

Innovative Exploration of Model Education in Mainland Universities in the Context of Diversity

-Taking the "5A Excellence Leading Program" of Jinan University as an Example

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Abstract—Jinan University, a university in mainland China, constantly improves its ideological and political education system with the characteristics and advantages of an overseas Chinese school according to the characteristics of the school and the characteristics of the educational object. The "5A Excellence Leading Program" is an innovative measure for Jinan University to carry out the model education for college students, which plays a very important role in the growth of college students. By setting training objectives, showing the growth process, setting up learning models, and creating a united and enterprising, pioneering and excellent campus cultural atmosphere, the program has great influence and good educational effect in the process of ideological and political education in colleges and universities, and provides useful references for the exploration of ideological and political education of college students under the new situation.

Keywords—Mainland university; Jinan University; model education; 5A Excellence Leading Program

I. INTRODUCTION

Innovation is the key to the effectiveness and pertinence of ideological and political education in colleges and universities. General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities: "To do a good job in ideological and political work in colleges and universities, it is necessary to rise to the occasion, advance with the times and innovate according to the trend." [1] This is the general requirement for doing a good job in the ideological and political education of college students under the new era, new situation and new tasks. As the highest academic institution for overseas Chinese, Jinan University constantly adapts to the changes of the situation, constantly tries to innovate the model education of college students in terms of content, form and management, explores the new mode of "5A Excellence Leading Program", which is contemporary in content, diverse in form, broad in object and normative in management, and has achieved remarkable results. With the adjustment of educational structure and the change of educational environment, how to study the law and characteristics of college students' ideological and political education, continuously improve the pertinence and effectiveness of college students' ideological and political education, and embark on a road of ideological and political education for college students with school-running

characteristics is an important subject of ideological and political education in colleges and universities.

II. ANALYSIS OF THE CURRENT SITUATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN JINAN UNIVERSITY IN THE CONTEXT OF DIVERSITY

As a century-old overseas Chinese school that gathers students around the world, Jinan University adheres to the mission of "Promoting Education and Concerning Overseas Chinese", comprehensively implements the party's educational policy, and takes strengthening moral education and cultivating people as the goal, attaches great importance to ideological and political education, and shoulders the political responsibility of training students from Hong Kong, Macao and Taiwan. It is the high-level talent training base for recruiting students from Hong Kong, Macao and Taiwan since China's reform and opening up with the longest history, the largest scale, the broadest source of students and distinctive features. The diverse cultural background, complex student structure and special mission of overseas Chinese universities determine that Jinan University needs to develop innovative work ideas according to the characteristics of different types of students in the ideological and political education of college students, carry out ideological and political education of all kinds of students in a targeted way, and build an ideological and political education system with unique characteristics of overseas Chinese schools.

First, in classroom teaching activities, it further implements the education mode of classified training and grouping teaching. In view of the particularity of the mission of overseas Chinese school and the diversity of student groups, the school has positioned the training objectives of the ideological and political theories of domestic and overseas students respectively. For mainland students, with the goal of cultivating the builders and successors of the socialist cause, it offers ideological and political theory courses in strict accordance with the requirements, focusing on cultivating the students' socialist core values; For overseas Chinese students from Hong Kong, Macao and Taiwan, with the goal of cultivating faithful practitioners of "one country, two systems" and disseminators of traditional Chinese culture, it offers courses with national condition education and traditional culture education as the main content, focusing on cultivating

the students' sense of national, ethnic and cultural identity; For foreign students, with the goal of cultivating friends of China and cultural ambassadors, it offers English courses such as Contemporary China and Modern China, focusing on cultivating students' love for China and Chinese culture [2].

Second, in campus cultural activities, it builds a cultural environment based on multi-culture, with Chinese traditional culture as the core and academic culture as the leading factor. The school gives full play to the characteristics and educational functions of cultural quality education, which is rich in content, flexible in form and easy to accept, focuses on building cultural brands such as "Centennial Jinan Cultural Quality Education Seminar" and "International Culture Gathers in Jinan", and builds a campus cultural environment with the characteristics of overseas Chinese school for students. For the overseas Chinese students from Hong Kong, Macao and Taiwan, it has held a series of activities such as the Chinese Culture Festival, the Chinese Knowledge Competition, the Classic Reading Competition, the Chinese Culture Lecture, and the Chinese arts (martial arts, dragon and lion dance, painting and calligraphy, dance) training courses with the theme of "Respecting Chinese Excellent Traditional Culture" to make students infiltrated in a strong traditional cultural atmosphere. It is of great practical significance to further popularize the fine traditional Chinese culture and carry forward the spirit of the Chinese nation; For foreign students, it has organized a variety of cultural and sports activities to make students involved in, and set up a foreign student dragon and lion dance team, a volunteer service team based on foreign students, and built a cultural platform for foreign students to know more about China, adapt to school life and promote communication among foreign students. In particular, it has organized a series of campus cultural activities with rich national and ethnic customs. For example, every year, dozens of student groups (thousands of people) participate in the "International Culture Gathers in Jinan" activities. Different folk customs, costumes and food cultures from different parts of the world are fully displayed and exchanged here.

Third, in social practice activities, it widely spreads the traditional Chinese culture and create an extracurricular education brand. For overseas Chinese students from Hong Kong, Macao and Taiwan, it has carried out special activities such as "Search for Roots", "Cultural Tour", Social Practice and Historical and Cultural Investigation in Guangdong and other activities, and established the "Thousand-Hundred-Ten Training Project" and "W Creation, Hong Kong, Macao and Taiwan Youth Creation Space" for outstanding overseas Chinese students from Hong Kong, Macao and Taiwan to further publicize the fine traditions of the Chinese nation, and let overseas Chinese students from Hong Kong, Macao and Taiwan experience the strong traditional cultural atmosphere, understand China's national conditions and participate in extracurricular innovation and entrepreneurship activities; For foreign students, actively mobilize them to participate in "Cultural Tour", Social Practice and Historical and Cultural Investigation in Guangdong and other activities, to enhance their understanding of Chinese culture and China's national conditions, cultivate their team awareness and practical ability.

III. SPECIFIC EXPLORATION OF "5A EXCELLENCE LEADING PROGRAM" OF JINAN UNIVERSITY IN THE CONTEXT OF DIVERSITY

In order to form its own characteristics and system, the design of ideological and political education in the overseas Chinese school needs to consider two factors: Acceptance means needed by the society [3]. The original intention of the implementation of the "5A Excellence Leading Program" is to explore new modes and new methods of model education for students in overseas Chinese schools based on the characteristics of diversified student structure and diversified cultural background of Jinan University.

A. Customizing personality training objectives and launching professional selection and defense

The role of ideological and political education in the cultivation of contemporary personality is to minimize the role of negative personality quality and to stimulate the development of positive personality [4]. "5A Excellence Leading Program" clarifies that 5A is the training goal of individuals and groups. The school evaluation team and the school organizations at all levels carry out various kinds of student activities centering on the training objectives, and carry out personality training from various aspects including academic science and technology, innovation and entrepreneurship, literature and sports, self-improvement and self-reliance, moral public welfare, organization and leadership, etc.. After one to two years of training, the college recommends mature and outstanding students to participate in the selection of "5A Excellence Leading Program". After collecting the recommended list of the college, the school evaluation team reevaluates and determines the list of individuals and groups to participate in the defense, and then carries out online display of candidates' profile information, campus publicity, online voting and other early publicity. All awards of the "5A Excellence Leading Program" are awarded by public defense. The peak period of the program's review and defense is from November to December each year. The participating students first make a preliminary defense at the college and select the best representatives to participate in the school's defense meeting. According to statistics, every year from November to December, "5A excellence leading program" has more than 50 defense meetings at all levels and more than 5,000 students participate in. This period is also known as the "5A Defense Season of Jinan University". The "5A Excellence Leading Program" defense meeting not only selects student models in the field from a professional and expert perspective in an open and fair manner, but also is a presentation of outstanding models. It's a great learning opportunity for both the participants and the audience.

B. Build a platform for display and exchange, and hold a grand ceremony of recognition

At the stage of higher education, in order to cultivate the comprehensive quality of College students, it is necessary to create an atmosphere conducive to their development, let students show themselves and let yourself discover talents [5]. The "5A Excellence Leading Program" is different from the general form of awards. It focuses more on providing a good exchange platform for advanced groups and excellent students, as well as exerting the model power of Jinan University campus. The winning classes and students will be selected into the "Jinan Stars Student Bank". Meanwhile, they will be cultivated as an excellent team and enjoy the opportunities of experiential education, social practice, learning and communication provided by the school. "Walking with Excellence" is the most attractive and proud part of the "5A Excellence Leading Program". Winners can get more opportunities to communicate and learn in the platform of excellence set up by the school. In the process of learning from each other, excellent students can further stimulate their creativity, improve themselves and develop in an all-round way.

In May every year, Jinan University will hold the "5A Excellence Leading Program" awarding ceremony. This is an awarding feast known as "Jinan Oscar". School leaders attended to award certificates to the winning groups and individuals, which has become the highest honor in Jinan University. All the winners at the ceremony jointly performed the theme song of "5A Excellence Leading Program" – The Most Shining Stars. Each award has an exclusive award speech that is in line with the characteristics of the award. Each award is interspersed with various performances and propaganda videos based on the winners, and drama, dance, song, VCR and other forms are used to show the struggle process and growth experience of the winners, so that every student watching the ceremony can be personally involved, feel the power to shock the soul, and get in touch with excellent models, thus establishing the determination to learn from them and pursue excellence. At the same time, the winners' advanced deeds will be compiled into Excellence • Stars Outstanding Student Growth Collection to display for the whole school, and the display boards of winning students will be made and displayed simultaneously in five campuses of Jinan University.

C. Play the role of peer-sharing, inherit the model of demonstration and leading

Ideological and political education should be convincing, and it is not enough to be persuasive only by speaking well and explaining reasonably; it also needs to be demonstrated by models [6]. Lead by example, demonstrate by behavior. It is of great help to educate and cultivate people by setting models in all aspects among college students and letting the deeds of models enter students' learning and life through various channels. Particularly, peer-to-peer education plays a good role in promoting the growth and development of junior students. The "5A Excellence Leading Program" sets models in all aspects and from all angles, and gives full play to the leading role of models, so as to learn from the best, stimulate

progress, realize the peer education mode of complementary advantages, mutual promotion and common growth, and enable every student to find a meeting point, thus strengthening their own development, turning passivity into initiative, and fully mobilizing students' subjective initiative, in order to promote the common progress of students. In addition, the "5A Excellence Leading Program Presentation Group" consisting of the winners is a well-deserved star lineup on the campus of Jinan University. Its tour presentations on various campuses are highly sought after, and everywhere it goes, the trend of "learning from the models and being an excellent student" begins. The winners give full play to the role of peer support and "mentoring" by giving lectures on "learning and development workshop for students", so as to ensure the continuity of excellence. The school website and public account will push special topics for every outstanding student and class collective, so as to form an atmosphere of learning from the advanced and striving for excellence in the whole school, and promote the construction of a good school spirit and style of study.

IV. THE EXPERIENCE AND EFFECTIVENESS OF THE "5A EXCELLENCE LEADING PROGRAM" OF JINAN UNIVERSITY IN THE CONTEXT OF DIVERSITY

With the continuous exploration and improvement of the "5A Excellence Leading Program", it has achieved certain results and accumulated more experience. The creation and implementation of this unique model education mode has built a good learning and growth platform for Jinan students at home and abroad, established the brand of ideological and political education in overseas Chinese universities, and its achievements are closely related to the innovative development of the work.

A. Top-level design, system advancement, fully demonstrating the characteristics of the overseas Chinese school

The characteristics of running a university can be reflected in the various work of the university, but the characteristics of talent training are the concentrated embodiment of the characteristics of the university. Different types and levels of universities have different missions for talent training, and the talent specifications, knowledge structures and training modes will be different [7]. "For overseas, facing Hong Kong, Macao and Taiwan" is the school-running characteristic of Jinan University. Under the guidance of this characteristic, the school's talent cultivation and cultural construction must serve this school-running characteristic. The "5A Excellence Leading Program" is based on the diversified characteristics of overseas Chinese students, so that students, especially Hong Kong, Macao, Taiwan and overseas Chinese students can adapt to the study and life during their school days, and bridge the gap between each other's life and culture through relaxing and enjoyable study, unite under the banner of the common cultural gene - Chinese culture, and learn, progress and develop together. In the process of implementation, first of all, the school leaders attach great importance to strengthening and improving the ideological and political education of college students. Every year, special meetings are held to promote the "5A Excellence Leading Program". Relevant

departments and colleges carry out, promote and implement various work in strict accordance with the requirements. Secondly, students follow the development goals and requirements of the program, and continue to learn and improve themselves. The three awards of "5A Excellence Leading Program" are inseparable from the school's school-running characteristics. The establishment, cultivation and selection of "5A Excellent Class Collective" require the whole class to make progress together, and enable class members from different countries and regions with different cultures and customs to unite as one, learn from each other in study, help each other in life, and move forward hand in hand in development, seeking common ground while reserving differences. The selection of "Jinan Good Monitor" and "Excellent Student Reward Program" fully considers the complex and varied particularity of overseas Chinese students. In the process of training and selection, the students' strengths in various fields are fully emphasized, and students' progress and growth are paid attention to. According to statistics, about 20 overseas Chinese students from Hong Kong, Macao, Taiwan receive various awards every year.

B. Customized excellence, personality training, making efforts to broaden the space of moral education

With the rapid development of the current society, students' thinking logic, outlook on life and values are changing. The presentation of personality is diversified development. These new changes urge the ideological and political education to innovate constantly [8]. For a long time, Jinan University has diversified origins of students, and the source of students is also diversified, including those through unified entrance examination, special enrollment of sports and art, as well as students with financial difficulties and disabled students. The "Excellent Student Reward Program" in the "5A Excellence Leading Program" selects and trains "stars" in 10 different fields. According to the characteristics of students, "Sports Star", "Art Star", "Self-improvement Star" and "Entrepreneurship Star" are specially designed, so that all Jinan students can find their own bright in the stars of the campus, seek personalized development and pursue excellence. For example, Su Bingtian and Chen Aisen, the "Sports Stars" of Jinan University, who have won glory for the country in the Rio Olympic Games, have driven the students of the whole school to love sports, and make the students with sports talent more determined to strive for the school and the country. The "5A Excellence Leading Program" not only pays attention to the common growth of the class collective, but also pays attention to the individualized development of students. The form is novel and lively, the content is rich and colorful, the deeds are touching, and the campus moral education space is continuously expanded.

C. Leading by model, win-win for students, comprehensively cultivating the campus culture

According to the theoretical basis of model education and its internal mechanism, the traditional model education has achieved good results. The key is to build a common living world and achieve a dynamic balance between models and learners' actions [9]. "5A Excellence Leading Program" not only focuses on selection, but also aims to train and motivate

students in the whole process and all aspects with 5A as the training objectives, and promote training, construction, development and growth by the selection. Through the promotion, selection, recognition, sharing, inheritance and other aspects, we will create a series of activities covering the school, create a good campus culture atmosphere of "learning role models and strive for excellence", so that outstanding students can drive their classmates while themselves. It has also been upgraded and improved in the selection process to achieve the expected results of talent training in the project. The 100 "Stars" of 10 categories selected by the "Excellent Student Reward Program" in the "5A Excellence Leading Program" are stars. The class selected by the "5A Excellent Class Collective" is a group of individuals. "Jinan Good Monitor" is a perfect combination of these "points" and "surfaces". These three sub-projects are an organic whole that promotes and closely combines each other. The advanced collectives and individuals selected by the "5A Excellence Leading Program" are all lively models for Jinan students on the way of learning and development. They are the backbone force that can lead the students around to grow and develop together. The models it sets are not empty and distant, not rigid and dogmatic, but are cultivated and created step by step from ordinary students and class collectives. Only such models have the vitality and affinity to lead the growth of students from more than 100 countries and regions in Jinan University, and can truly cultivate the diverse campus culture in an all-round way and achieve a win-win situation for all students in the university.

V. CONCLUSION

In a word, the "5A Excellence Leading Program" is a program with distinctive features in the ideological and political education system of Jinan University. It sets the training objectives, shows the growth process, establishes models, creates a good campus cultural atmosphere, and has obtained remarkable model education effect. In the context of diversity, this unique new model of model education will develop towards a more scientific, professional and systematic direction, and establish, continue and inherit the cultural symbols of Jinan University through continuous exploration and practice. It is hoped to provide useful reference for the construction of ideological and political education mode in colleges and universities in China.

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