

Xi Jinping's Important Exposition on Propaganda and Ideological and Political Education in Colleges and Universities

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Abstract—Xi Jinping's important exposition on propaganda work points out the direction of Ideological and political education in Colleges and universities, and puts forward new requirements for ideological and political education in Colleges and universities. Integrating it into Ideological and political theory courses in Colleges and universities will help to improve the pertinence and effectiveness of Ideological and political education in Colleges and universities.

Keywords—Xi Jinping, Propaganda, Ideological and Political Education

I. INTRODUCTION

At the National Conference on propaganda and ideological work, General Secretary Xi Jinping delivered an important speech, standing at the height of the overall development of the Party and the state cause in the new era, profoundly summed up the historical achievements and changes of the Party's propaganda and ideological work since the Eighteenth National Congress, profoundly answered a series of important directional, fundamental, overall and strategic questions, and profoundly expounded the Party's propaganda under the new situation. The historical orientation and mission of ideological work have resulted in a series of major work deployments. It is an important political task for us to conscientiously study and understand the spirit of General Secretary Xi Jinping's important speech, to follow it as a fundamental principle and to make every effort to implement all deployments. Ideological work is an extremely important work of the Party. Since the Eighteenth National Congress of the Communist Party of China, the Party Central Committee, with Comrade Xi Jinping as its core, has placed propaganda and ideological work in an important position in the overall work, strengthened the Party's leadership of ideological work, comprehensively promoted the Party's theoretical innovation, promoted socialism with Chinese characteristics and the Chinese dream to reach the hearts of the people, widely promoted socialist core values and excellent traditional Chinese culture, and constantly consolidated and strengthened the mainstream thinking. Public opinion will greatly enhance the soft power of national culture and the influence of Chinese culture, so as to consolidate the ideological unity of the whole Party and the whole society. Practice has proved that the decision-making arrangement of the Party Central Committee on propaganda and ideological work is completely correct. The new ideas and new opinions of "nine persistence" put forward by the Party Central Committee in practice deepen the understanding of the regularity of propaganda and ideological work, which is the fundamental follow of good propaganda and ideological work.

Colleges and universities are important windows for ideological propaganda work and important positions for safeguarding socialist ideology. Colleges and universities are the main positions to propagate Xi Jinping's socialist thoughts with Chinese characteristics in the new era. Colleges and universities should hold high the banner of Marxism and socialism with Chinese characteristics and accomplish the strategic task of arming the whole Party, educating the people and promoting the work with the socialist ideology with Chinese characteristics in the new era of Xi Jinping; they should adhere to the important duty of cultivating new people who are responsible for national rejuvenation by upholding morality and educating people with culture; they should tell Chinese stories well and disseminate them well. National voice, to show the world a real, three-dimensional, comprehensive China, improve the soft power of national culture and the influence of Chinese culture. College students are the main force to comprehend and practice socialism with Chinese characteristics in the new era. However, they do not have a deep understanding of Xi Jinping's socialism with Chinese characteristics in the new era, especially the spirit of his speech at the national propaganda conference. About the understanding of the Chinese dream, the author conducted a survey of 100 college students and analyzed the data as follows:

TABLE 1 COLLEGE STUDENTS' COGNITION OF XI JINPING'S IMPORTANT EXPOSITION ON PROPAGANDA

option	Number of respondents	proportion
knowing deeply	5	5%
knowing a little	65	65%
no knowing	30	30%

Colleges and universities should strengthen propaganda and study the important speeches of Jinping at the national propaganda conference. Learning Xi Jinping's important speech at the national propaganda conference is an important

manifestation of the practice of socialism with Chinese characteristics in the new era. Therefore, the lecture on Jinping's speech at the national propaganda conference will be helpful to study and implement socialism with Chinese characteristics in the new era, to enhance the "four consciousness" of College students, to strengthen the "four self-confidence" of College students, and to improve the effectiveness and pertinence of Ideological and political education in Colleges and universities.

II. XI JINPING'S IMPORTANT EXPOSITION ON PROPAGANDA AND THE PRINCIPLES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Xi Jinping's series of speeches mainly revolved around reform, development and stability, internal affairs, foreign affairs, national defense, governing the Party, state and army, and put forward many new judgments, new viewpoints and new requirements. They are political declarations to the Communist Party of China to hold high the banner of socialism with Chinese characteristics and take the road of socialism with Chinese characteristics, and further deepen our Party's socialist regulations with Chinese characteristics. The understanding of law and the law of the construction of Marxist ruling party. The spirit of General Secretary Xi Jinping's series of speeches is not only the guiding ideology for our construction and development, but also an important ideological weapon for our ideological work. At the National Conference on propaganda and ideological work held in 2013, General Secretary Xi Jinping made an important speech on "grasping the overall situation, focusing on major issues and striving to do better propaganda and ideological work". From the speech, we can conclude the principles of Ideological and political education in Colleges and universities, that is, emphasizing the extreme importance of ideological work; emphasizing the principle of "unity of Party spirit and people nature"; Emphasizing the principle of "learning from and sticking to" is the fundamental guiding principle guiding the ideological and political theory education in Colleges and universities, especially the teaching of Ideological and political education in Colleges and universities.

Emphasizing the importance of ideological work. They help to consolidate the guiding position of Marxism in the ideological field and consolidate the common ideological basis for the unity and struggle of the whole Party and the whole people. Marxism is the ideological basis for realizing the Chinese Dream, and colleges and universities are the important positions for propaganda of Marxism. This requires teachers in Colleges and universities at the front line of Ideological and political education to firmly adhere to the beliefs of Marxism and communism, to implement the Party's educational policies and objectives, and to guide students to analyze and solve China's practical problems with Marxist standpoints, viewpoints and methods. Through ideals and beliefs education for students, we can enhance students' theoretical self-confidence, system self-confidence and road self-confidence in socialism with Chinese characteristics. As long as the general situation at home and abroad has not changed fundamentally, we cannot and should not change our focus on economic construction. This is the fundamental requirement of adhering to the Party's basic line for 100 years and resolving all problems in contemporary China. At the same time, we should also see that the overall layout of socialist modernization is a five-in-one system. The connotation of a well-off society in an all-round way is very rich, not just economic indicators. As General Secretary Xi Jinping pointed out, only when the construction of material and spiritual civilization is well done, the material and spiritual strength of the country is strengthened, and the material and spiritual life of the people of all ethnic groups in the country is improved, can the cause of socialism with Chinese characteristics be smoothly advanced. Therefore, we must always grasp both the central and ideological work.

Stressing the principle of "the unity of Party spirit and people's subjectivity ". It is to adhere to Party spirit, the core of which is to adhere to the correct political orientation. In the process of teaching ideological and political theory courses, colleges and universities should adhere to Party spirit as the first principle, maintain a high degree of consistency with the Party Central Committee and safeguard the authority of the Central Committee in the process of teaching. To realize, maintain and develop the fundamental interests of the vast majority of the people is the starting point and the end point of adhering to the people's character. In the process of Ideological and political education in Colleges and universities, especially in the teaching of Ideological and political theory courses, we should set up a work orientation centered on the majority of teachers and students, closely combine safeguarding the vital interests of teachers and students with ideological guidance, and work around the actual needs of teachers and students and the important link of healthy development. Party spirit and people nature are both integral political concepts. Party spirit refers to the whole Party and people nature refers to the whole people. We can not simply understand Party spirit from a certain level of Party organization, a certain part of Party members and a certain party member, nor can we simply understand people nature from a certain stratum, a certain part of the masses and a specific person. Party spirit lies in the people's nature, neither does it divorce from the people's nature, nor does it divorce from the people's nature of the party.

Focusing on the principle of " reference and perseverance ". It is to guide students to understand contemporary China and the world comprehensively and objectively. Teachers should make it clear to students that the differences in historical traditions, cultural accumulation and basic national conditions of different countries and nationalities lead to great differences in their development paths. In the teaching of Ideological and political theory course, especially in the course of "Introduction to Mao Zedong Thought and the Theory System of Socialism with Chinese Characteristics", the teachers of Ideological and political theory course in Colleges and universities should convey such an idea: the particularity of China's historical destiny and its unique national conditions determines that we must take a development road suited to China's own characteristics. To our traditional culture, we should take its essence and abandon its dregs. For foreign things, we should extract the essence from the rough and preserve the truth from the false. We should strengthen propaganda and reporting on the development and changes of the world situation, new things and new situations in the world, new ideas, new ideas and new knowledge in various countries, so as to benefit from the beneficial achievements created by human civilization. We should carefully carry out external

publicity work, innovate external publicity methods, strive to create new concepts, new categories and new expressions that accommodate China and foreign countries, tell Chinese stories and disseminate Chinese voices.

III. XI JINPING'S IMPORTANT EXPOSITION ON PROPAGANDA INTEGRATION INTO THE IDEOLOGICAL AND POLITICAL COURSE IN COLLEGES AND UNIVERSITIES

Designing teaching themes centering on the spirit of Xi Jinping's series of speeches. According to the requirements of the content of five ideological and political courses in Colleges and universities, teachers of Ideological and political courses in Colleges and universities can sort out the series of speeches of General Secretary Xi Jinping and compile school-based lectures. The course "Fundamental Principles of Marxist Philosophy" can compile special lectures around Xi Jinping's speeches on the collective study of the basic principles and methodologies of historical materialism by the Political Bureau of the CPC Central Committee. On the one hand, it focuses on the standpoint, viewpoint and method of Marxism, and on the other hand, it focuses on the understanding of the current problems of Chinese social practice under the guidance of theory. General Secretary Xi Jinping's speech in commemoration of the 120th anniversary of Mao Zedong's reign can serve as a starting point for compiling a special lecture on the course "Introduction to Mao Zedong Thought and Socialist Theory with Chinese Characteristics". Taking the "Decision of the Central Committee of the Communist Party of China on Several Major Issues Concerning the Comprehensive Deepening of Reform" adopted at the Third Plenary Session of the 18th Central Committee as an important content The inheritance and connection of the theory of congregation, the "Three Representatives" and the scientific concept of development. General Secretary Xi Jinping's exposition spirit on the "Chinese Dream" is the main basis for compiling the special topic of "Outline of Modern and Contemporary Chinese History". On the premise of referring to the textbook of the Outline, the textbook can be designed into five teaching topics: (1) the historical background of the "Chinese Dream"; (2) the Revolution of 1911 and the "Chinese Dream"; (3) the guiding ideology and leadership to realize the "Chinese Dream"; (4) the germination of the Chinese Dream; (5) the way to realize the Chinese Dream. "Ideological and Moral Accomplishment and Legal Basis" takes Xi Jinping's theory of socialist core values and the "Decision of the Central Committee of the Communist Party of China on Several Major Issues to Promote the Rule of Law in an All-round Way" adopted at the Fourth Plenary Session of the Eighteenth Central Committee as its main contents, and carries out the compilation of lecture "Situation and Policy" can refer to "Xi Jinping Talks about Governing the Country and Governing the Government", and compile a special topic in light of the current hot issues in China's internal affairs and diplomacy.

Applying modern teaching means and creating an atmosphere for learning the spirit of Xi Jinping's series of speeches. Multimedia teaching is a modern teaching method, which has the characteristics of intuition, visualization and large amount of information. Therefore, it can stimulate students' interest in learning. In the process of teaching, we can make full use of multimedia to display the teaching contents of various courses. Such as making multimedia courseware, combining pictures with words, the intuitive form of the spirit of Xi Jinping's series of speeches is displayed in front of students. Make full use of video materials, including relevant documentaries, film and television materials, audio materials, etc., to show the content of Xi Jinping's series of speeches. Through documentary materials of a historical event, film and television materials, to show history, it appears more vivid, image, increase students' interest in learning, and give students a direct visual impact. At the same time, through watching teaching video materials, guide students to discuss and interact, mobilize students' attention, so as to improve students' self-learning ability. For example, the course "Introduction to Mao Zedong Thought and the Socialist System with Chinese Characteristics" can organically combine these contents with General Secretary Xi Jinping's speech by viewing video materials such as "Road to Renaissance", "Great cause of Party Building", "Banner", "Great cause of nation building" and "Deng Xiaoping". Through these materials, teachers can provide arguments, deepen understanding and discuss with students. Enhance awareness, and then improve the timeliness of Ideological and political education in Colleges and universities.

Giving full play to the role of "the second classroom" in social practice, and enhancing the realistic sense of learning the spirit of Xi Jinping's series of speeches. Social practice is the process of students' self-organization, personal participation and personal experience from theory to practice. It is also an important way to integrate theory with practice. Visiting the patriotic education base is an important way to study the ideological and political theory course in practice. Through physical display, students' intuitive understanding can be enhanced and visual impact can be brought, especially in the Outline of Modern Chinese History. In the course of teaching, this kind of practice has effectively made up for the shortcomings of classroom teaching. It is also a way to practice the spirit of Xi Jinping's series of speeches. For example, we should carry out the activities of "practicing socialist core values education". Through thematic meetings, keynote speeches and thematic publicity, students can participate in the activities themselves, enhance their sense of experience and deepen their understanding. Lead the students to go deep into the grass-roots level to give lectures on related topics. In the process of preparing the topics, explaining and communicating, the students get relatively sufficient study on their own. On the one hand, they can get inspiration from the communication and deepen their understanding of the theories they have learned from various aspects, so as to improve the pertinence of the ideological and political theory course.

IV. CONCLUSIONS

Xi Jinping's important exposition on propaganda work points out the direction of Ideological and political education in Colleges and universities, and puts forward new requirements for ideological and political theory courses in Colleges and universities. The ideological and political theory course in Colleges and universities has achieved the spiritual fit with Xi Jinping's series of speeches from different aspects and angles. On the one hand, it helps college students to deeply understand the Party's principles, lines and policies, deepen their recognition of the Party and enhance their confidence in socialism; on the other hand, it improves the timeliness and pertinence of the ideological and political theory course by integrating realistic

speeches into the theoretical classroom. And then realize the value and significance of Ideological and political education in Colleges and universities.

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