



SWOT Analysis of Patriotic Education for College Students in the New Era

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Abstract. The new era has highlighted the particularity of college students' patriotic education and given them a new background and content of patriotic education. In this paper, SWOT analysis is used to analyze the strengths and weaknesses, environmental opportunities and threats of the factors affecting the patriotic education of college students in the new era. This study is helpful to grasp the situation of college students' patriotic education in the new era and is conducive to further unifying thoughts, gathering strength and promoting college students' patriotic education at a new starting point.

Keywords: New Era · College Students' Patriotic Education · SWOT Analysis

1 Introduction

In November 2019, the government issued and implemented the “Outline for the Implementation of Patriotic Education in the New Era”. The report of the 19th generation of the Communist Party of China pointed out that after the long-term and unremitting efforts of all the people, China has entered a new historical period of a new era. This is a new positioning for China's development. The particularity of the new era background endows patriotic education for college students with epochal significance, making it unparalleled in previous times. This article uses the SWOT analysis method to analyze the influencing factors of patriotism education for college students in the new era, including strengths and weaknesses, opportunities and challenges. In order to deeply grasp the impact of the new era on patriotism education for college students, it is beneficial to enrich and deepen the theory of patriotism education for college students in the new era, and to promote patriotism education for college students from a new starting point.

2 Advantage Analysis

In the new era, to investigate and refine the positive factors and analyze the advantages, which is of great significance to strengthen college students' patriotic education. The advantages of college students' patriotic education mainly come from the socialist modernized country, Xi Jinping's Thought with Chinese Characteristics and China's increasingly powerful new international influence, which has laid the fundamental premise for college students' patriotic education. The architecture of advantage analysis is shown in Fig. 1.

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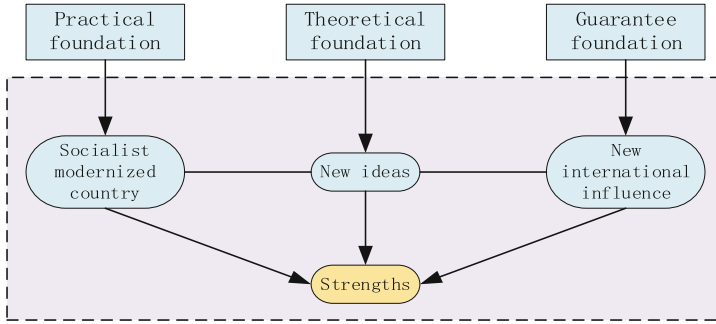


Fig. 1. Advantages analysis of the effect of college students' patriotic education in the new era

2.1 The New Journey of Comprehensively Building a Socialist Modernized Country Provides a Practical Foundation for College Students' Patriotic Education

The 14th Five Year Plan period is the first five years for China to fully build a moderately prosperous society and achieve the first centenary goal, seize the opportunity in all respects. The report of the 20th National Congress of the Communist Party of China pointed out: "China will comprehensively build a socialist modernized strong country. The overall strategic arrangement is divided into two steps: from 2020 to 2035, we will basically achieve socialist modernization; from 2035 to the middle of this century, we will build China into a prosperous, democratic, civilized, harmonious, and beautiful socialist modernized country" [1].

2.2 Xi Jinping's Thought of Socialism with Chinese Characteristics in the New Era Provides Theoretical Foundation for College Students' Patriotic Education

Xi Jinping's thought is contemporary Chinese Marxism, Marxism in the 21st century, and the essence of the era of Chinese culture and Chinese spirit. Engels said: "The theoretical thinking of each era, including the theoretical thinking of our era, is a product of history. It has completely different forms in different times and has completely different content" [2]. "The great social change of contemporary China is not the mother version of my country's history and culture simply, not a template for simply applying Marxist classic writers, not the reproduction of socialist practice in other countries, nor is it a replica of modern foreign development" [3]. Xi Jinping's thought combines the basic principles of Marxism with the specific reality of China in the new era, and proposes a series of original strategic and theoretical achievements. The powerful spiritual pillar of revival is the important idea of the in-depth promotion. It is also the source of ideas for patriotism. Only by adhering to Xi Jinping's thoughts of socialism with Chinese characteristics, can we accurately grasp the core and key of patriotism education in the new era, and call the people to consciously participate in the great practices of socialism with Chinese characteristics and contribute to their own strengths, national rejuvenation, and people's happiness. This is the most direct manifestation of patriotism in the new era.

2.3 China's Increasingly Powerful New International Influence in the New Era Provides a Guarantee Foundation for College Students' Patriotic Education

At present, the world's biggest change has accelerated its evolution. The COVID-19 has far-reaching impact. Unilateralism, protectionism and hegemonism pose a threat to world peace and development. But there is no doubt that peace and development are still the themes of the times, and China is still in an important period of strategic opportunities. We have built a moderately prosperous society in an all-round way with economic prosperity, political democracy, cultural development, social harmony, good ecology, and people's happiness on schedule. We have historically solved the problem of absolute poverty that has plagued the Chinese nation for thousands of years. China, as a responsible major country, widely participates in multilateral mechanisms, holds high the banner of peace, development, cooperation, and win-win results, firmly adheres to the open strategy of mutual benefit and cooperation, promotes the construction. The increasingly powerful new international influence provides a solid foundation for patriotic education among college students.

3 Weaknesses Analysis

Under the conditions of the new era, it is important to investigate and refine the negative factors. Analyzing the disadvantages are also of great significance to strengthening college students' patriotic education. The disadvantage of college students' patriotic education is mainly reflected in the timeliness and pertinence of patriotic education, the quality and the cognitive foundation, which greatly weakens the effect to a large extent.

3.1 The Timeliness and Pertinence of Patriotic Education Need to Be Strengthened

Marx believed that problems are the kind of "open, fearless, and influential voices of the times that influence all individuals. Problems are the slogans of the times, the most practical voices that express one's own spiritual state." Patriotism is not only an emotion, but also a political belief, stance, moral code, and code of conduct. For young college students, loving the motherland is unconditional and the most basic political attitude, ideological and moral integrity. But we cannot stop here. We must love patriotism and socialism. In today's China, patriotism and love for socialism are unified. In addition, there are still vague, and superficial phenomena in China. To carry out patriotic education more deeply, close to teachers and students, life, and reality, it is necessary to strengthen the "problem awareness", effectively start from the ideological reality of teachers and students and the actual educational work.

3.2 The Quality of the Patriotic Education Team Still Needs to Be Improved

Strengthening the quality of the patriotic education team requires adhering to the educator led approach. Educator dominance means that educators should grasp the initiative of education, actively guide students, dispel doubts and doubts for students, and safeguard

their growth and success. Ideological and political education workers are the key to educating college students on patriotism. Ideological and political education workers are the key to patriotic education for college students, but some teachers lack understanding, ability, and grasp of the cognitive laws and development characteristics of college students in the new era, resulting in a lack of new ideas, methods, and methods when conducting patriotic education for college students. At present, some teachers of professional courses believe that the patriotism education of college students is mainly the work of teachers and counselors of ideological and political theory courses. Some teachers even have negative educational influence on students. They guide students wrongly, resulting in the weakening of students' sense of national identity, national self-confidence, and national pride, the overall impact on the attractiveness and effectiveness of patriotism education for college students.

3.3 The Cognitive Foundation of College Students Is Not Solid

In recent years, various ideologies are intertwined, which has led to the diversification of college students' beliefs. There are also people who lack faith, have vague values, and have weak willpower. The ideal beliefs and belief values of current college students mainly come from the theoretical influence of textbooks, family education, teacher guidance, and peer influence. Correct beliefs lead to the positive formation of values, while incorrect beliefs reflect the unhealthy and immature psychology of a few college students. The reverse identity of correct belief is mainly embodied in money worship, consumerism, nihilism, etc. These reverse identities with western characteristics not only compete for positions with Marxism, but also incorrectly express views that deviate from Marxism. Moreover, infiltrating these views into universities through different channels has had a huge impact on the cultivation of faith among college students. Based on this, the values of some college students who have unclear ideas and weak positions have been eroded, gradually leading to a purely materialistic behavioral tendency, and the homogenization of value guidance and practical interests. Driven by this consciousness, they blindly form a reverse recognition of Marxist beliefs.

4 Opportunities Analysis

The favorable factors influencing are investigated and refined. Analyzing the opportunities is conducive to grasping the opportunities of The Times. The opportunities of college students' patriotic education are mainly reflected in that the state provides policy support through the introduction of a series of plans. Patriotic education and sound system provides content support for college students' patriotism education. The achievements of the new era enhance the confidence to a large extent. The opportunity analysis architecture is shown in Fig. 2.

4.1 The State Provides Policy Support for Patriotic Education Among College Students Through the Introduction of a Series of Plans

It has made a series of important deployments, and has made significant results in promoting patriotism education. In 2019, the Central Committee of the Communist Party



Fig. 2. Analysis of the opportunity of the impact on college students' patriotic education

of China and the State Council issued and implemented the “Outline for the Implementation of Patriotic Education in the New Era” (hereinafter referred to as the “Outline”), which is a programmatic document to strengthen patriotic education in the new era. The system has answered the fundamental questions of “why to be patriotic, how to be patriotic, and how to be patriotic”, further strengthening the cultural confidence of the entire party and society, reflecting our party’s mission and consciousness. At the same time, the introduction of the policy also pointed out the direction. The state provides policy support for patriotic education among college students through the introduction of a series of programs.

4.2 Patriotic Education and Sound System Provides Content Support for College Students' Patriotism Education

The emphasis of the patriotic education system is to implement the fundamental task of cultivating morality and cultivating people, accelerate the construction of an integrated and gradual patriotic education system, make good use of the educational resources formed by major events such as epidemic prevention and disaster relief, continuously innovate ways and carriers, strengthen the collaborative role of the government, schools, families, and society. The continuous improvement of China’s patriotic education system provides content support for patriotic education for college students. Deeply carry out education on party history, national history, and reform and opening up history, carry out education on national conditions, situation and policies, national unity and national unity, national security, and national defense attach importance to and standardize the etiquette and ceremonies of important festivals, activities, and places to enrich the path of patriotic education.

4.3 The Achievements of the New Era Provide Confidence Support for College Students' Patriotism Education

In his speech at the 100th anniversary of the establishment of the Communist Party of China, General Secretary Xi Jinping emphasized: "Socialism with Chinese characteristics is the fundamental achievement of the party and the people who have worked hard and pay a huge price, and it is the correct path to realize the great rejuvenation of the Chinese nation" [4]. History has eloquently proved that only socialism can save China and only socialism with Chinese characteristics can develop China. We must continue to develop socialism with Chinese characteristics on the new journey. The achievements made in the new era provide confidence support for patriotic education among college students. Today, we are closer to the goal of the great rejuvenation of the Chinese nation than at any time in history.

5 Threats Analysis

5.1 Historical Nihilism Sometimes Haunts

The analysis of the unfavorable factors and threats affecting the patriotic education of college students in the new era is conducive to dealing with the challenges, grasping the opportunities and improving the ways and methods.

On February 20, 2021, Xi Jinping emphasized again in an important speech at the party history learning and education mobilization conference: "It is necessary to clearly oppose historical nihilism, strengthen ideological guidance and theoretical analysis, clarify the vague understanding and one-sided understanding of some major historical issues in the history of the party" [5]. Historical nihilism has different meanings in different contexts. The historical nihilism emerging in socialist countries refers specifically to such a political and historical trend of thought. Historic nihilism has a long history, with very complex manifestations and serious harm. The use of Marxist theories and methods, especially those of historical materialism, to criticize the ideological basis of historical nihilism and expose its essence and harm will help us distinguish right from wrong and strengthen our consciousness and determination to criticize and resist historical nihilism.

5.2 Attacking Noise of the Party and the Country Still Exists

Since the outbreak of the COVID-19, countless families have suffered from the epidemic. Recently, some extreme anti-China activists first hinted in US media the virus came from the Wuhan laboratory, then attacked China for not issuing timely warnings to the world, demanding compensation for the losses. But as is well known, China sends medical expert teams to various countries or shares epidemic prevention and control experiences with the world. China has made the greatest contribution to global epidemic prevention and control. Despite the noise of attacking the Party and the country, what we need to do is to unite our hearts and seek development.

6 Conclusions

In short, patriotic education is an ancient and often new topic with different specific connotations in different periods. Issues related to national identity and patriotic education in modern national construction are increasingly becoming important research fields in the domestic and foreign academic community. We are now building a moderately prosperous society in all respects. But the interweaving of various complex contradictions also poses certain challenges. By using the SWOT analysis method to analyze the influencing factors of college students' patriotism education, we can grasp the impact on college students' patriotism education, which is conducive to enriching the theory of college students' patriotism education and better guiding the practice of college students' patriotism education in the new era.

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