principal's Office
Nanjing University of Finance and Economics
Nanjing, China

Hongliang Wei

School of finance
Nanjing University of Finance and Economics
Nanjing, China

Abstract—University has always been the focus of the ideological work of the Party and country, which shoulders the lofty mission of strengthening moral education and cultivating people, and cultivating qualified builders and reliable successors[1]. In face of the significant change of the ideological work pattern in the new media time, this paper aims at exploring the construction paths of discourse right of ideology in universities from three aspects such as strengthening comprehensive leadership of the Party on the ideological work construction in universities, inventing the new media network position of universities and enhancing the level of the ideological and political education team in universities. In the new media time, only through keeping pace with the times to promote the discourse right construction of ideology in universities can the guiding role of Marxism be enhanced in ideology and more youth wisdom and power be gathered for China's socialist modernization construction.

Keywords—*new media; ideology in universities; discourse right; path*

I. INTRODUCTION

In the new media time, the discourse right construction of ideology in universities faces new problems and challenges. How to insist and consolidate the discourse right of ideology in universities and internalize Marxist ideology to be the value concept and spiritual pursuit of contemporary university students has become the important issue needing to be solved by universities. The General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China that it is needed to persist in Marxism, strengthen the dominant right and discourse right of Marxism in the ideology field, establish the socialist ideology full of strong cohesion and guiding force under the background of the complicated struggles in the ideology field of our country. Therefore, in the new media time, universities must strengthen the absolute leadership of ideology, persist in the guiding role of Marxism in the ideology field firmly [2], and grasp the characteristics of new media to enhance the level of the ideological and political teams and solve new problems.

II. SIGNIFICANCE OF DISCOURSE RIGHT CONSTRUCTION OF IDEOLOGY IN UNIVERSITIES IN THE NEW MEDIA TIME

In the internet era, the new media have become the important part in the learning life of contemporary university students owing to the characteristics including equality of subject, rich content and timely interaction, which have brought many challenges to the Marxist ideology construction in universities owing to the features of information virtuality and interaction. Grasping the discourse right of ideology in universities firmly can not only be helpful to resist the network penetration of western capitalist ideology but also has great significance to strengthen the contemporary university students' identification on socialist ideology and stabilizing the socialist orientation with Chinese characteristics for running a school.

A. *Being helpful for resisting the network penetration of western capitalist ideology*

Economic basis determines superstructure. [3] Under the background of the upsurge of the international Internet, the western countries export the cultural products full of western cultures and values to our country recklessly while these western values affect the life style of contemporary university students unconsciously to make them alienate from the social system of our country in different levels and eliminate their identification on mainstream ideology. Therefore, grasping the discourse right of ideology in universities firmly can enhance the Chinese university students' ability in distinguishing right from wrong; restrain the network penetration of western capitalist ideology in the mainstream ideology of our country.

B. *Being helpful to strengthen the contemporary university students' identification on socialist ideology*

Contemporary university students are in the critical period in life for growth and development, lack of rational cognition and judgment on things, easy to be disturbed by external factors and trapped in the marshland of empiricism. During this period, strengthening the discourse right construction of ideology in universities can provide solid rational power for

cultivating the ideal and belief and the moral idea of university students, help them to adhere to patriotism and resist the misleading network comments, strengthen their idea identification, theory identification and affective identification on the Marxist ideology.

C. Being helpful to stabilize the socialist orientation with Chinese characteristics for running a school

The General Secretary Xi Jinping stressed at the National Education Conference in September of 2018 that accelerating the modernization of education, building the country with strong education and establishing the education system meets the needs of the people must persist in the socialist orientation for running a school[4]. Currently, few intellectuals in universities of our country still have radical and bad conducts in tarnishing the state socialism image in class, which causes misguidance to the ideology and moral rules of university students. Both history and realities tell us that non-Marxism will occupy the position if Marxism fails in the ideology field; If such a situation continues, the leading position of Marxist ideology will be lost[5]. Therefore, only through paying high attention to ideology construction in universities and grasping the discourse right of Marxist ideology in universities firmly can the universities of our country persist in the socialist orientation with Chinese characteristics for running a school and cultivate the qualified builders and reliable successors of the socialism with Chinese characteristics.

III. PRACTICAL DIFFICULTIES EXISTED IN DISCOURSE RIGHT CONSTRUCTION OF IDEOLOGY IN UNIVERSITIES IN THE NEW MEDIA TIME

A. The diversified subjects of new media impact the discourse right of ideology in universities

In the traditional media time, the propagandists of the Party and the media staff have absolute discourse right and control right in information publishing, therefore, the propaganda subject is single. With rapid reform and development of information technology, the new media have broken the traditional single propaganda mode of papy media, but instead, any person, institution or organization can present opinions at any time and place by aid of the new media such as WeChat, Microblog and Tik Tok to become the propaganda subjects of the new media. As a result, the contemporary university students can select information independently, and as a result, they focus less on dull and rational Marxist ideology education website. Therefore, such kind of acentric and decentralized diversified subjects of new media is threatening the leading position of the Party in ideology construction in universities.

B. Lack of supervision on the new media contents weakens the discourse right of ideology in universities

Owing to the characteristics such as diversified propaganda content and timeless of propagation velocity, the new media network not just provides efficient information exchange platform for university students but also provides survival soil for the propaganda of bad western ideologies such as "individualism", "liberalism" and "sensualism". When major campus events appear, there exists with a lag between the voicing of the discourse subjects of ideology in

universities and the event, which shows that the problems such as network source supervision difficulty and supervision lagging exist in the ideological work. Meanwhile, many universities still have insufficient cognition on the new media and lack of perfect network behavior norms. All the above network supervision loopholes will weaken the control power of the discourse subjects in universities to some extent.

C. Effectiveness reduction of ideological and political work weakens the discourse right of ideology in universities

In recent years, though the ideological and political education in universities has made many achievements in the discourse right construction of ideology, it tends to face the trend of declining effectiveness, specific presentations: From perspective of discourse content, the ideological and political education pays attention to discourse content orientation but neglects the vividness of discourse content. If the ideological and political education just centers on theoretical teaching and robotistic telling and divorces from the actual life of university students, it will fail to attract attention from university students and weaken the attraction of the discourse right of Marxist ideology. From the perspective of the educational method, traditional ideological and political education mainly focuses on classroom teaching and provides unilateral discourse content propaganda and education to university students, which weakens the penetration of Marxist ideology in the minds of university students.

IV. PATHS FOR STRENGTHENING THE DISCOURSE RIGHT OF IDEOLOGY IN UNIVERSITIES IN THE NEW MEDIA TIME

A. Strengthening ideological guidance and adhering to the comprehensive leadership of the Party on the ideology construction in universities

The thought is the precursor of action. Marxism, as the important guide thought of the Party and nation, not only provides the solid theoretical basis for the development of the Party and the progress of the nation but also determines the nature and orientation of national mainstream value. At present, our country is in the key period of reform, if the ideology defense line is broken, other defense lines will be broken easily. Therefore, in the discourse right construction process of ideology, the University Party Committee must persist in Marxism firmly, adhere to the Chinese characteristic socialism theory of Xi Jinping for guiding ideology, arm the teachers with Marxist theory and its latest achievements, and penetrate the socialist core values into the education process of the students. Moreover, the University Party Committee should enhance the political stance, establish perfect guarantee systems, make clear the responsibilities of departmental subjects, coordinate the relationship among the Party organizations, administrative department and Communist Youth League fully and realize joint management. In addition, the University Party Committee should give full play to the battle fortress role of the university primary party organizations, carry out feasible ideological education activities and give play to the pioneer role of excellent party members thus to intensify the university students' identification on mainstream ideology and strengthen the discourse right of Marxist ideology in universities.

B. Strengthening network supervision and intensifying the construction of the new media network position

Firstly, universities should conduct new media network supervision & management well. They should always persist in the headmaster-in-charge system under the leadership of the party committee, know and understand public opinion deeply, establish specialized public opinion department to collect, analyze and research the teachers and students' change of thought timely, strive to control the source well, review the published contents strictly, perfect the review system and purify the network public opinion environment. Secondly, the universities should perfect the related systems and regulations of the new media network, strengthen network environment governance, enhance the legal construction level, and guide the university students to use the new media correctly. Aiming at the malicious spreading of rumors and slandering of social mainstream ideology, the universities should establish a feasible network emergency response mechanism and handle the bad behaviors according to the law. And finally, the universities should expand the campus network carrier positively and grasp the mainstream ideological construction. On the one hand, they should manage the official website fully, highlight the themes of the times positively and build a positive network public opinion environment. On the other hand, they should introduce excellent traditional culture into the new media platforms such as "WeChat" and "Microblog", and tell the "Chinese stories" well to consolidate the influence of the mainstream ideology and construct the network position for discourse right of ideology in universities.

C. Innovating the method of ideological and political work and enhancing the level of the ideological and political team in universities

Construction of ideological work in universities lies in personnel but relies on team fundamentally[6]. The ideological and political team in universities, as the core power of guiding the value of the students, is the important organizational basis of ideological work in universities. The universities should innovate the method of ideological and political work constantly and enhance the level of the ideological and political team comprehensively.

Firstly, the universities should have high theory consciousness. The ideological and political educators in universities should make an example and suit the action to the word in the education process. Only when the ideological and political teams in universities understand and trust Marxism, strengthen learning in professional theoretical knowledge, practice hard and enhance the business level and self-qualify can they persuade and influence the students. Secondly, in the ideological and political education process, the universities should pay attention to combining Marxist ideology education

with actual life of students and provide discourse contents which can not only grasp the current hotspot and reflect the keynote of the socialist core values but also can get close to the campus life of university students and stimulate the strong interest of students. And finally, the universities should persist in the idea of equal conservation between teachers and students firmly, respect the discourse right of students, change the single discourse propaganda mode, get close to the students, strengthen interaction between teachers and students, guide students to present their ideas and opinions reasonably through new media, enrich the educational mode by aid of new media, publicize the standpoint and idea of Marxism to the students through popular discourse carrier, cultivate their ability of using Marxism in finding, analyzing and solving problem, and promote all-around development of moral, intellectual, physical, aesthetics and labor education.

V. SUMMARY

The discourse right of ideology in universities is a systematic project, which has a long way to go. In the new media time, universities should pay high attention to the challenges faced by discourse right construction of ideology, persist in problem-orientation, grasp the emphasis and realize in-depth and continuous construction from three aspects such as strengthening the comprehensive leadership of the Party on ideology construction in universities, establishing the new media network position and enhancing the level of the ideological and political teams in universities.

REFERENCES

- [1] Yaozhong Jia and Jianying Zhang. The Path for The Ideological And Political Theory Course in Universities to Strengthen Marxist ideology Education. Abstracted from Research on Marxist Theory in Universities, April 2018, pp.118-123.
- [2] Yangbo Sun. Exploration on The Path for Consolidating The Guiding Role of Marxism in The Ideology in Universities under The New Situation, Abstracted from Brilliant History of The Party, July 2019, pp.62-63.
- [3] Guangqiu Huang and Guangshun Huang. Explanations on Engels' Idea of Economic Basis Determining Superstructure, Abstracted from Tribune of Study, March 2017, pp.62-63.
- [4] Jinping Xi. Obtain Success in Building a Moderately Well-Off Society in An All-Round Way, Strive for The Great Victory of Socialism with Chinese Characteristics [M]. Beijing: People's Publishing House, 2017.
- [5] Yongjin Wang. Research on Discourse Right of Ideological Work in Universities, Shanghai Jiao Tong University Press, 2017 version, p.3.
- [6] Yongfang Zhang and Lifu Yang. Using the Chinese Characteristic Socialism Theory of Xi Jinping to Guide the Ideological Work in Universities, Abstracted from Truths and Facts (Modern Management), December 2018 version, pp. 70-71.