

Research on the Cultivation Path of Mainstream Ideological Identity among College Students

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Ideological work is an extremely important work, which concerns the cohesion of the Communist Party of China, the centripetal force of the cause of socialism with Chinese characteristics, the long-term stability of the country and the development and stability of society. Since the 18th National Congress, series of important discussions have been proposed by General Secretary Xi Jinping around ideological work, and the domestic theoretical circle has launched a systematic, comprehensive and in-depth study of ideological identity from different subject areas and levels, and has achieved a series of important results. This paper takes the mainstream ideological identity of college students as the starting point, and combines the questionnaire to analyze the current status of mainstream ideological identity of college students from two dimensions: theory and practice. First, it summarizes and analyzes the current status of mainstream ideological identity of college students through the questionnaire, and explores its existing problems and influencing factors. The second is to find out the reasons for the pluralistic ideology of some college students from different research perspectives. Third, in terms of cultivating college students' ideological identity, more targeted realization paths are proposed from three dimensions: innovating ideological and political education in colleges and universities, strengthening public opinion publicity, and building practical education platforms, so as to improve the accuracy of mainstream ideology and explore the path of college students' mainstream ideological identity.

Keywords: mainstream ideology, college student, cultivation path

Introduction

The report of the 18th National Congress of the Communist Party of China emphasizes the need to firmly grasp the leadership and leading power of ideological work, adhere to correct guidance, improve guidance ability, and strengthen mainstream ideological and public opinion. The identification of mainstream ideology is related to the harmony and stability of society, the rise and fall of the country and the nation, and the enhancement and consolidation of the party's ruling position. College students are the successors of the national construction cause, and their level of identification with mainstream ideology is related to the success

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or failure of the cause of socialism with Chinese characteristics. Universities are important places for ideological education, and strengthening mainstream ideological education for college students has profound significance.

Research Objects and Methods

The study takes a university in Jiangxi Province as the research site and uses a self-made “Survey Questionnaire on Ideological Work among College Students” to conduct a questionnaire survey on college students. The survey content includes basic information about the research subjects and their understanding of mainstream ideology. In this survey and analysis, we adhere to the principles of objectivity and truthfulness, using empirical research and quantitative analysis methods to determine the content of the questionnaire and conduct statistical analysis and processing of the questionnaire data. The content is divided into two parts: First, the basic information of the respondents, including college, gender and age information. The second is the theme part, which covers students’ ideological situation, activity participation, ideological and political lessons development and other contents. To deeply understand the current situation and deficiency of the mainstream ideological work of college students, make a comprehensive analysis of the ideological work of college students, and provide certain ideas and inspiration for better ideological work of college students in the future, so as to better serve students.

Research Content and Results

The questionnaire has a total of 20 design choices and 1 text item. The answers to related questions are set up with semi-open answers, which is convenient for respondents to provide detailed information and facilitate later data analysis. The questionnaire was completed anonymously and online, and the students answered in a pressure-free situation, which had high credibility.

(1) College students’ identification with mainstream ideology. In the question “Do you have any impression on the teacher’s explanation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era”, 96.01% of the students were impressed by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era explained by the teacher, among them, 21.5% of the students not only have impressions, but also can remember a lot of content. In the question “Can you fully articulate the socialist core values?”, 90.31% of students were able to articulate the content of the socialist core values, of which 60.22% were familiar with the 24 words of the socialist core values. This shows that the promotion of the socialist core values has achieved good results. In the question “Do you actively learn about current political news and national events through various means?”, 19.23% students pay attention every day; 36.93% students often learn about it; 42.34% of academics occasionally know.

(2) The methods and paths of mainstream ideological education for college students. In the question “What is the best way to strengthen the mainstream ideological identity of college students?”, 61.8% of college students believe that it is to carry out social practice activities and strengthen social responsibility awareness, 14.5% of college students believe that it is teaching ideological and political theory courses, and 11.7% of college students believe that it is various theme education activities in the school. To do a good job in the mainstream ideological work of college students, it is necessary to use vivid example examples to guide the

way and play the exemplary role of advanced figures in the new era. In the question “Have you participated in any advanced figures’ deeds report meetings, class meetings, or other promotional activities?”, 20.62% of students expressed “definitely participated, and were moved to tears”; 49.02% of students stated that they have participated and still remember some content. Most of the students have participated in one or two social practice activities organized by the school, such as social investigation, volunteer work and study. Social practice is an important link in the ideological and political education of college students, which plays an irreplaceable role in promoting college students to understand the society, understand the national conditions, increase their ability, contribute to the society, exercise perseverance, cultivate character and enhance social responsibility. The statistical results show that nearly half of the students participating in the survey (42.11%) have participated in one or two social practice activities organized by the school; 30.6% of students have participated in several social practice activities; 16.67% of students stated that they have participated in every semester. The ideological and political theory course is the main channel and the main position for college students to identify with the mainstream ideology, and most students recognize the ideological and political course teachers who attend the course. In the question “Do you like the ideological and political teacher who teaches you?”, 23.1% of students said that the ideological and political teacher is one of their favorite teachers; 51.85% of students believe that ideological and political teachers are good and their lectures are somewhat interesting; 22.9% of students believe that ideological and political teachers are still qualified. New media has a great impact on the mainstream ideological identity of contemporary college students, and new media platforms have expanded students’ vision and access to information to a certain extent. According to the statistical analysis, college students would first learn about current political news from Weibo/WeChat public accounts (84.31%), followed by the government news network (62.79%), and then the Tiktok/B station video platform (58.62%).

Three Dimensions of Cultivating Mainstream Ideological Identity among College Students

In order to improve the mainstream ideological identity of college students, we should not only make use of education and teaching resources, but also make use of the influence and influence of campus cultural environment, jointly promote the development and improvement of college students in various fields, and enhance their value judgment and choice ability. According to the statistical analysis of the survey on the ideological work of college students, we realize that most college students have an understanding of the basic policy of the country, current affairs and politics, and have a healthy and positive attitude towards the great rejuvenation of the Chinese nation. However, the results of this survey also sounded an alarm for mainstream ideological work among college students. For example, there are still some students who are not familiar with national policies and believe that the “Chinese Dream” has nothing to do with their personal identity, and there is a problem of unstable ideals and beliefs, and even a lack of status. Some teachers have problems such as lack of seriousness in teaching and detachment from their job responsibilities. Here, in future work, it is necessary to further consider issues from the perspective of students, and strive to solve problems related to learning, life, and ideology for students from three dimensions: innovating ideological and political education in universities, strengthening public opinion propaganda, and building practical education platforms.

(1) Innovate ideological and political education in universities. Reform and innovate ideological and political courses, and play the key role of teachers. Promote the reform and innovation of ideological and political theory courses, continuously enhance the ideological, theoretical, affinity, and targeted nature of ideological and political courses, meet students' growth and development needs and expectations, and make ideological and political courses provide students with life enlightenment, wisdom, and spiritual strength silently. Ideological and political courses should not be mechanical and monotonous, cold and tedious preaching. Education that touches the hearts of students is the most successful education. Therefore, ideological and political course teachers should put in effort in teaching methods and methods, promote the coupling of theoretical thinking updates and teaching thinking innovation, and present a panoramic view of the fresh brightness of ideological and political course teaching in the new era. Based on students' cognitive characteristics and aesthetic needs, ideological and political education is carried out in a teaching format that they enjoy, guiding students to establish correct ideals and beliefs, and learn correct thinking methods. The various courses offered by schools should focus on exploring their ideological and political elements and value elements. Professional course teachers should integrate ideological and political concepts into knowledge transmission, present them in a form that is easily accepted by college students in the new era, internalize and externalize the ideological and political value elements of the courses, and construct a comprehensive, diverse, hierarchical, and mutually supportive curriculum system.

(2) Strengthen public opinion publicity. New media has influenced the ideology and lifestyle of current college students. Colleges and universities shouldering the responsibility of spreading knowledge and cultivating talents should also adapt to the development trend of the new media era and use new media and new technology to constantly promote the improvement and innovation of ideological and political work in colleges and universities. According to the current ideological characteristics and behavior habits of college students, it is necessary to strengthen the linkage with new media platforms in ideological work. First, we should pay attention to the integration and development of new media and traditional media in our work. We should use traditional media such as campus radio, newspapers and periodicals, as well as new media platforms such as official websites, WeChat public accounts and Tiktok to spread political hot spots, social current affairs and international news, so as to encourage campus media platforms to actively participate in the current hot topics discussed in society. Enhance students' attention to campus media, create a good ideological and political environment on campus, and guide students to establish correct ideological and political concepts. Second, we should make full use of the interaction of new media platforms, encourage students to make comments and exchanges, and achieve good interaction between schools and students, so as to fully understand the real thoughts and ideological and political concepts of current college students, guide college students to establish socialist core values, and realize ideological and political education for college students.

(3) Build a platform for practical education. Carry out a series of campus cultural activities to create a second class activity. Adopt a combination of online and offline ways to carry out a variety of campus cultural activities, through watching expert lectures, quality class videos, psychological dramas, learning salons and other ways to encourage students to actively participate in, create a relaxed and comfortable environment, so that students can know themselves, give full play to themselves and enhance team consciousness. Make students form a harmonious, united and mutual aid relationship, and cultivate student optimistic attitude

towards life. At the same time, actively create the second class activities that students like. High quality campus cultural activities are of great significance in cultivating students' innovative consciousness, cooperative spirit and professional ability. Therefore, creatively carrying out rich and colorful activities that students enjoy, integrating education, knowledge, and interest, further improving students' participation and enthusiasm, and enhancing the effectiveness and attractiveness of ideological and political work. Strengthen the mainstream ideological identity of college students in practice. Based on practice, it can better strengthen the attraction and appeal of mainstream ideology to college students. As the main battlefield for promoting college students' mainstream ideological identity, universities can combine the ideological characteristics and growth laws of college students to construct a practical education mechanism for cultivating college students' mainstream ideological identity. Strengthen organization and management, and combine practical teaching with social surveys, volunteer services, public welfare activities, professional course internships, etc. On the one hand, we will firmly establish the mainstream ideological identity and belief of college students, cultivate "opinion leaders" among them, and guide them to do a good job of peer demonstration and ideological guidance through micro classes, centralized lectures, learning experience sharing, and other forms, continuously strengthening college students' recognition of mainstream ideology. On the other hand, we will carry out rich and colorful social practice activities, integrating mainstream values into various themed Party Day and themed group day activities, such as conducting volunteer service activities during holidays, visiting red education bases, etc., to help college students understand the history of the Party and the reality. At the same time, we encourage them to go out of campus and receive education and grow their talents in the specific practical process of serving and dedicating to society, Enhance the sense of historical mission, national pride, and social responsibility of college students.

Conclusion

This paper discusses how to strengthen the mainstream ideology of college students from the perspective of the status quo and the path of research. Taking this as the starting point to reflect on the ideological identity of college students, it focuses on exploring the path of ideological identity from three aspects: innovating ideological and political education in colleges and universities, strengthening public opinion publicity and building practical education. This will help to solve the difficulties and pain points in the study of the mainstream ideological path of college students more effectively, and at the same time, it has certain guiding significance for the promotion of mainstream ideological identity of college students.

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