

Reflection on Strengthening the Ideological Work of Higher Vocational Colleges in the New Era

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Abstract—This paper analyzes the ideological challenges of higher vocational colleges in the process of accelerating the development of modern vocational education and proposes that in the new era, it is necessary to carry forward socialist core values under the firm guidance of scientific theories and promote the integration of ideological and political courses, so as to facilitate the reform and innovation of ideological construction, and give play to the positive role of campus network in ideological construction. In this way, the guiding position of Marxism in the ideological field of higher vocational colleges can be consolidated, and students can grow to new people of the era that establish a firm scientific outlook on the world, life and values.

Keywords—higher vocational college; ideology; Marxism; construction

I. INTRODUCTION

Ideological work is an extremely important task for the Communist Party of China, as well as a key task mentioned many times in the report of the 19th National Congress of the CPC. Accelerating the development of modern vocational education is an important strategic arrangement made by the party and the country. As a type of education, modern vocational education plays an important role in the socialist construction with Chinese characteristics and the modernization drive, and is an important part of the great cause of socialism with Chinese characteristics. Vocational colleges shoulder the glorious mission of training talents with professional technical skills. They should not only promote the professional development of technical skilled personnel, but also attach importance to the role of ideological education and training, so that technical skilled personnel can make outstanding contributions and have brilliant life in the journey of realizing the great dreams in the new era.

II. IT IS AN IMPORTANT STRATEGIC TASK TO STRENGTHEN THE IDEOLOGICAL WORK OF HIGHER VOCATIONAL COLLEGES

It is generally believed that the French philosopher Tracy first proposed the concept of "ideology", meaning "the theory of ideas". Marx and Engels took its German meaning, the "system of ideas". They believed that a certain ideology is the reflection of a certain economic foundation in the ideological field and reacts on the economic foundation, a set

of symbolic symbol system based on a specific social and economic foundation, and reflects the theoretical level and consciousness degree of this social community or group. The process of socialist modernization cannot be accelerated without the concerted efforts of all the people. Modern vocational education is an important force to realize the great dream. It plays an important role in realizing the all-round development of people, and is also the cradle and source of the republic builders. Therefore, strengthening ideological work in higher vocational colleges is related to political stability, social harmony, peaceful development and all-round development of human beings. It is not only related to promoting employment but also to industrial upgrading; it is not only an economic issue but also a livelihood one. Thus it is particularly important to strengthen the ideological work in higher vocational colleges.

III. THE SERIOUS CHALLENGE OF IDEOLOGICAL WORK IN HIGHER VOCATIONAL COLLEGES

From the perspective of the international situation, the ideological struggle has never stopped. The attempts of countries with different ideologies to subvert China's socialist system, change the flag color, and reshape young students have never stopped. From the perspective of domestic development, the transformation of social development, the speed adjustment of economic growth, the integration of diverse cultures, the adjustment of interest relations, and the grim and complicated employment situation have made it more difficult to recognize the development situation. From the perspective of the stage characteristics of the growth and development of young students, their passion of paying close attention to the society coexists with the situation that their perspective is not high and the concept is not clear. Since they accept more knowledge than political consciousness training, they have the tendency to follow suit and be affected by fellows and they have insufficient ability to look at the essence through the appearance. In terms of the current situation of ideological work in colleges and universities, there are some weak links. With a great gap between the a booming society's requirements for the quality and ability of young students and the current situation of them, the superiority of the socialist system has not yet been properly perceived, China's great achievements in reform and opening up have not yet been effectively translated into political recognition, the communication effect of mainstream ideology is not

good, and the ideological and cultural supply for young students is insufficient.

A. The Ideological Struggle Has Never Been Stopped, and the Struggle Between the Two Ideologies Will Be Long-term and Complicated

Despite the great progress in China's overall national strength and international influence, its increasingly important role in international affairs, and the further expanded influence and increased its contribution to world economic development brought by "the Belt and Road Initiative", the ideological struggle between China and the west based on different economic bases will be long and complicated, just as the realization of communism needs a long development course. Higher vocational colleges are increasingly showing their unique advantages in international exchanges. Where there is Chinese investment, there is a need for China's participation in vocational education. While expanding cooperation, enhancing cultural exchanges, learning advanced experience and drawing on successful experience, ideological educators must always keep a clear understanding. The development of the socialist cause has not been smooth sailing. The historical experience from the Soviet Union and Eastern Europe, the wave of democratization and the "Color Revolution" and so on represents that the foundation of a country's rule often begins with the subversion of ideology, and the loss of a country's regime often begins with the chaos in the ideological field.

B. The Characteristics of the Network Era Have Posed a New Challenge for Higher Vocational Colleges to Strengthen Ideological Education

The arrival of the network era has swept across almost all traditional fields such as politics, economy and culture. The rich and colorful social practice activities have been comprehensively covered by the Internet, and the ideological work has taken on distinctive characteristics of the times. People participate in discussions and initiate interactions on the Internet, mobile phone clients and other platforms to obtain information. However, information dissemination is random and blind. Sometimes an isolated event will spread like nuclear fission, forming a "trial stage" of public opinion and becoming a force to be reckoned with. Foreign anti-China forces have added fuel to the fire. They even provide "proxy software" to intensify the instigation of young students who do not know the truth. By buying off Internet writers, western hostile forces fabricate false information, expand social problems, mislead Internet sentiment and public opinion, and attack righteous figures in the society. Behind some hot events on the Internet, their distinct political ideological attributes are vividly revealed. Lawbreakers try to disturb people's thoughts, try to tear social consensus, and risk marginalizing and stigmatizing the mainstream socialist ideology. The informationization makes the ideological work of higher vocational colleges increase the new characteristics of the times.

C. Invisible Culture and Deformed Aesthetic Orientation Have Great Influence on the Life, Social Contact and Thinking of Young People

Language is the carrier of culture, and culture is the basis of national survival. Once the national cultural security is damaged, a cultural crisis will occur and bring about a political crisis. The ideology of capitalist countries is all-pervasive in the process of economic globalization by being attached to all kinds of cultural and creative products. By virtue of their advantages in economy, science and technology, media communication and cultural aggression tactics formed over a long period of time, western developed countries have incorporated their core values into cultural products, film and television works and lifestyles exported abroad. They guide young students to imperceptibly accept their way of life and values while consuming culture and subtly change the way of thinking and behavior. The appearance of being crazy about Korean culture, Japanese culture and Nancy boys is by no means an accidental phenomenon. It is a cultural invasion with an evil heart. The tough guys still rule the roost in western screen images, while in the film and television in China, Japan and South Korea weak, slender, feminine male stars are deliberately shaped, which has a bad effect on the ideas and behavior of the new humans. Shallow and impetuous social atmosphere weakened the morale of young students. They shed the passion of youthful endeavor, spreading decadent "youth culture" with no pursuit. They are incompatible with the spirit of the times, and become the sideline, rovers and hesitators in the development of the times, which have caused a great impact on the pursuit of communist values and Marxist ideals and beliefs.

D. The "Ossification" and "Aphasia" of the Discourse of Ideological Work in Higher Vocational Colleges

At present, the ideological work of higher vocational colleges mainly relies on ideological and political education, mainly on theoretical propaganda, and the overuse of policy discourse and political discourse is inevitable. Although ideological and political education courses are arranged at each stage of the national education system, and each course has the requirements of strengthening moral education, in the actual teaching practice, the positioning of ideological and political courses at different stages can still be unclear. At the same time, the abstract language of ideological work in colleges and universities is out of line with the fast-food style and visual habit of receiving information of young students. As a result, students talk about theories in class and go back to normal life after class, and the learning and education cannot really go to their mind. Ideological and political work cannot respond to and effectively answer the complex social phenomena. Sometimes theories in class can even be pale and weak in front of reality and educators cannot or will not use the basic principles of Marxism to observe objects, analyze problems and solve problems. So the ideological and political education lacks effective cohesion and centripetal force. In the evaluation criteria such as professional title evaluation and promotion, there is a phenomenon that the evaluation criteria dominated by western countries are oriented, which will undoubtedly intensify the

"westernization" of academic standards and ideological understanding. Some educators act as the voice of western ideas and values without realizing it. There was even once a strange phenomenon that people focused on the study of western economics and discriminated against the study of Marxist economics, which questioned the truth and vitality of Marxism.

E. The Ideological Trend in Western Society Has Greatly Interfered with the Ideological Work in Higher Vocational Colleges

Since the 1970s, some political forces and their representatives in western countries have put forward some new theories covering the fields of politics, economy and philosophy, among which historical nihilism, liberalism and democratic fundamentalism have distinct characteristics of capitalist ideology. Contemporary western social thought is the concentrated reflection of many contradictions in social development in its social consciousness. The class nature of ideology it reflects, is to defend the capitalist system in the crisis, represents the fundamental interests of the bourgeoisie, and runs counter to the principal position of the people in Socialist country. The fundamental problem lies in denying the historical inevitability of socialism, which is naturally deceptive and hypocritical. To some extent, this weakens young students' emotional identification of socialist core values, and weakens their responsibility for the country, the nation and the society, leading to the misunderstanding of the relationship between individuals, the state and the society, so as to realize the purpose of weakening the ideological class attribute.

IV. THE REALISTIC WAYS TO STRENGTHEN IDEOLOGICAL WORK IN HIGHER VOCATIONAL COLLEGES

A. Being Armed with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and Standing Firm Politically

Xi Jinping thought on socialism with Chinese characteristics for a new era is the latest achievement of the sinicization of Marxism and the Marxism of the 21st century. The great cause of building the Chinese nation requires generations of committed Marxists to continue their struggle. Unremitting efforts should be made to really equip young students with ideas, so as to put Xi Jinping thought on socialism with Chinese characteristics for a new era into practice. This will contribute to making the latest theoretical achievements of sinicization of Marxism come into the classroom, infiltrate the mind, and enable the majority of young students to "understand its words, know its meaning and be clear about its reason". The purpose is also to enable young students to consolidate their "political consciousness, overall situation consciousness, core consciousness, alignment consciousness", enhance their "confidence in the path theory system and culture of socialism with Chinese characteristics" in the critical years of their life. It is important to integrate solving the "paramount issue" of world outlook, outlook on life and values of young students and strengthening the national feelings, road identification and

cultural adherence of young students, so as to build a firm political ideal, hold firm political stance, and maintain political stability. By training people with scientific theories, guiding people with correct thoughts and inspiring people with the power of truth, can educators make young students grow into the new generation of the era that can be fully used and can bear heavy responsibilities.

B. Actively Cultivating and Practicing Socialist Core Values and Forming Value Identification

The core socialist values show the high degree of confidence and consciousness of values of the CPC and the Chinese nation, and condense the common value pursuit of all Chinese people. They embody the essential requirements of socialist ideology, the qualitative stipulation of socialist system in ideological and spiritual levels, and are the value guidance of building a socialist country with Chinese characteristics into a modern country and realizing the Chinese dream. They establish the most basic value goal and value pursuit of the socialist country from the three levels of state, society and citizen, and realize the organic fusion of Marxist classics and Chinese traditional ideas. They are the he whole of a scientific system that keeps up with the trend of the human history and adapts to the social development regularity of the entirety of the system, the "center" of national cohesion and centripetal force of a socialist country, is the "the greatest common divisor" for the shaping ideals and beliefs of social citizens and the choosing of the individual behavior, and the "power source" that provides value guidance and spiritual motivation for socialist modernization. Higher vocational colleges should integrate the cultivation of socialist core values into the classroom and daily life of colleges and universities, and combine the practice of socialist core values with the implementation of student codes of conduct. The principle of "teaching content in line with the theme, conduct integrity carrying forward the true, the good and the beautiful" should be followed. It is important that students converge their own positive pursue into the mighty tide of the times, so as to build a solid and magnificent spiritual edifice for the new socialist youth.

C. Strengthening the Deep Integration of Ideological and Political Courses with Other Courses Doing the Ideological and Political in Its Own Way, So As to Implement "Total-involvement, Total-process and Omnibearing Education"

Ideological and political theory courses should give full play to its important role in ideological education. Adhering to the guiding role of Marxism, it should always and take accelerating the construction of ideological and political discipline system in the new era as the fundamental guarantee, the remarkable achievements of socialism with Chinese characteristics as a strong support for the construction of education courses, the laws and successful experience of ideological and political course construction formed over a long period of time as an important foundation of the inheritance of merits and innovation in ideological and political course construction, the Chinese nation's outstanding traditional culture and the spirit of the age as the

strong power of ideological and political course construction. These will all contribute to further enhancing the importance of ideological and political education, enlarging ideological and political pattern, integrating ideological and political resources and forming ideological and political forces. In addition, it is necessary to give play to the fundamental role of other disciplines in cultivating people through virtue. Other disciplines should hold fast to the precondition of socialist ideology, so as to make the knowledge system of each course reflect the ideological and political elements, each teaching activity bear the function of cultivating people by virtue, all teachers assume the responsibility of cultivating people by virtue, and realize the "total-involvement, total-process and omnibearing education". It is important to stick to the educational positioning with "willingness to learn as premise, ability to learn as aim, the learning condition as condition and autonomic learning as method", deepen cooperation between industry and education and between schools and enterprises, and closely integrate the education chain with the industrial chain and the talent chain, so as to give full play to the role of enterprises and schools in educating people, and cultivate socialist constructors who are both virtuous and skilled.

D. Constructing a Vivid Discourse System of Ideological Work in Higher Vocational Colleges Through Innovating Working Methods

Although it is impossible to make ideology fully knowledge-based, it is obvious that ideology can increase its penetration through knowledge and culture. This requires the methods innovation of ideological work in higher vocational college, so as to conform more to habits of young students. Marxism first of all is people-oriented thought, with the pursuit of human freedom and liberation as its philosophical purpose. In the ideological work of colleges and universities, it's necessary to respect the law of education and teaching and the growth law of young students, pay attention to the positive role of the team of counselors, and give play to the principal role of young students in learning. And it is also important to expand the practical teaching forms, promote the combination of ideological and political courses with specialized courses, and the combination of on-campus teaching with off-campus practice to enrich the carrier of ideological and political education. Educators should respect the basic demands of young students, pay attention to their living conditions, care for their spiritual life, highlight humanistic care and psychological counseling, and recognize the differences in individual development. In particular, vocational colleges should take the mental health management of young students as an important starting point, lay emphasis on the richness of personality and stimulate development potential. They should believe that every student has the opportunity to "shine" in life, and guides the young students to consciously combine the realization of life value with the most lofty cause of communism, and make due contributions to the most magnificent cause as the new youth in the new era.

E. Building an On-line and Off-line Integrated Work Platform to Hold Fast to Network Position

With the rapid development of information technology, the ideological struggles have shown a trend of responding to each other on and off the line, and the network has become the "biggest variable" of ideological work. Ideological and political work also needs to be timely. It is necessary to strengthen the construction of network position, attach great importance to network construction and use, give full play to the advantages of online education to attract young people with truth and unite them. In addition, it is also important to firmly grasp the initiative of online ideological work and use high-quality speeches to lead and win the support of young people. Ideological and political workers should stand at the forefront of ideological work, be good at using the forms and lively language popular with young students to answer their doubts, carry forward the main melody and spread positive energy. The red education base, excellent film and television works, micro films, micro publicity, social practice and other ways should be given to full play to attract young students to pay attention to the network front. It is necessary to adhere to the timely involvement in hot issues and facing up with the doubtful points to do a good job in the docking of online public opinion prevention and control and actual work. In this way, traditional experience in public opinion prevention and control can be used to guide the prevention and control of online public opinion, so as to improve the comprehensive public opinion prevention and control ability. In the face of majors even and issues, ideological and political workers should take one step ahead and give an active voice. They should lead the young students to keep in line with the party central committee with the correct perspective, scientific analysis and calm attitude. It is necessary to adhere to and consolidate the guiding position of Marxism in the ideological work of higher vocational colleges, adhere to the common ideal of socialism in the diverse and complex social ideological trends, and adhere to the communist faith in the great tide of reform, so as to constantly arm the youth with developing Marxism, guide their practice, inspire their fighting spirit, guide their development, and provide strong human capital and talent support for the socialist modernization drive.

V. CONCLUSION

Strengthening ideological work in higher vocational colleges bears on the future and destiny of the party and the country, on the successors of the cause of socialism with Chinese characteristics, and on the path of socialism with Chinese characteristics, which should neither be neither deviated nor retrogressing. Therefore, no carelessness is allowed. Especially when the world is facing a crucial period of great changes unseen in a century, and China is approaching an important period at the center of the world stage, just as General Secretary Xi Jinping has said, the great renewal of the Chinese nation will not be achieved just by beating the drum or beating the gong with ease. To strengthen the ideological arms of the young students in higher vocational colleges in the new era, efforts should be intensified in terms of ideology, strategy and practice. It is

necessary to give full play to the principal role of party committees, strengthen value leadership, and build a good work force. In addition, the reform of ideological education methods, the full use of online and offline positions, the integration of resources, multiple measures, the formation of synergy can all lay a solid foundation for the "general switch" of the world view, values, outlook on life of the young students, so that they grow up to shoulder the great responsibility of national rejuvenation.

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