



The Path of Ideological and Political Education for College Students During the Epidemic Prevention and Control Period

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Abstract. Since its outbreak in early 2020, the COVID-19 epidemic has had a great impact on the study, life, ideological dynamics, mental health, interpersonal relationships and employment selection of contemporary college students and it also provides a wealth of educational materials for the ideological and political education of college students. During the period, the social responsibility awareness and sense of ownership of the mainstream groups of college students have been continuously enhanced in the practice of epidemic prevention and control, but some students have negative and fear of difficulty ideological situation. The ideological and political education work must implement precise policies, promote work in all areas by drawing upon the experience gained on key points, innovate the form, content and carrier of ideological and political education through a systematic and rich ideological and political education process, optimize the ideological and political education environment and educational process of college students, guide college students to form a common value pursuit, and improve the quality and level of ideological and political education.

Keywords: Epidemic prevention and control · College students · Ideological and political education

1 Introduction

To do a good job in the ideological and political education of college students during the epidemic prevention and control period, it is necessary to give full play to the ideological and political education's ideological guidance and behavioral guidance functions, refine the ideological and political education situation, and strengthen the education and guidance of college students' correct values. This is the key to doing a good job in the ideological and political education of college students at this stage. Only in this way can it be possible to strengthen the mainstream public opinion field, consolidate the theoretical arming of ideological and political education, realize the return of the original intention, and win the tough battle of epidemic prevention and control.

2 The Current Situation and Existing Problems of Ideological and Political Education for College Students During the Epidemic Prevention and Control Period

2.1 Single Means of Education and Lack of Diversity

“The COVID-19 epidemic is a major public health event that has occurred in China since the founding of the People’s Republic of China with the fastest spread of viral spreading, the widest range of infection, and the greatest difficulty in prevention and control”. [1] It is necessary to “suspend classes without stopping learning”. While giving full play to the guiding role of offline ideological and political classroom education, if teachers can’t strengthen the position of online education and innovate the form of ideological and political education by means of Rain Classroom, Tencent Meeting, Enterprise WeChat, short videos, etc., they will not be able to give full play to the communication functions and advantages of We Media, let alone achieve a strong integration of advantageous educational resources. Due to the relatively closed campus environment during the epidemic prevention and control period, home health monitoring, nucleic acid testing of all staff, contactless catering, and online teaching have become the norm. If the ideological and political educators in colleges and universities only carry out ideological and political education through traditional preaching and theoretical preaching, don’t proceed from the new situation and new characteristics of college students’ ideological and political education in the We Media era, and don’t focus on expanding and innovating educational methods and carriers, they will make the process and content of ideological and political education a mere formality, making the timeliness and effectiveness diluted, and the situation of single educational form and poor educational effect will also appear.

2.2 Weak Educational Awareness and Lack of Systematicness

Engels pointed out: “History is made in such a way that the final result always emerges from the conflict of many individual wills, each of which, in turn, is due to many special conditions of life... Thus, there are interlaced forces and parallelograms of countless forces, from which a resultant force, the historical result, is produced”. [2] In the 21st century, “Youth is the most active and dynamic force in the whole society. [3] The hope of the country lies in the youth and the future of the nation lies in the youth”. College students are the backbone of epidemic prevention and control, and doing a good job in their ideological and political education is crucial to overcoming the epidemic in an all-round way and winning the final victory of epidemic prevention and control. However, “At this stage, the manifestation of China’s ideological and political education in public crises is still in the form of a ‘fire brigade’. Once a public crisis occurs, personnel will be temporarily organized to conduct ideological and political education according to the actual situation”. [4] This leads to problems such as information asymmetry, unclear boundaries of rights and responsibilities, and unscientific division of responsibilities in the education process, weakening the effect of ideological and political education and making it impossible to refute rumors and seek truth.

2.3 Generalization of Educational Situation and Lack of Concreteness

College students lack the critical thinking ability to eliminate the false and retain the true of the complicated network information during the epidemic prevention and control period. For example, ideological trends such as refined individualism and new hedonism have formed a strong impact on the value judgment and value choice of college students and constantly break through the bottom line of the value identification of the socialist core values. For the ideological and political work in colleges and universities, if it just emphasizes the importance of epidemic prevention and control, requires students to strictly abide by the various systems during the school's closed-off management period, and fails to pay attention to education and guiding students to understand the institutional advantages of socialism concentrating its efforts on major events from the comparison of Chinese and foreign epidemic prevention and control measures and effectiveness, if it only uses dogmatic preaching, instead of using vivid materials emerging from the national war against the "epidemic" to enhance students' confidence and determination to overcome the epidemic, and if the educational content is not specific and detailed so that educators, the educated and educational content can be increasingly differentiated, it is unable to grasp the right to speak in ideological and political education, and it is impossible to implement precise policies. In the new era, college students must recognize their historical responsibilities, shoulder the mission of the times, and have the courage to work hard.

2.4 The Value Orientation of the Educated is Diversified and the Moral Self-discipline is Weak

"More research and discussion but less practical action is one of the main problems in the network ideological and political education work in colleges and universities". [5] In the context of global economic integration, all countries in the world have gradually become a community with a shared future, with deep integration of economy, politics, ideology and culture. Various foreign cultures, ideas and lifestyles have had a strong impact on the inherent traditional value orientation of college students. Some college students have problems such as Westernization of lifestyle and weak political beliefs to varying degrees. They are good at speaking out through Weibo, WeChat and other We Media platforms. Political participation is no longer limited to offline, but is more reflected in political participation and political expression through the Internet. Networked survival is becoming more and more obvious. At the same time, the virtual identity of the Internet can easily lead to moral anomie incidents such as cyber language violence and cyber bullying among college students in the process of public participation in the fragmented network. This not only impacts the core value orientation of college students, but also is a negative expression of their non-positive value orientation in the complex network ecological environment.

3 The Ideological and Political Education Function of College Students During the Epidemic Prevention and Control Period

3.1 Ideological Guidance Function

“Our party is determined to the great achievements that shine through the ages of the Chinese nation in the future and shall cultivate useful talents who support the leadership of the Communist Party of China and Chinese socialist system from generation to generation and are determined to strive for the cause of socialism with Chinese characteristics for life”. [6] From the outbreak of the Wuhan epidemic in 2020, to the 30 provinces and 350,000 local infected people who compete with the Omicron virus in 2022, the severe and complex form of epidemic prevention and control means that it is imperative for colleges and universities to do a good job in ideological and political education for college students. It is necessary to improve college students’ scientific understanding of the “dynamic clearing” epidemic prevention policy through situational teaching, inspiration and guidance, and group discussions. “Ma Xiaowei, director of the National Health Commission, said that the essence of ‘dynamic clearing’ is on one hand, speed and precision on the other hand. ‘Dynamic’ means not pursuing absolutely zero infection. ‘Clearing’ is to find an epidemic event, put it out, and keep the bottom line that there will not be a large-scale rebound of the epidemic. Fast and accurate ‘dynamic clearing’ is the ‘magic weapon’ for China to control the epidemic”. [7] Only by combining online and offline ideological and political education methods can it be possible to guide college students to further expand their international vision and enhance their patriotism in the process of global economic integration. The 2022 Beijing Winter Olympics and Winter Paralympic Games were successfully held, showing the Chinese spirit and Chinese strength to the world. This is inseparable from the selfless dedication of countless college student volunteers, which fully proves that the mainstream of the ideological and political situation of contemporary college students is positive and the ideological and political education has achieved remarkable results.

3.2 Learning Guidance Function

Ideological and political educators should “continuously improve the ability to grasp the law of the Internet, the ability to guide online public opinion, and the ability to control the development of informatization”. [8] It is needed to adhere to the student-centered principle and wholeheartedly serve students as the point of strength, starting point and foothold of ideological and political education work under the normalization of epidemic prevention and control, and master the psychological characteristics and individual needs of college students, as well as the differentiated performance of freshmen in their thoughts and behaviors. According to the actual needs of college students, ideological and political educators need to do a good job of corresponding educational guidance, including the needs of professional course learning, the needs of staged career planning, and interpersonal skills. Through progressive education and counseling, college students can learn to make use of their strengths and avoid weaknesses and improve their overall quality and ability. During the epidemic prevention and control period, the course teaching is transformed from the traditional offline single teaching mode to the

online distance teaching mode, and ideological and political educators conduct point-to-point and online heart-to-heart conversations in a timely manner for students with weak self-adjustment ability. On the one hand, this can help students adapt to the new teaching mode as soon as possible, find the best learning method, and achieve good learning results. On the other hand, integrating psychological counseling work into the learning counseling process can guide college students to learn to cherish life, respect science, and make personal study plans, so that each student has a plan and each lesson is summarized, helping students understand themselves rationally and recognize the nature of emotions.

3.3 Behavioral Guidance Function

General Secretary Xi Jinping pointed out: “To do a good job of ideological and political work in colleges and universities, we must adapt to events, advance in accordance with the times, and innovate in accordance with the situation. It is necessary to follow the law of ideological and political work, the law of teaching and educating people, the law of student growth, and constantly improve work ability and level”. [9] Combined with the practical confidence and scientific response of the party and the government in the process of epidemic prevention and control that “We must always adhere to the supremacy of the people and life, adhere to scientific precision, dynamic clearing, and curb the spread of the epidemic as soon as possible”, educators need to guide college students to enhance their sense of social responsibility from the perspective of theory and practice and realize the precise docking between personal wishes and social public interests. [10] General Secretary Xi Jinping pointed out: “Every generation of young people must plan their lives and create history under the conditions of their own times”. [11] By improving the ideological and political education system for college students, educators need to establish files of student growth, accurately grasp the growth pattern of each student, and educate students how to deal with emergencies under the normalization of epidemic prevention and control. They should focus on ideological education for students, student cadres, and party members, and then make them lead and influence ordinary students to form an ideological and political education system with full coverage, so as to achieve the goals of educating, broadening horizons, and growing capabilities. And they also need to extract the content of ideological and political education with depth and warmth, deepen the connotation of ideological and political education, and improve the effect of ideological and political education.

4 The Path of Ideological and Political Education for College Students During the Epidemic Prevention and Control Period

4.1 Innovating Ideological and Political Education Methods and Doing a Good Job in Education and Guidance

In the traditional sense, classroom ideology and politics mainly solve the problems of “what”, “why” and “how” from the theoretical dimension. College students are witnesses and participants in the entire process of epidemic prevention and control. They

should be guided through various forms of ideological and political education to start from practice and form emotional consensus and value consensus. Educators can use online themed class meetings, online themed activities of Youth League organization, and online visits to the Red Cloud Exhibition Hall to broaden the channels of ideological and political education, realize the in-depth integration of vivid materials for epidemic prevention and control and ideological and political education, sing the main themes of the times and praise the new era. They must strive to give full play to the positive roles of student party members, major student cadres, and students' parents in helping students form good living habits, self-emotional management, and career planning, so as to make ideological and political education closer to the reality of students, more infectious and concrete, and become a powerful induction field, injecting inexhaustible impetus for ideological leadership. College students are the main audience for the Internet. Ideological and political educators should maximize the use of Weibo, WeChat and other We Media platforms to form a publicity and education matrix and achieve seamless docking with students, so as to turn this sudden and major disaster faced by mankind into a valuable educational resource, provide spiritual nourishment for the healthy growth of students' physical and mental health, and avoid deification and dogmatization of epidemic prevention and control policies and measures.

4.2 Strengthening the Awareness of Ideological and Political Education and Forming a Joint Force of Education

Since the outbreak of the COVID-19 epidemic, various online rumors have emerged one after another. On the one hand, rumor publishers fabricate false news to gain attention and traffic, and on the other hand, they use the epidemic to attack China's various anti-epidemic policies. Ideological and political educators must fully understand and deeply understand the extreme importance and arduousness of doing a good job in ideological and political education for college students during the epidemic prevention and control period and pay attention to doing a good job in daily ideological and political education, taking mental health education, career planning education and interpersonal relationship education as important educational content. Educators should also maintain close communication with schools, society, and parents of students to achieve resonance at the same frequency. It is necessary to improve the awareness and ability of ideological and political educators to use the Internet, so as to understand and grasp the characteristics of college students' Internet expression, strengthen the pertinence of ideological and political education and the continuity of the effect of ideological and political education. While paying attention to the guidance of positive thinking, there is no need for educators to avoid the shortcomings of the social governance mechanism exposed during the epidemic prevention and control period. They must insist on seeking truth from facts, carry out ideological and political education reasonably, build consensus, and form a joint force.

4.3 Refining the Situation of Ideological and Political Education and Realizing the Penetration of Education

“Practice is the best teacher and participation is the best learning”. [12] The main body of ideological and political education should identify different forms of social public opinion and take the lead in creating a healthy and positive ideological and political education atmosphere. It is necessary to play the role of the fortress of fighting of the student party branch and the exemplary and vanguard role of student cadres. Through their influence, they will drive the people around them and become the preachers and propaganda cadres of the party and the country’s guidelines, principles and policies during the epidemic prevention and control period. Ideological and political educators should take the initiative to guide college students to take advantage of their majors to devote themselves to the actual combat of epidemic prevention and control. From the national level, college students should do a good job of ideological work and strengthen their belief in victory in the epidemic prevention and control work. From the social level, college students should use their professional knowledge to think about the relationship among epidemic prevention and control, economic development and social stability. They need to think about how to coordinate the normalized prevention and control of the epidemic and economic development in the “post-epidemic era”, the reflection of their own role in epidemic prevention and control, and the regulation of network information dissemination paths during the epidemic prevention and control period. From the individual level, college students should give full play to their professional advantages to contribute their youthful strength to overcoming the epidemic, so as to solve the dilemma faced by people living in harmony with nature. Guiding students to think deeply and practice is of great significance to the growth and success of students, and it is also a full manifestation of the ideological and political educators in colleges and universities to keep an eye on real life and assume the responsibility of the times.

4.4 Consolidating the Theoretical Arming of Ideological and Political Education and Enhancing the Sense of Social Responsibility

“The sense of social responsibility refers to the self-discipline consciousness and personality quality formed by social groups or individuals under certain social and historical conditions to undertake corresponding responsibilities and perform various obligations in order to build a better society”. [13] As the last exit of college students to the society, colleges and universities should conduct all-round, whole-process, and all-element evaluation of students, follow the law of ideological and political education, the law of teaching and educating people, and the law of student growth, organically integrate political leadership, ideological guidance, emotional guidance, study guidance, behavioral guidance, and employment guidance, innovate education management methods, explore the elements of ideological and political education, build a joint force for ideological and political education, carry out targeted education management services, adhere to political orientation, value orientation and problem orientation, and combine “explicit knowledge dissemination, ability training and implicit ideological and moral education for students”, [14] in order to improve college students’ awareness of social responsibility and service awareness, cultivate their deep feelings of caring about the country,

caring for the society, loving the party and the people, and lead them not to forget their original aspirations and to strive to be social thinkers and burden-bearing forerunners under the normalization of epidemic prevention and control.

5 Conclusion

To sum up, to do a good job in the ideological and political education of college students during the epidemic prevention and control period, it is necessary to focus on the characteristics of college students' strong ideological independence and multiple choices, do a good job of theoretical arming, find a good point of strength, educate people with affection, and use affection to impress people, so as to realize the combination of policy guidance, knowledge transfer, and emotional integration, fully excavate the practical materials of ideological and political education, and enhance the attractiveness and effectiveness of ideological and political education in the end.

Authors' Contributions. This paper is independently completed by Fengwei Zhang.

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