

# A Study on the Path of Discourse Transformation of Ideological and Political Education in Universities Under the New Situation

Fan Xia

Wuhan Polytechnic, Wuhan, Hubei, China  
494183290@qq.com

## ABSTRACT

As a complex language symbol system with distinct ideology, ideological and political discourse has the characteristics of ideological dominance, content politics, formal stability and directness of expression. Under the new situation, the traditional discourse system of ideological and political education in colleges and universities shows the disadvantages of not being able to adapt to the young students' willingness to be taught with the times in the activities of ideological and political education. Combining the practice of ideological and political education with the relevant theories of media communication, this paper puts forward two different paths for the discourse transformation of ideological and political education in colleges and universities, and provides reference for the research of discourse of ideological and political education.

**Keywords:** *ideological and political education discourse, discourse transformation, path.*

## 1. INTRODUCTION

The discourse of ideological and political education refers to the verbal symbol system which follows the basic rules of language that instructor and recipient are willing to use under the leadership and domination of the specific social ideology, and is used to construct the ideology, behavioral representation and value orientation among the subjects of the ideological and political education. The dominant role of a particular social ideology is the most essential characteristic of the ideological and political education discourse, which embodies the will of the ruling class, which is the most core difference between the discourse of ideological and political education and the most core of other discourse systems, and the adoption of language rules that the recipient is willing to accept is the key factor to ensure that the instructor obtains the power and the effect of the ideological and political education.

The discourse power is an important constraint to dialogue and debate among different civilizations and between countries in the contemporary world, and it is also an important bottleneck that our country's foreign propaganda work needs to strive for a breakthrough. Western countries, led by the United States, have occupied the commanding heights of global discourse

hegemony with their unusually developed media networks, and as a soft power to exclude, incite and even subvert dissident regimes, serving the color revolution strategy of subduing the enemy without fighting, has become the abyss of many developing countries that cannot obtain international discourse power.

Robin Tolmach Lakoff pointed out: "The power and status struggle at the end of the 20th century is the struggle for the discourse power, and the control of language is actually the core foundation of all power." (Lakoff, 2002) [1] The leading power of ideological and political education is maintained here. The control of language and the control of discourse is one of the core tasks of our effective ideological propaganda work, and discourse power in ideological and political education is the core of all other power of ideological and political education.

However, with the change of political and economic situation at home and abroad and the new generation of college students growing up in the network world, the philosophy and value is inevitably cultivated in the network world, the method of ideological and political education and the discourse system of the ideological and political education formed over the years in our country's colleges and universities have encountered the impact of

multi-cultural and multi-values in the online world, and are faced with multiple difficulties. How to innovate on the basis of deconstructed the existing discourse system of ideological and political education, and perfecting the discourse system of ideological and political education in colleges and universities has become an important task in the research of ideological and political in colleges and universities in the new era.

## **2. THE CHALLENGE OF THE DISCOURSE SYSTEM OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES**

### ***2.1 The disjointed dilemma of traditional ideological and political education discourse***

The core of the mainstream discourse system of China's ideological and political education is based on Marxism, which integrates the connotation and practice of contemporary socialist thought with Chinese characteristics, such as Mao Zedong Thought and Deng Xiaoping Theory. The outlook on life, values and world outlook of college students educated in Chinese colleges and universities have also been formed on this value basis, which has laid a solid foundation for the characteristics of the times and self-consistency of the discourse system of ideological and political education in Chinese universities from the founding of New China to the late 1990s, and also provides a solid ideological guarantee for the long-term stability of our society. The era characteristics and self-reconciliation of the discourse system of ideological and political education in Chinese universities can basically explain and persuade the social perplexity faced by the young generation of the era.

However, the social changes in the new period, especially the broad dimensions, strength, difficulty and rapid pace of the overall reform of Chinese society since the 18th National Congress of the Communist Party of China, are unprecedented innovations of human society. In-depth changes in society will inevitably have a profound impact on social values and people's thoughts and behaviors. It is a complicated and arduous but extremely urgent political task to carry out in-depth theoretical research on this magnificent historical process and to provide new ideological value guidance for people in the new era, especially young people in the new era, who are active in thinking.

As the first position to accept young people, university education has the natural responsibility of leading ideological and political education in the new era. However, in the process of ideological and political education in our country's colleges and universities, which still follow the mainstream ideological and political education discourse system, it is difficult to make a theoretical analysis of the various contradictions faced in the period of social transformation in a timely

and complete manner in the form of a new generation of students' favorite discourse, so it is difficult to take the initiative to control the initiative and the dominance of discourse power in ideological and political education. The idea of network language, mass discourse, self-discourse right and the right to speak from the media of young students in colleges and universities has greatly exceeded the traditional discourse system of ideological and political classroom teaching, and they are eager to pursue the "Heterogeneous" discourse power, and the traditional discourse expression of ideological and political education has been ridiculed and misled, which makes the ideological and political education discourse unable to achieve effective convergence and integration in a series of generative links, such as "elaboration, listening and acceptance, and reduces the effectiveness of discourse" (You Hongjiao,2015) [2].

### ***2.2 Traditional ideological and political education discourse is facing the dilemma of virtualization***

With the progress and development of science and technology and the gradual adulthood of the one-child generation that has been implemented for many years in China, the communication among the members of society gradually enters the virtual world from the real world, and they are willing to build the virtual space and virtual society of interpersonal communication. The variability of the virtual world makes it easier for young people, especially college students from one-child families, to have unmanageable confusion about the real world, but the discourse of ideological and political education based on traditional values does not include the unorthodox language of the network world, and it is impossible to explain the variability of the virtual world of the network. Especially in the virtual world of the network, the younger generation thinks that their "humanistic consciousness, human rights consciousness have become prominent and have become a strong and mainstream discourse, the value mode of thinking has undergone fundamental changes. The human value subject status, the concept of human purpose status and practice have been established" (Xu Guiquan, 2007) [3]. These changes in people's deep-seated thinking mode are based on the virtual world of the Internet, they go beyond the reality of language expression, in the traditional teaching people's view is apostasy of the network speech behavior to comfort each other, to vent their feelings and social encounters of dissatisfaction, the reality of ideological and political education discourse is difficult to form an attraction and interpretation of this, because "in the microscale of the network, because there is no matching with our sensory characteristics of the concept applicable to the description of micro-object behavior." Therefore, it is difficult to effectively use the existing rules of macro-discourse norms and moral value propaganda to guide speech behavior in the virtual world. It is difficult to

resonate with the virtual network world between the discourse of ideological and political education through the existing discourse paradigm, which makes the load of ideological and political education increasing, but the effectiveness is decreasing, the network ideological and political education is difficult, and the discourse system of ideological and political education is facing the risk of losing the dominant power of discourse.

### ***2.3 The top-down discourse power of traditional ideological and political education is facing the dilemma of invalidity***

The implementation of ideological and political education is the Party and the State's established policy, adhere to the "political strong, deep feelings, thinking to new, broad vision, self-discipline should be strict, personality should be correct", to the hearts of students to plant the seeds of true goodness and beauty. However, in the practical work of ideological and political education in colleges and universities, there are leaders and practitioners of ideological and political education paying too much attention to the administrative orders and document norms of the education department, inculcating the commands and documents of higher-level departments directly into young students in formatted and instrumental language, tending to tell the audience what is right and what is wrong in the directive language, which is a kind of tool rational education, but also a rigid education of empiricism, which easily arouses the anti-reaction psychology of young students in the new period of ideological and political education activities in colleges and universities.

With the growth of the Internet, contemporary college students are more willing to accept the "student-centered" way of education. They prefer to judge what is right and wrong through personal experience, feelings, and to exchange ideas and views with each other, sum up experience, self-formation of moral and value judgment. This is a practical rational value. Contemporary college students generally like to use new media, such as WeChat Moments, Weibo, QQ, etc., to build their own understanding and cognition of the external world. The traditional discourse of ideological and political education adhering to the educational concept of instrumental rationality, for the Party and the state on the political policy of ideological and political education without specific analysis is also a trend to inculcate education, but not only on the next, its content and concept has been difficult to meet the new era of the new generation of young people in colleges and universities values, outlook on life and world outlook of education needs.

## **3. THE PATH OF THE TRANSFORMATION OF DISCOURSE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES**

Jane Austen's discourse association theory holds that human language is a generative system that depends on specific contexts, and the specific meaning of discourse is transmitted by certain contexts. Both sides of the speech have intersections in the context of discourse and the content of discourse in order to understand each other's communicative intentions. In order to achieve the intention of communicating with each other, the two sides of discourse communication need to enhance mutual coordination and overcome the subjectivity in the process of information transmission, on the other hand, the communicative parties need to create an environment of discourse that can produce communication and make it continuous and effective. The change of context will inevitably lead to the change of discourse subject, position relationship, discourse style and discourse content.

President Xi Jinping's assertion that our society has entered a new period and is facing new social contradictions has set a specific context for our right to speak in ideological and political education. Based on this, the transformation of the discourse of ideological and political education in colleges and universities in the new period needs to combine the education policy of the Party and the state since the 18th National Congress with the specific way that contemporary college students enjoy the ideological education, and the discourse system of ideological and political education needs to take the initiative to shape a sustainable and coordinated context conducive to the exchange of ideas.

### ***3.1 Realize the transformation of discourse in ideological and political education from formatting language to generating discourse.***

The essence of ideological and political education is the guidance and shaping of the values of the educated through certain verbal communication. In this process, it is easier for the teacher to grasp the right of discourse through his own identity advantage and information advantage, so as to stylized the rigid moral indoctrination education of the teacher, once the teacher's knowledge reserve, speech expression and even with personal imprint values and the expectations of the subject slightly different, it is difficult to achieve the effect of ideological and political education into the mind. This mode of education is called format education, the teacher seems to be in the control position of discourse power, but in fact, in the course of communication, his power of discourse is idled and weakened by the educatee, the thousands of power is invisible without self-knowledge, and even brings the educatee's antipathy and resistance.

The theory of the generation of discourse in ideological and political education holds that educational discourse is a process of development and change, and the subjectivity and content of discourse depend on the fusion of people's ideas, value orientation and moral development. Therefore, the communication of discourse in ideological and political education involves "not an abstract world of *fait accompli*, but a changing world of life". Therefore, both teachers and students in discourse communication need to adjust their discourse according to the change of environment, and the content and theme of ideological and political education will be updated with the change of environment, which is a kind of change that transforms the discourse of ideological and political education from "ready-made" and "formatted" discourse to "generating" discourse. Bottles can be filled with new wine, but bottles must be cleaned, and wine must be newly brewed, the ideological and political education of college students in the new era must not hope that an old ticket to board the young people's progressive thinking sail.

### ***3.2 Realize the transformation of the ideological and political education discourse from instrumental discourse to value discourse.***

In the traditional ideological and political education activities, the discourse of the ideological and political education is often regarded simply as a tool discourse, that is, as a language tool to convey, explain and publicize ideological and political education. This kind of instrumental purpose theory especially attaches great importance to the identity control and the realization of interests of the subject of discourse, accustomed to looking at the two sides of discourse communication with linear thinking, and holds that the role of the teacher and the power of discourse in the process of the ideological and political education is bound to be greater than that of the educatee, who tends to pay more attention to the results and ignore the feelings of the educatee and the subjective role of the educational process.

Since the 18th National Congress, we have focused on the deployment of classroom in ideological and political education is an innovative act of ideological and political education, the purpose is to pass on professional professors and academic masters with ideas, sentimental, professional and ideological, while imparting professional knowledge, can be an equal perspective of the younger generation of students for new knowledge, new skills curiosity into the national situation of the great responsibility, which is not only a feast of professional knowledge, but also a proactive thinking lead.

Language is not only the carrier of human civilization, but also the inevitable existence of human life, "language is not an external life, an external tool of human beings, but a way of life and human existence" (Xiang Xuwei, 2015) [4]. As a kind of verbal communication activity

which loaded with the interests of a particular class, the discourse of ideological and political not only pays attention to the inner logic and generation context that should be possessed as discourse, but also emphasizes the value orientation and the ideological contained in the discourse content as the essence of communication. This higher requirement reflects that the discourse of ideological and political education should not only show the existence of society, but also pay attention to the value attribute of people in the specific social form, and meet the essential requirements of ideological and political education.

## **4. CONCLUSION**

Since the 18th National Congress of the Communist Party of China, the work of ideological and political education in colleges and universities has been raised to an unprecedented height, and the content, form and mission of ideological and political education are constantly changing and exploring. The discourse of ideological and political education is an important carrier of propaganda, interpretation and strengthening of ideological and political education guidelines and policies in the new period, and an important link of communication between the educators and the educatees. The new political mission of ideological and political education must require the transformation of the discourse system of ideological and political education, which is the main carrier of ideological expression, to change towards the direction of language generation and value discourse, and to remove the formatted language and tool language paradigm in the existing language system of ideological and political education.

This transformation can build the discourse platform system through the university network platform to play the central radiation role. In particular, it is necessary for college party committees to establish a sense of responsibility for the dissemination path of discourse of "big ideological and political" in the research work of ideological and political education, so as to realize the transformation of the discourse system of the ideological and political education from "official discourse" to "spiritual discourse", from the transformation of "controlling discourse" to "interactive discourse". We should promote the reform and innovation of ideological and political theory courses, and insist on the unity of political and academic rationality, the unity of value and knowledge, the unity of constructiveness and criticism, the unity of theoretical and practical, the unity of unity and diversity, the unity of dominance and subjectivity, the unity of indoctrination and enlightenment, the unity of explicit education and implicit education, and constantly enhance the ideological, theoretical, affinity and pertinence of ideological and political courses.

## ACKNOWLEDGMENTS

This article is the result of Wuhan Polytechnic's 2018 school-level project "The New Path of Thanksgiving Practical Education for Funded Students in Higher Vocational Colleges from the Perspective of the Media", No. 2018YR051.

## REFERENCES

- [1] Robin Tolmach Lakoff, *The War of Languages*, translated by Liu Fenghai, Beijing: Xinhua Press, 2002 edition, p. 2.
- [2] You Hongjiao, Hou Yong, *The Realistic Dilemma and The Thought of Relief of The Discourse of Ideological and Political Education*, *Guangxi Social Science*, No. 8 of 2015.
- [3] Xu Guiquan, *On the change of Chinese social values since the reform and opening up*, *Journal of Nanjing Normal University. Social Science Edition*, No. 1 of 2007.
- [4] Xiang Xuwei, *On the Modern Transformation of The Discourse of Ideological and Political Education*, *Hubei Social Science*, No. 9 of 2015.