



# Research on the Innovation of the Path to Strengthen the Ideological and Political Education Work of Returned Students in Universities in the Post-epidemic Era

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**Abstract.** In the post-epidemic era, the sharp contrast between the situation of epidemic prevention at home and abroad makes the number of returned students in colleges and universities gradually increase. At present, in view of the ideological characteristics of the returned students in colleges and universities and the problems and causes of ideological and political education, colleges and universities should explore the innovation of the path of ideological and political education for the returned students, play the leading role of the Party, actively improve the policies and measures to improve the relevance of ideological work, enrich the form of ideological and political education, build a firm ideological education, actively build a modern communication platform, broaden the ideological To maximize the role of the returned students in the development of higher education, the Party should play a leading role, actively improve policies and measures to improve the relevance of ideological work, enrich the forms of ideological education, build a modern communication platform, broaden ideological channels, and maximize the role of returned students in the development of higher education.

**Keywords:** colleges and universities · returnees · ideological and political education · post-epidemic era

## 1 Introduction

With the strengthening of the demand for talent in the economic and social construction of the Party and the country, the returnees from universities have become an important force in the construction of “Talent Power”. In the post-epidemic era, the situation of overseas epidemic prevention and control has become more and more severe, while China has shown its advantages over other countries in the effective prevention and control of the New Coronary Pneumonia epidemic and the promotion of economic recovery. General Secretary Xi Jinping stressed at the Central United Front Work Conference that “overseas students are an important part of the talent team and a new focus of the

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United Front Work.” [1] It is of great value and significance to actively explore the innovative development path of strengthening the ideological and political education work of returned students in colleges and universities in the post-epidemic era and to seek countermeasures to solve the real problems faced in the ideological work of colleges and universities under the new situation, to promote the whole-hearted dedication of returned students in colleges and universities to the construction cause of the great rejuvenation of the Chinese nation.

## **2 Ideological Characteristics of International Students Returning from Universities in the Post-epidemic Era**

In the post-epidemic era, international students returning from college and universities generally have strong patriotic feelings and a strong willingness to participate in politics, and they not only have the ideological characteristics of open international vision and innovative thinking but also present diversified characteristics in their ideological pursuits, and highly advocate the realization of self-worth. It is important to explore the current situation and characteristics of the thoughts of international students in the post-epidemic era to strengthen the effectiveness of the ideological and political education of international students in colleges and universities.

### **2.1 International Vision is Open, Innovative Thinking Concept is Wide**

The experience of studying abroad not only makes the university returnees accumulate a lot of theoretical research and practical work experience and form high professionalism and professional standards but also forges their broad international vision and ability of diversified thinking. They have active thinking and open-minded ideas and have high insight and sensitivity to the hot issues in China's political, economic, and cultural fields, and they are good at using their international vision to play their role in academic research and education, and their views and ideas are often very innovative and unique. Their ideas are often innovative and unique. They dare to break through traditional thinking patterns and explore new ways and means for the development of higher education in the post-epidemic era from various aspects and perspectives.

### **2.2 Diversified Ideological Pursuits, Advocating the Realization of Self-worth**

The core values embedded in the Western political culture are inevitably shared to a certain extent by the international students returning from universities who have been influenced by Western ideology and culture for a long time, and the emphasis on individuality and self-worth, as well as the pursuit of value pluralism, are the labeling characteristics of the new generation of overseas students [2]. In the post-epidemic era, returning international students mainly appeal to a higher level of career development, advocate self-ideal pursuit, emphasize self-value realization and focus on self-improvement, and aspire to make their way in the new environment of domestic universities. At the same time, they are also concerned about whether they can contribute their unique power to

the development of the country and the society, and their ideological consciousness contains the excellent cultural genes of the Chinese nation and the value pursuit of western personal interests and utilitarianism first, and the spirit of dedication and the liberal tendency is in fierce confrontation, and their ideological orientation and pursuit show the characteristics of pluralism and diversity.

### **2.3 Strong Patriotic Sentiment and a Strong Willingness to Participate in Politics**

The current university returnees are not only witnesses of the great achievements of China's social development and economic construction since the reform and opening up, but also the personal experience of these years. They know that their future is inseparable from the development of the motherland, and they are convinced that the great rejuvenation of the Chinese nation needs the strong leadership of the CPC and the prosperity of China needs the hard work of the Chinese people. Especially in the post-epidemic era, the returned students saw the great results achieved by China in the prevention and control of the new pneumonia epidemic, and the sharp contrast with the prevention and control policies and situations in western capitalist countries, and deeply appreciated the great advantages of the socialist system with Chinese characteristics, thus nourishing deeper feelings of homesickness and patriotism. After returning to China, most international students are concerned about national affairs and people's livelihoods, and the national political policies, and generally have a strong will to participate in politics, actively participate in the construction of democratic supervision and democratic management in universities, and are eager to make great contributions to the development of the economic construction and education of the motherland with the knowledge and experience they acquired during their study and exchange abroad.

## **3 The Current Situation of Ideological and Political Education for Returned Students in Universities in the Post-epidemic Era**

Universities actively respond to the requirements of the Party Central Committee and the state and integrate the ideological and political education work for the returned students into the characteristic practice, which has met the actual needs of the returned students to a certain extent, and the ideological and political education work has been carried out with certain achievements, but under the arrival of the globalization situation of the epidemic, new situations and new problems have emerged in how universities can strengthen the ideological and political education work for the returned students in the post-epidemic era. However, with the arrival of the globalization of the epidemic, new situations and new problems have emerged regarding how to strengthen the ideological and political education of international students in the post-epidemic era.

### **3.1 Ideological and Political Education Work is Valued but not Enough**

With the "wave of returning students" in China, the group of returning students in colleges and universities continues to expand, and it is crucial to fully mobilize the enthusiasm and enthusiasm of returning students in colleges and universities and guide

them to work hard in teaching and scientific research in colleges and universities. [3] It is crucial to fully mobilize the enthusiasm and enthusiasm of the returned students in colleges and universities, and guide them to work hard in teaching and scientific research. The ideological and political education work has been paid attention to by the party committee and the United Front Work Department of colleges and universities, and the colleges and universities have actively organized ideological and political education activities such as political theory study seminars and policy exchange meetings for the returned students and arranged them to report their thoughts regularly, so the ideological and political education work has achieved certain results. However, at present, most of the activities participated by the returned students are still the unified policy and theory learning activities organized by schools or colleges, and special and personalized education for the returned students is rare. Since the outbreak of the new pneumonia epidemic, the sharp contrast between the epidemic prevention situation at home and abroad has not only prompted a large number of overseas students to choose to return to their home countries but also caused fluctuations in the thoughts of the returned students in universities due to the significant difference in the epidemic prevention policy. In the process of ideological and political education, universities have neglected the ideological and political conditions and practical needs of the returned students in the “post-epidemic era” to varying degrees, ignored the impact and influence of the epidemic on the minds and bodies of returned students, and still paid insufficient attention to strengthening the ideological and political education of returned students.

### **3.2 The Initial Formation of Ideological and Political Education Policy but Lack of Relevance**

“The content of ideological and political education is not pre-formed but generated, not fixed and once and for all, but advancing with the times and developing discursively.” [4] General Secretary Xi Jinping proposed in the report of the 19th Party Congress to effectively grasp the work of studying abroad talents as an important task in implementing the strategy of strengthening the country through science and education and the strategy of strengthening the country through talents, and currently, a series of institutional policies on the work of ideological and political education for returned students have been formed in universities, which clarify the division of labor among functional departments carrying out ideological and political education work and initially form a synergistic mechanism of ideological and political education for returned students. These policies and institutions have played a key role in encouraging overseas students to carry out scientific research and teaching work and promoting the construction and development of universities, but there are still problems of lack of relevance and innovation. When universities carry out ideological and political education work, it is easy to ignore the unique educational background and ideological condition of returned students, and the “one-size-fits-all” policy system is common, and a considerable part of the policies and work arrangements are not targeted or followed, which cannot adapt to the actual needs of returned students in the post-epidemic era. Facing the new situation of epidemic prevention and control, many new situations and changes have emerged, and the policies and systems for the ideological work of returned students in universities need to be updated and optimized. Some colleges and universities do not follow the real needs of

the returned students in formulating policies and systems, neither do they establish a reasonable and effective incentive mechanism for scientific research of returned students, nor do they improve the protection system for the work and life of returned students; the ideological and political education system and its policy achievements are poorly matched with the reality of the epidemic situation; they pay little attention to the ideological and emotional needs of the group, and the formalistic policies. The ideological and political education work is difficult to be implemented in practice.

### **3.3 More Ideological and Political Education Activities but not Enough Effectiveness**

To actively respond to a series of policies of the Party and the State for returned students under the new situation, universities have given full play to their advantages, actively promoted the ideological and political basic theory education for returned students, and carried out ideological and political theory learning activities, and the number and frequency of ideological and political education work for returned students have increased. However, some universities are still accustomed to carrying out ideological and political theoretical learning in the form of symposiums and report-sharing sessions, lacking diverse contents such as field trips and scientific research experience exchange talks, with single forms and uniform contents, and the effectiveness of ideological and political education work is insufficient. Especially under the situation of epidemic prevention and control, it is more difficult and difficult to carry out ideological and political education activities, and many universities still adopt ideological and political education forms with boring contents and cumbersome procedures, which greatly frustrate the participation and enthusiasm of returning students in ideological and political education work; considering the actual situation that the repeated gathering activities are restricted due to the epidemic, the offline meetings are only transferred to online, and the contents and The process is unchanged, and the study abroad students often become tired and resistant to it, which makes the effectiveness of ideological and political education greatly reduced.

## **4 The Path of Strengthening the Ideological and Political Education of Returned Students in Universities in the Post-epidemic Era**

How to do a good job in the ideological and political education of returned students in universities in the post-epidemic era has become an important issue. Colleges and universities should make an in-depth analysis of the ideological characteristics of returned overseas students, and constantly find out innovative paths and reform ideas to strengthen the ideological and political work of this group, to do a good job in the ideological and political education of returned overseas students in colleges and universities under the new situation of epidemic prevention and control.

### **4.1 Strengthen the Leadership of the Party and Play the Role of Outstanding Models**

Xi Jinping emphasized in the report of the 19th National Congress that “the key to running China well lies in the Party.” Developing party members and doing a good job of

political and ideological leadership among returned students in colleges and universities is one of the important paths to strengthen the ideological and political guidance and education of returned students abroad. The overseas students study and live abroad and their lack of understanding of the domestic social environment and cultural atmosphere, coupled with some inaccurate reports and smearing by western media, have led to the overall weak willingness of returning students to join the CPC and participate in the activities of party organizations, and insufficient response to the party's policies and calls. Therefore, in the ideological and political education of international students in colleges and universities, we should further strengthen the leadership of the Party, give full play to the organizational and political advantages of the Party, actively carry out propaganda work, reach out to the group of international students, pay attention to the problems and difficulties they encounter in their working life in colleges and universities, and enhance their intention and willingness to join the Party. In this process, we should not only carry out universal and non-differentiated propaganda work but also conduct an in-depth investigation and individual conversations according to each individual, to absorb more outstanding talents into the Party organization, create a good academic and political atmosphere in the universities, strengthen their identification with the road of socialism with Chinese characteristics and guide them to follow the Party's pace in unison.

Colleges and universities should give full play to the pioneering and exemplary role of the party members who have returned to study abroad, effectively playing the role of the fighting bastion of the party branch of returning students [5]. In addition, it should pay attention to the cultivation of representatives of returned students, set up excellent models with strong ability and commitment, play the role of role model and continuously improve their ability to grasp politics, participate in politics, organize and lead, and cooperate and work together; make use of the advantage of talent resources in universities to hold experience sharing sessions of excellent returned students in the Party, so as to lead them to the surface and promote them by themselves, and guide returned students to consciously They will be guided to participate in ideological and political theoretical studies, and their enthusiasm and confidence in participating in politics and academic research will be continuously enhanced; their ability of creative thinking and communication and coordination will be improved, and they will be encouraged to consciously combine the realization of their self-worth with the grand goal of the great rejuvenation of the Chinese nation, actively participate in the cause of modernization of the socialist society with Chinese characteristics, and realize the long-term development of higher education.

## **4.2 Improve Policy Formulation and Improve the Relevance of Ideological Work**

Given the mismatch between the current ideological work policy formulation and the real situation, colleges and universities should plan the working path of ideological education scientifically and reasonably, and construct and improve the ideological and political education policy system with the target. In the ideological work, it is necessary to avoid the boring and complicated didactic theoretical propaganda and to impress people with facts and influence them with actions, not only to pay attention to the scientific effectiveness and up-to-date nature of the ideological and political education policy

formulation for returned students but also to pay attention to the concrete measures of policy implementation, to prevent the relevant policies and systems from being difficult to implement and unimplemented in the process of implementation. To solve these problems, the universities have carried out a series of internal research and development projects. To solve these problems, the leaders and staff of universities who carry out ideological education for returned students should be good at linking theory with practice, have a profound grasp of national conditions and a broad international perspective, grasp the methods of international comparison, and be good at carrying out ideological and political education for returned students by presenting facts and reasoning. [6] We should fully consider the realistic needs and ideological dynamics of the returned overseas students, get closer to the actual life of this group, and timely help them solve the “big problems” in scientific research and academic research, title evaluation, and children’s education, and enhance their adaptability to the environment after their return to China as much as possible, not only to improve the ways and methods of ideological and political education work but also to ensure and guarantee the quality of education. We should not only improve the ways and methods of ideological and political education work, but also protect and safeguard the basic interests of the returned overseas students, and give them appropriate inclination within the scope of the policy, to reduce the heavy pressure of scientific research and life and make them devote more energy to teaching and scientific research work, to ensure that the ideological and political education work of the returned overseas students in colleges and universities can be put into practice.

### **4.3 Pay Attention to Values Leadership and Build a Firm Ideological Education**

Xi Jinping emphasized that “socialist core values are the centralized embodiment of the spirit of contemporary China and condense the common value pursuit of all people.” [7] In today’s world, countries with different social systems all attach great importance to ideological propaganda and education, and all take the cultivation of values that meet their national needs as the top priority of national education. [8] The ideological and political education work of colleges and universities should also pay attention to the role of leading the thoughts and guiding the behaviors of international students with the core values of socialism with Chinese characteristics. The experience of overseas study and life will inevitably make the international students affected by the cultural values and ideology of western capitalist countries, and coupled with the inaccurate reports of western media on the prevention and control of the new pneumonia epidemic in China, the returned students are very prone to misconceptions and prejudices in their minds. Facing this situation, colleges and universities should build up ideological education, strengthen ideological work, play the guiding role of Marxist theory, deeply analyze the hot issues in colleges and universities, enhance the judgment of potential problems of ideology in colleges and universities, distinguish the essence of things and highlight value orientation, so that the returned students can fully and deeply understand and grasp the actual situation of China and firmly establish the love of the country and socialism. Especially in the post-epidemic era, China’s speed and ability to prevent and control the new pneumonia epidemic and promote economic recovery far exceed those of the western capitalist countries. Universities should guide the returnees to see the great advantages

of the socialist system with Chinese characteristics in the process of epidemic prevention through vivid factual cases, break the stereotype of China maliciously portrayed by the western media, enhance their self-confidence and pride in Chinese power, and strengthen their confidence in socialism with Chinese characteristics. Consolidate their understanding and support of socialist values with Chinese characteristics, so that they can re-examine China's development achievements and problems in a more objective, calm, and prudent manner, overcome all kinds of doubts and misunderstandings about China's social system, believe in facts and the truth, firm up the "four self-confidences" and achieve the "two safeguards", and gradually establish a correct ideological concept.

#### **4.4 Build a Modern Communication Platform and Enrich the Form of Ideological Education**

The rise of modern new media information technology provides a good opportunity to carry out ideological and political education work in colleges and universities under the situation of epidemic prevention and control. The ideological and political education work of college returnees should keep up with the development of the times and build modern online and offline communication and exchange platforms. The traditional forms of activities such as single theoretical study sessions and seminars are no longer suitable in the post-epidemic era, and it has become a general trend to make full use of the new online media platform to carry out ideological and political education activities, and the application of information media technology to carry out ideological and political education propaganda for returned students through mobile communication software such as QQ, WeChat and microblog, as well as the popular short video APPs such as Jitterbug and B station. It has also become a popular form of ideological and political education for returned students. The party committee of the university can work with the propaganda department and the United Front Work Department to produce propaganda videos or tweets with the returned students as the main characters to guide them to establish a sense of ownership and actively pay attention to the hot issues on campus; establish special public numbers and short video accounts for returned students to regularly push relevant policies and information to guide returned students to understand the frontier policies of the country and the actual situation of the society, and promote socialism in a vivid way such as online discussion and video dissemination. The university can also build a special website portal for returned students, encourage them to actively participate in online communication talks, actively contribute their opinions and suggestions through the online platform, and guide them to contribute new ideas and methods with a more international perspective to the development of the university. Colleges and universities can also use big data to screen and analyze the most concentrated push information read by students, effectively summarize and classify the hot and difficult issues of concern to international students returning to colleges and universities, to understand their ideological conditions more clearly, apply policies according to matters and change policies according to people, flexibly play the role of network information technology in promoting ideological and political education in colleges and universities, and realize the innovative development of ideological and political education work for international students returning to China.



While using new media technology to carry out online ideological education, colleges and universities should also actively carry out offline experience-sharing sessions, red film and television exhibitions, social field trips, and other activities in diversified forms and rich contents according to the leadership program of the Party organization, to understand people with activities and coalesce people with activities, guide college returnees to actively and seriously study important instructions and conference spirits of the Party, deepen their understanding of the Communist Party of China and the development achievements of socialist modernization. The activities are diversified to strengthen political theory learning, enrich the form of ideological and political education, and broaden the ideological communication channels of international students returning from colleges and universities; integrate online communication with real communication by organically combining online and offline platforms, rely on the familiar academic atmosphere and language style of international students returning from colleges and universities to carry out activities and use relevant academic activities as a grasp to enhance ideological and political education. The activities are carried out by academic activities to enhance the penetration of ideological and political education and create a good atmosphere for ideological and political education and learning; online academic scholars at home and abroad are invited to share their academic experience in scientific research to help the returnees enrich their knowledge, exchange ideas and enhance their cohesion, to stimulate their enthusiasm, initiative, and participation in ideological and political learning.

## 5 Conclusion

As an important force in the construction of talent, university-returned students play an increasingly important role in the development of higher education and the construction of modernization in China. It is of far-reaching significance to effectively improve the ideological and political education work of the returned students in colleges and universities in the context of the post-epidemic era and to explore innovative paths to strengthen the ideological and political education work of the returned students in colleges and universities, to promote the returned students to give better play to their talents and contribute to the grand cause of the great rejuvenation of the Chinese nation.

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