

# The New Path of Innovation in the Ideological Guidance of Graduate Students in Colleges and Universities—— Practice and Exploration of the Brand Activity of " Professor Tea Time"

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## ABSTRACT

"Leading Life, Professor Tea Time" activities have been established in our school for six years, which has a remarkable effect on students' ideological guidance and novel forms of activities. Give full play to the educational function of grass-roots organization construction, so that the ideological guidance of graduate students adapt to the requirements of the new era.

**Keywords:** *ideological guidance, Professor Tea Time, brand activities*

## 1. INTRODUCTION

The ideological guidance study of contemporary college students has always been attached great importance by the educational circles and scholars, and the academic circles have endless research on this aspect. Zhang Kun points out in the article exploring the methods of college students' ideological guidance work from the perspective of social practice. College students are a group with distinctive marks of the times, so they must keep pace with the times [1]. In today's cultural diversity and profound changes in social structure, "indoctrination" and "preaching" methods have been pushed to the edge of decline with the development of the times [2]. Therefore, the ideological guidance study of colleges and universities needs to set up a new path to innovate the carrier and form in our work, so that patriotism and socialist core values can continue to grow in strength in the new path.

In real life, many college students under the influence of increasingly fierce employment pressure, under the impact of non-mainstream values such as openness, freedom, money supremacy, many people show their ideals, beliefs lost, eager to achieve immediate benefits, lack of interest and motivation in learning. This paper based on the study of the graduate students from Beijing Institute of Fashion Technology, which is a Chinese fashion institution of higher learning, which combines art education with engineering education, management education, national clothing culture with modern design concept, theory teaching and practice teaching. The student group level is different, the characteristic is bright, has the following characteristic: firstly, the male and female proportion imbalance. Because of the specialty particularity of art colleges and universities, the proportion of the boys is very small, girls make up the vast majority, and the imbalance between men and women

leads to the unique campus culture. Secondly, art students and engineering students coexist. Because of the different experiences of art students and engineering students, their world view and thinking mode are very different, and the thinking of art and engineering constantly collide. Thirdly, the students' individualized outstanding, independent consciousness is stronger, plus the background of art major, the students' expression of personality is more intense, mainly self-realization and personal needs, less consideration of other factors, weak political consciousness and weak cohesion. In order to enhance the effectiveness and pertinence of our school's ideological guidance work, this paper thinks and studies the students' ideological guidance work according to the characteristics of our school. The activity of "Leading Life, Professor Tea Time" came into being, which became a new attempt to innovate the form of Party members' activities in our school, and also a new attempt and new position to strengthen the Party building activities of graduate students.

### 1.1. Related Work

Strengthening students' ideal and belief education in Colleges and universities is the top priority of Ideological and political education. In order to deeply understand the students' thinking, motives and needs, find the blank point in the students' thoughts, strengthen the ideological guidance work, design the "ideological products" we need to the students. According to the investigation, we divided the existed work into two aspects.

1.1.1. The current situation of the research on the "Professor Tea Time" of graduate Party members in our university.

This research takes the Party member activity of "Professor Tea Time" in our school as an example to conduct in-depth investigation and thinking, and carry out through questionnaire, visit, discussion and other ways. This time, we issued 200 questionnaires and recovered 142 of them, with a recovery rate of 71%. In the survey, there were 105 female graduate students and 37 male graduate students, mainly students in the first and second graduate schools. Among them, students majoring in art account for 56.53%, students majoring in science and engineering account for 33.65%, students majoring in economics and management account for 1.93%, and students majoring in literature and history account for 7.89%. According to the survey on the degree of attention paid to the "Professor Tea Time" activities, 92.21% had heard of it, and 7.79% had not. Students were informed of the information about the "Professor Tea Time" activity 53.98% from teachers' notice and publicity, 26.09% from students' sharing, 14.86% from propaganda posters such as roll up banner, and 5.07% from the official website of the school. According to the survey, students' satisfaction with the "Professor Tea Time" activity is 95.58%, while those who are dissatisfied only account for 4.42%. In the investigation of the purpose and motivation of students participating in the activity of "Professor Tea Time", the commonness is to broaden their horizon, to be interested in the theme of "Professor Tea Time", to pursue ideals and beliefs, and to be interested in the interpreter, who is a professor of related majors. Everyone in the choice when the activity is more of a focus on the content, In the investigation of the previous "Professor Tea Time", we were deeply impressed by the 10th special show of Professor Liu Yuan-feng and the 8th special show of Professor Ma Sheng-jie just has been held, followed by the 11th special show of Professor Ren Yan-ping. The remaining nine "Professor Tea Time" activities attracted similar attention. In the Figure 1, what is most anticipated content from the "Professor Tea Time" activity, the highest ranking is a deeper understanding of their own professional knowledge accounted for 80%; The second is to have a clearer career planning for oneself in the future, accounting for 66%; The third is enlightenment of wisdom, accounting for 54%; The fourth is to deal with some emotional and psychological problems; The fifth is to learn a lot of knowledge in daily life; The sixth is to learn from others' success; The seventh is to soothe and delight the mind and the eighth is to make more friends. Figure 2 shows that the popular content of the "Professor Tea Time" activity in the future, which are Ideology and Politics, the practical applications, the specialized knowledges and else.

According to the above survey results, students' satisfaction with "Professor Tea Time" is still very high. At present, the existing problem is that the content is not rich enough. We should enhance the novelty and breadth of content, strengthen the content of ideological guidance, and pay attention to the actual effect research of ideological

guidance. Secondly, we should strengthen the publicity of the "Professor Tea Time" activities, especially strengthen the publicity and guidance of teachers, so as to enhance the students' recognition and participation in the "Professor Tea Time" activities.

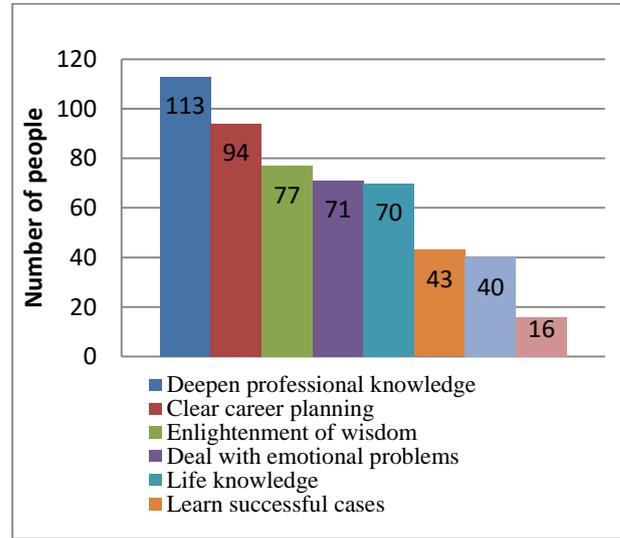


Figure 1 The most anticipated content from the "Professor Tea Time" activity

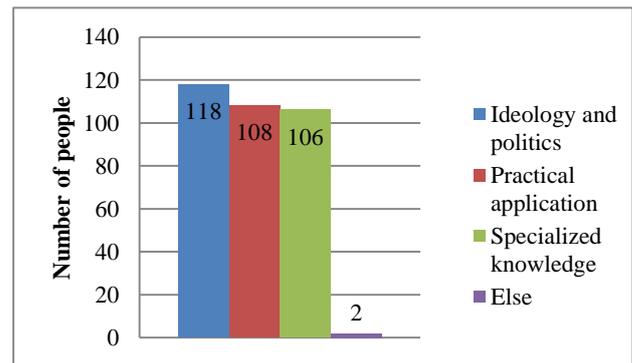


Figure 2 The popular content of the "Professor Tea Time" activity in the future

1.2. Our Contribution

The characteristics and advantages of "Professor Tea Time", a party activity of graduate students in Beijing Institution of Fashion and Technology in of ideological guidance for students.

Nowadays, university graduate students are lacking of rational discrimination of the current social trends of thought. Some students aim too high and lack a correct understanding of their social role and social responsibility [1]. Many people are confused in their ideals and beliefs, eager for quick success and instant benefits, and lack interest and motivation in learning. Therefore, it is particularly important to guide students to establish a correct outlook on life, values and world view. The "Leading Life, Professor Tea Time" activity was officially

launched on April 24, 2014 (almost the same time as the "Professor Teahouse" project of Peking University). After six years, 12 sessions have been established, with more than 1300 students participating in. As a brand activity of Beijing Institution of Fashion and Technology, "Leading Life, Professor Tea Time" (hereinafter referred to as "Professor Tea Time") has been continuously innovating from the aspects of activity form, activity carrier and activity content since its establishment, to create a relaxed, pleasant, comfortable and artistic audio-visual environment for students, and to make students love and love "Professor Tea Time". In the process of gathering party members, drinking tea, listening to the classics, slowly input the correct life value concept and value pursuit, improve the ideal and belief education, to achieve the purpose of state of mind, think about life.

*1.2.1. The "Professor Tea Time" has a higher requirement for the speakers. The professor are famous experts from all walks of life inside and outside the university or scholars or celebrities who have made achievements in professional fields.*

The professors who are guests of the "Professor Tea Time" are experts and scholars, leaders and cadres, gossips about life, career planning, psychological experts, entrepreneurial and practical to meet the needs of different groups. Each lecture of "Professor Tea Time" has rich life experience and unique life perception, and has special influence or strong personal charm in professional aspect. "The power of role models is infinite, and the power of leadership is silent. [3]" Therefore, the professor has his own light and is a model of success. The model in the heart of students is very attractive to students. It is easy to attract students and even attract fans from social institutions or other institutions. In addition to being full of personal charm, the lecturer also has the humorous language and the ability to mobilize the scene atmosphere, so that the students who come to listen to the lecture can roam in the ocean of knowledge, obtain physical and mental pleasure and satisfaction, enrich their spiritual food, and make every audience reluctant to leave, and put forward various puzzles to seek help, so as to achieve the purpose of enlightening life.

*1.2.2. "Professor Tea Time" activity inherits life experience, pays attention to spiritual communication and ideological guidance, and causes students to think deeply about life.*

"Professor Tea Time" activity is not limited to the transmission of professional knowledge, but emphasizes the sharing of life experience and perception, and pays attention to the communication between the heart and the guidance of thoughts. The main speaker of "Professor Tea Time" activity not only tells the content related to the theme, but

also involves the stories and branding of his era. By teaching his own life experience, successful experience, interesting stories in life, research achievements in professional field, and even emotional experience, he communicates with the students and makes them rethink their life and ideals. Through ideological guidance, let everyone face study, face life, face life more actively, and from the height of the epoch to guide students to correctly understand the trend of social development and trend, personal pursuit and historical mission combined with the integration of the motherland's prosperity and rejuvenation of the construction goal, to identify the path of Socialism with Chinese characteristics confidence, theoretical confidence, system confidence.

*1.2.3. The "Professor Tea Time" provides a pleasant activity experience and relaxed atmosphere for each student.*

"Professor Tea Time" activity is completely different from the traditional ideological and political theory course teaching method, and also different from the general lecture and lecture. On the one hand, it highlights the "tea" culture. On the other hand, it focuses on creating a relaxed and happy atmosphere for the audience, making them fall in love with the tea time. Tea is an important part of Chinese culture, thousands of years of tea culture, tea knowledge is extensive and profound, we are proud of the millennium cultural heritage. The activity, with tea as the carrier, listens to classics and has a far-reaching aftertaste. While listening to the lecture, the students can taste fragrant tea, relax their body and mind, relieve their nervous tension and anxiety, make more like-minded friends, relax their mood, experience and think about life, inherit Chinese traditional culture and tell Chinese stories while absorbing spiritual nutrition.

*1.2.4. "Professor Tea Time" activity breaks the traditional lecture pattern, let the professor and the audience close contact, communication zero distance.*

Instead of ordinary classrooms, conference rooms and lecture halls far away from the traditional seats, the "Professor Tea Time" should be selected from the coffee shop with beautiful environment, or the areas with strong artistic atmosphere or relatively comfortable environment, such as the Teaching Hall of innovation park, the gathering hall and Huaguo Mountain hall. Let every audience have a pleasant artistic enjoyment after they come. Try to avoid rigid and boring knowledge teaching, and more visual and auditory relaxation and spiritual enjoyment. Each student can have close contact with the lecturer, sit around the professor or sit on the ground, feel the light of the wise, put forward their own confused or concerned problems, so that

students can more believe in their way, understand the teacher's thinking wisdom and perception.

### *1.2.5. "Professor Tea Time" activity designs interesting content according to the needs of students.*

"Professor Tea Time" activity not only pay attention to the design and promotion in the publicity, the influence of each guest professor to spread, but also pay attention to the content of careful creation. Each issue of "Professor Tea Time" activity solicits students' interests and professional needs in advance. According to the unique experience of each professor, it seeks for the most attractive parts to impart to students, such as art, textile, clothing, management, clothing culture, traditional inheritance, politics, psychology and other fields. To meet the diverse needs of students of different majors, genders, grades, nationalities and levels, it provides students with the path of professional knowledge and indicates the development trend and direction of their academic development.

## **2. CONCLUSION**

### *2.1. Research on the methods and ways of innovation thought leading*

President Xi Jinping said that only ideological and spiritual attraction and cohesion can be inherently strong and lasting [4]. It is a key issue to understand why or by what they accept ideological guidance, or what kind of way to attract them and consciously seek ideological guidance. It will achieve twice the result with half the effort to lead the work of "opposing the main body for the guest, also for the host and also for the guest". Therefore, in order to do a good job of ideological guidance, we must base on the new situation, analyze new problems, improve the way of ideological guidance according to its own particularity, and make the socialist core values become the ideological core of students.

Therefore, the difficulty of this paper is to understand students' thinking motivation and break through the difficulty of ideological guidance. Through sample surveys and interviews, it is found that students themselves are not guided in time or in place, which leads to students' insufficient understanding of themselves and confusion about what they are going to be and how to become what they want to be. Therefore, in the process of ideological guidance, "Professor Tea Time" activities of Party member should constantly innovate the leading methods and ways.

### *2.2. Strengthen the theoretical height of ideological guidance and individual guidance.*

Professors and scholars not only have a strong knowledge reserve and life perception, but also provide students with massive information and resources. Besides, they should also focus on helping students establish clear life goals and value orientation. They should form positive behaviour hints with more direct and positive behaviours and language, and let mainstream thoughts occupy students' Ideology. For a small number of different groups, add individual consultation and dialogue modules, from abstract to concrete, leave a link each time for four or five students to do personalized guidance and answer questions, and establish specific student guidance cases.

### *2.3. Change the traditional form of lectures and enhance the attraction.*

Aiming at the style of students, the content is updated, the richness is increased, and the times are advancing with the times, and they are at the forefront of information. The best story is that if it loses its time and environment, it loses the soil of growth, the attention and attraction. As a modern graduate student, his ideas are updated rapidly, his language style changes rapidly, and his ability to like the new and hate the old is very strong. If our activities are still out of date, it is difficult to arouse the students' attention and enthusiasm. Therefore, "Professor Tea Time" must keep pace with the times and the ideological trends of students, constantly enrich its theme content, understand students' thoughts, thoughts and demands, so as to grasp their hearts, keep pace with each other and arouse resonance. Only in this way can our ideological guidance play a role, internalize forms into habits and behaviors, and inherit them from generation to generation.

### *2.4. We should strengthen the coverage of Students Guided by ideas, increase the audience of " Professor Tea Time" activities, and let different groups at different levels have the opportunity to participate in it.*

In order to ensure the atmosphere and effect of the " Professor Tea Time" as well as the limitation of the venue selection, the number of participants and the crowd was limited to a certain extent. The number of people who could benefit from the activity could only be less than 80 at a time. Most of the participants are party members and other activists. Many ordinary students do not have many opportunities to participate. In order to enhance the audience and benefit of students, and make students' ideological guidance achieve better results, we can make some improvements in the way of crowd participation and participation forms. We can divide the participants into Party members, activists, league members and the masses.

Each group can participate in the content they are interested in through various flexible ways, such as online registration, booking in advance, telephone booking, etc. In this way, the students will seriously participate in it, listen to them with pertinence, ask questions prepared and absorb the nourishment they need. At the same time, they can understand the attraction of different topics to students of different levels or majors, and the effect will be more significant.

### ***2.5. Strengthen the pertinence and effectiveness of ideological guidance.***

Through investigation and research, we can understand the reasons for the lack of graduate students' ideas, find out the reasons for their lack of ideals and beliefs, and the reasons why their ideals and beliefs are difficult to sustain. Liu jia point out that it can be enhance its human nature and reality by adding emotional elements, interest elements, fashion elements, professional elements, etc. into the ideological leading work system [5]. We should carefully design and inject the contents into their ideological gaps, In the "Professor Tea Time" activities, students need spiritual nourishment, so that the ideological guidance is more targeted and effective. To realize the real "unity of knowledge and practice", we can really improve the comprehensive quality of college students, help them establish the consciousness of dedication to patriotism and socialism, internalize the consciousness of dedication to the motherland and serving the society into conscious behaviour, and realize the unity of personal ideal and social ideal.

In a word, we have carried out a comprehensive attempt and research through the brand activity of "Professor Tea Time" of Party members. Practice has proved that" Professor Tea Time " is an effective carrier and an important path to realize students' ideological guidance. Through the new path of" Professor Tea Time ", the new pattern of students' ideological guidance has been expanded. Using the guiding mode that students enjoy, guiding students to establish correct world outlook, outlook on life and values, and planting patriotism and socialist core values for students, encourage students to combine the individual ideal and social ideal, and lead the students to develop themselves, surpass themselves and achieve themselves.

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