

Exploration and Analysis on the Realization Path of Ideological Discourse Power in Colleges in the New Period

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Abstract. As an important position to publicize mainstream ideology, colleges undertake the important responsibility of publicizing marxist positions, viewpoints and methods and the important mission of cultivating excellent talents. At present, colleges mainly grasp the power of ideological discourse by offering ideological and political theory courses, carrying out activities of Youth League organization, association activities, themed activities, and campus official media, etc. However, these paths are also facing some difficulties at present. The main reasons are that the infiltration of international and domestic culture brings challenges to the ideological discourse power of colleges, the teaching methods of ideological and political theory courses and the construction of college students' campus activities are inadequate, and the spread of non-mainstream ideology under the network environment has caused an impact on the ideological discourse power of colleges. Therefore, colleges should innovate the teaching methods of ideological and political theory courses, integrate marxist ideological education into campus activities, strengthen the development and construction of official media in colleges, actively create a good campus public opinion environment, and strive to improve the ideological discourse power of colleges.

Introduction

Specific countries have different ideas in their specific stages of development. The ideology of a country or society can reflect the fundamental interests of the ruling class or serve the fundamental interests of the ruling class. After a certain ideology is formed, a corresponding discourse system will be formed in the society, that is, a set of unique noun concepts, ways of expression and ways of thinking, etc., to explain and spread the basic viewpoints of ideology. Therefore, ideology needs to build a discourse system, through the expression of discourse can really spread to the masses. Ideological discourse power, in essence, is the dominant power in the ideological field, and it is the right of others in the ideological field, that is, the influence and attraction of ideology on people through the way of discourse expression. Only when the ruling class has the right to speak, can it guide and control public opinion and safeguard its own fundamental interests.

The Main Ways and Difficulties for Colleges to Grasp the Ideological Discourse Power

Colleges Master the Main Path of Ideological Discourse Power at Present

First, ideological and political theory course is the main front of ideological education for college students. The current ideological and political theory courses in colleges mainly include: introduction to the basic principles of marxism, Mao Zedong thought and an introduction to the theoretical system of socialism with Chinese characteristics, outline of modern and contemporary Chinese history, ideological and moral cultivation and legal basis, situation and policy. By explaining the knowledge and theory related to ideology and politics to students, teachers enable students to understand and master the theoretical knowledge of marxism, so that the theory, thought, view and position of marxism occupy the most important position in colleges, and strengthen the identity of college students to the ideology of marxism.

Secondly, college students' campus activities are a way for colleges to grasp the power of ideological discourse. Colleges publicize marxist ideology to students through activities of Youth League organization, student associations activities and themed activities. Most college students are members of the communist youth league, and activities of Youth League organization are an important way for colleges to carry out ideological education for league members. Colleges can take club activities as a platform to publicize mainstream ideology and infiltrate ideological education into various club activities, which will influence students by osmosis and enhance the influence and attraction of mainstream ideology on students. By carrying out themed activities of red significance, colleges can play their ideological education function to college students invisibly.

Thirdly, the official media on campus is an important carrier for universities to grasp the power of ideological discourse and publicize the mainstream ideology to teachers and students. Colleges can through their own official media, such as newspaper, radio, television and the official WeChat, official weibo, etc., promote the mainstream value information, major current politics news release, convey important conference spirit in colleges, promote the advanced deeds of good example, establish a good image of campus, lead and control the public opinion environment.

The Main Ways for Universities to Grasp the Power of Ideological Discourse Are Facing Difficulties at Present

First, the appeal of ideological and political theory courses to students needs to be strengthened. In the first place, opening ideological and political theory courses in colleges is an important way to improve students' ideological and political quality and strengthen marxist belief, but not all students can do listening carefully in class. Many students regard ideological and political theory courses as a way to relax themselves under academic pressure, rather as a channel to improve their political literacy. In the second place, many students think that ideological and political theory knowledge is too abstract and the content is abstruse, which is a bit distant from their real life and hard to understand, so they have no interest in it.

Secondly, college students' campus activities have limited influence on college students. In the first place, the effectiveness and influence of campus activities in improving students' ideological and political quality are limited. In the second place, the motivation of students to participate in campus activities is also different. Some students are more utilitarian, only to earn credits. Some students are to enrich their spare time life, broaden their horizons, cultivate their own interests, improve their own quality and ability.

Thirdly, it is to be improved for colleges to take the initiative in discourse through the official media on campus. First of all, some negative information spread on the Internet will inevitably affect the young generation. In addition, colleges still have defects in the processing of new media information and cannot effectively control the influence of negative energy information. As a result, colleges cannot timely grasp the initiative of discourse. Then, some mainstream value information released by colleges and universities through official media on campus lacks innovation in content and form, which is difficult to attract and influence students, and cannot get timely attention from students. Universities have not done enough to promote mainstream ideology through the official media.

Reasons for the Dilemma Faced By the Main Path for Colleges to Master the Power of Ideological Discourse

International and Domestic Cultural Infiltration Challenges the Ideological Discourse Power of Colleges

From the perspective of international background, western hegemonic discourse permeates the ideology of colleges. First of all, western countries import cultural products with obvious western colors to China through their own developed science and technology and cultural industries. These products are branded with western ideology, and universities, as an important position to spread mainstream ideology, are bound to be impacted to some extent. Secondly, western countries try to

spread their own ideological discourse system to China. For example, neoliberalism, universalism and other ideas advocated by the west inevitably permeate the university campus, which greatly weakens students' sense of identity with the mainstream ideology.

From the perspective of domestic background, ideological diversification in the condition of domestic market economy weakens the ideological discourse power of colleges. The emergence of such ideas as individualism, money worship, hedonism and the supremacy of interests weaken the guiding role of marxism in the field of ideology, and college students are more or less influenced by these ideas. They have problems such as weak political consciousness, lack of ideal and belief, and moral corruption, which greatly weaken the ideological discourse power of colleges.

The Teaching Methods of Ideological and Political Theory Courses in Colleges Are Inadequate

The traditional way of teaching ideological and political theory course is that teachers impart knowledge of ideological and political theory to students. In such a relatively closed teaching mode, teachers tend to be leader of the teaching, while students accept knowledge in a passive position. This is a single teaching method, which is no longer accepted by students, and it is difficult for students to consciously accept the knowledge taught by ideological and political course teachers. In addition, some teachers simply impart the theoretical knowledge of marxism to students without guiding students to understand the intrinsic value contained therein, which makes it difficult to realize the mainstream ideological education for students.

There Are Deficiencies in the Construction of College Students' Campus Activities

On the one hand, the actual effect of campus activities is not good. At present, the development of campus activities in colleges is too formalized, and it is difficult to give play to the ideological education function of campus activities by putting entertainment in an important position instead of exploring the inherent educational value contained in campus activities and paying little attention to the ideological and political education of students. On the other hand, the participation of teachers and students in campus activities is not high. First of all, the theme setting of some campus activities is not reasonable and does not conform to the way of thinking of contemporary college students, so it cannot attract students to take the initiative to participate. Secondly, most campus activities are organized by students, which lack the guidance and participation of high-quality teachers and can't give full play to the important role of teachers in mainstream ideological education.

Under The Network Environment, the Spread of Non-Mainstream Ideology Impacts the Ideological Discourse Power of Colleges

The emergence of new media has provided an opportunity for the spread of various non-mainstream ideologies. Hostile forces at home and abroad have used new media to hype up and spread some negative information that is opposite to the mainstream ideology. College students are loyal users of new media. They are in the stage of mental immature, with strong curiosity and active thinking mode. Their life value orientation is not established, and they are willing to accept new things, but they are not equipped with the ability to correctly judge, analyze and process all kinds of information. Colleges are difficult to deal with ever-changing information dissemination, and the official campus media supervision is not enough. These negative information can affect college students' thoughts invisibly, and they could be easily misled by all kinds of bad information, which makes the realization of the college ideological discourse at a disadvantage.

The Realization Path of Ideological Discourse Power in Colleges

Innovate the Teaching Methods of Ideological and Political Theory Courses in Colleges

First, ideological and political theory courses should not be limited to a single teaching method. The successful course of ideological and political theory must break through the closed teaching mode and establish the teacher-student relationship of equality, mutual assistance and cooperation.

Teachers of ideological and political theory course should pay attention to the psychological growth characteristics of college students, interact with students in class, open a dialogue mode, and shorten the generation gap and distance between teachers and students. Teachers can exchange their ideas with students in class, correct students' negative ideas in time, and praise and encourage students' positive ideas. This can not only guide student's thoughts to develop in the right direction, but also enhance the affinity of mainstream ideology discourse.

Second, teachers of ideological and political theory course should realize the construction of discourse power and enrich the way of discourse communication outside the classroom. Teachers should fully understand the current network language of college students, guide students in the network environment consciously to resist the induction of bad information, and actively absorb the positive network discourse, and combine it with the traditional ideological and political theoretical discourse, make the ideological and political discourse do keep pace with the times, enhance the attraction for college students, enhance the influence of ideological and political discourse in the cyberspace.

Integrate the Education of Marxist Ideology into the Construction of Campus Activities

Firstly, high-quality teachers should take part in the guidance and construction of campus activities, and integrate mainstream ideological education into campus activities, so as to guide students correctly.

Secondly, campus activities should be combined with current political and social hot issues and set topics with distinctive themes. At the same time, the content of campus activities should also be close to the actual life of college students, adapt to the characteristics of college students' psychological growth, shorten the distance between activities and students.

Thirdly, each activity subject should carry on the exchange and the cooperation, absorb their own good experience, improve the quality of campus activities.

Fourthly, we should display the achievements of campus activities through the school newspaper, radio, television, official microblog, WeChat public account and other platforms, create a red platform, and stick to the right of speech of campus activities in the network position.

Strengthen the Development and Construction of Official Media in Universities and Actively Create a Good Campus Public Opinion Environment

First, colleges should improve the construction level of the official media and seize the commanding heights of the power of discourse. In the first place, the official media of colleges should be taken as a platform for colleges to grasp the power of ideological discourse. Under the guidance of socialist ideology, colleges should release positive energy information through the official media, contact social hot issues, increase the transmission of mainstream ideological discourse, and play a role in uniting teachers and students. In the second place, colleges should formulate effective management system to improve the quality of official media management personnel, who should timely eliminate some non-mainstream ideological discourse on the campus media platform and purify the public opinion environment of the campus media platform.

Second, college students should be guided to consciously resist bad information on the Internet and ensure their freedom of speech and norms of speech. In the first place, college students are not equipped with the ability to effectively identify information. Teachers should guide students to correctly and effectively identify the mainstream ideological discourse and bad discourse, help students to discard the coarse and extract the essence, discard the false and retain the true, cultivate students' network ethics and moral values, and grasp the ideological discourse power in the network environment. In the second place, a feasible system should be formulated to ensure the freedom of speech and the norms of speech of college students. College students should be made aware of "what should be said and what should not be said", otherwise they should bear the corresponding responsibilities, so that they can be restrained by the system and build a positive and healthy online discourse space.

Summary

This paper analyzes that currently colleges mainly hold the power of ideological discourse by offering ideological and political theory courses, carrying out campus activities, and campus official media, etc. However, these paths are also facing some difficulties at present. This paper also analyzes the reasons why these paths face difficulties and puts forward the main path to realize the right of ideological discourse in colleges.

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