

Exploration on the Backbone Training System of College Students in Ideological Propaganda Work in the New Media Age

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Abstract

It is of great strategic significance to cultivate the backbone of college students in propaganda work in the new media era to enhance the education of socialist core values and consolidate the ideological position of colleges and universities. Based on the operation system of ideological propaganda team and the career model of student backbone in colleges and universities, this paper explained a "T" type training system of core students in ideological propaganda work in colleges and universities, which provided scientific theoretical guidance for the selection, cultivation and management of student leaders group. In view of the actual work of student backbone group in ideological propaganda work, based on the Kirkpatrick evaluation model, the evaluation model of student cadre training effect in ideological propaganda work in colleges and universities was constructed, with a view to realizing systematic, standardized and scientific training feedback mechanism.

Key words: Ideological propaganda work; Student backbone; "T" type training system

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Since the Eighteenth National Congress of the CPC, ideological propaganda work has always been

the top priority. The front of propaganda has been comprehensively promoted. Socialism with Chinese characteristics and the Chinese dream have been deeply rooted in the hearts of the people. Socialist core values and excellent traditional Chinese culture have been widely developed and expanded, and cultural self-confidence has been highlighted as well. On August 21, 2018, Xi Jinping emphasized at the conference of national ideological propaganda work, "since socialism with Chinese characteristics has entered a new era, we must regard unifying thoughts and gathering force as the central part of propaganda work", "propaganda work is to do people's ideological work, and it is an important duty to train new people of the age who are responsible for national rejuvenation" (Xi, 2018). As the frontier of ideological work, colleges and universities shoulder the historical mission of "holding the banner", "gathering people's hearts", "educating new people", "revitalizing culture" and "establishing image". They also bear the great responsibility of learning, researching, propagating and practicing Marxist ideology and socialist ideology with Chinese characteristics in the new era. As a gathering place for young college students and non-Party intellectuals, colleges and universities are strategic places to carry out ideological work. In the new era, ideological propaganda work in Colleges and universities should take a clear stand to adhere to the Party management propaganda and Party management ideology, firmly establish the "four consciousness", grasp the critical period of forming and determining the values of young college students, guide young college students to take the first step in their lives, and strive to build a propaganda team which is with tough political quality, of high capability, realistic and innovative and can fight to win. Under the new situation, with the development of mobile Internet technology, the media pattern and public opinion environment have changed fundamentally, which has brought new challenges to the ideological propaganda

work. The ideological propaganda work in Colleges and universities should make use of Internet technology, strengthen and improve the construction of “all-media” and “large-scaled publicity pattern”, and strive to build a propaganda team that understands the network management.

1. THE THEORETICAL AND PRACTICAL BASIS OF IDEOLOGICAL PROPAGANDA WORK IN COLLEGES AND UNIVERSITIES IN THE ERA OF NEW MEDIA

With its characteristics of digitalization, instantaneity, individuation and autonomy, new media has formed a platform for information exchange and ideological exchange, and has become a stage for public opinion expression. Compared with traditional media, new media has more significant and powerful influence on public opinion, and has a widespread impact on the public’s attitude to life, behavioral changes, social awareness and values. The public has reached an unprecedented dynamic scene in the breadth and depth of public opinion (Shi, 2010). Currently, college students are the most active group on the network. The new media platform is an important carrier of college students’ learning and life. Cyberspace has developed into a crucial field of ideological and cultural life for college students. It has brought a comprehensive and deep-seated impact on College Students’ learning and living habits, ideological behavior and values.

On August 21, 2018, at the National Conference on ideological propaganda work, Xi Jinping pointed out that “building a strong cohesive and leading socialist ideology is a strategic task that the whole Party, especially the propaganda front, must undertake.” In 2015, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Opinions on Further Strengthening and Improving the Publicity and Ideological Work in colleges and Universities under the New Situation, emphasizing that,¹ doing a good job of publicity and ideological work and strengthening the construction of ideological positions in colleges and universities is a strategic project, a capital-fixing project and a soul-building project, which concerns the Party’s leadership and the overall implementation in colleges and universities. And it concerns whether there will be successors of socialism with Chinese characteristics. In addition, it is of great and far-reaching

1 The General Office of the Central Committee of the Communist Party of China and the General Office of the State Council. (2015). *Opinions on Further Strengthening and Improving the Publicity and Ideological Work in Colleges and Universities under the New Situation*.

significance 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.

2. THE BACKBONE TRAINING SYSTEM OF STUDENTS IN IDEOLOGICAL PROPAGANDA WORK IN COLLEGES AND UNIVERSITIES

Taking Xi Jinping’s socialist ideology with Chinese characteristics in the new era as the theoretical guidance, according to the ideological needs of current college students and the dissemination law of media, and with the help of the relevant concepts of talent cultivation mode in Colleges and universities, this paper is based on the construction of an all-media propaganda center operating system integrating traditional and new media, and combines with the competency model of core students in propaganda work in colleges and universities. It finally expounds how to build a scientific and effective “T” type training system which students can autonomously operate and govern, and cultivate compound talents of ideological propaganda work by horizontally broadening the path of improving student backbone ability from three dimensions: ideological consciousness, professional ability and comprehensive quality, and vertically constructing a three-level training and management model of “junior initial secretary-intermediate business minister-senior management cadre”.

As for the characteristics of core students’ career development in propaganda work in Colleges and universities, it is based on the experience of the growth and development of the backbone of college students. And this paper puts forward that the career development path of the backbone of college students in ideological propaganda work consists of three levels: junior initial secretary, intermediate business minister and senior management cadre. Taking the growth track of student backbone as the thread, it constitutes the longitudinal framework of the “T” type training system.

Junior Initial Secretary: Engaged in basic propaganda work, writing campus news, interviewing and reporting person events, editing text and images of news releases, and learning the propaganda technology of various media.

Intermediate Business Minister: Responsible for the overall management, operation and development of a certain type of propaganda media, making use of propaganda media for ideological and propaganda work, overall planning of in-depth reports of major hot news and interviews of typical model figures, and grasping the ideological dynamics of college students in a timely manner.

Senior Management Cadre: Responsible for the overall work of all media centers in colleges and universities, integration of the advantages of traditional and new media, promotion of the linked operation of various media, strengthening the ideological guidance of young students, actively occupying the main position of college students' ideology; responsible for selecting and recruiting new students, building training system, evaluating and revising training results, formulating management and incentive system, etc., and controlling the scientific rationality of system with the help of instructors.

With regard to the competency model of student backbone in propaganda work in colleges and universities, it is based on the connotation of the student backbone competence in the ideological propaganda work, combines with the realistic characteristics of the student backbone career development in the ideological work of propaganda. And this paper constructs the student backbone competency model in the ideological work of propaganda in colleges and universities from three horizontal development dimensions: ideological consciousness, professional ability and comprehensive quality, so as to set up different levels of cultivation program according to the competency model of student backbone at different levels.

The competency model of Junior Initial Secretary: (i) Ideological Consciousness. It requires a correct world outlook, outlook on life and values, a good political awareness, and take the initiative to care about national events, social events and news and public opinion. (ii) Professional ability. It needs a certain ability of text editing, photography and video technology, picture and video processing capabilities. (iii) Comprehensive quality. Good understanding and expression skills, communication and cooperation skills, interpersonal skills and learning ability are also required.

The competency model of Intermediate Business Minister: (i) Ideological consciousness. On the basis of basic political consciousness, it's necessary to have certain knowledge of political theory and to grasp the breadth and depth of ideological propaganda. (ii) Professional ability. As a prominent propaganda backbone with professional ability, it requires certain news sensitivity, information acquisition ability, new and old media operation and development ability. (iii) Comprehensive quality. As the head of the department, it should focus on strengthening the ability of organization and coordination and the capacity of planning and innovation.

The competency model of Senior Management Cadre: (i) Ideological consciousness. To have a profound understanding of the Party's ideology and policies and a sense of overall situation and responsibility is quite important. (ii) Professional ability. It should be equipped with the concept of all-media structure, and master the characteristics of all kinds of media. The ability of integrating traditional and new media and the competence of public opinion monitoring and guidance are of great significance as well. (iii) Comprehensive quality. It's quite important to have strong self-management ability, continuous learning ability and anti-pressure ability, delicate analytical ability, decisive decision-making ability and excellent leadership ability.

According to the characteristics of student backbone career development and the competency training model of propaganda work in colleges and universities, the "T" type training system in different stages of the training process, while improving political literacy and professional literacy student backbone, pays attention to the accumulation and cultivation of comprehensive ability, and strives to create a composite backbone of students, as shown in Table 1.

Table 1
The "T" Type Training System for Student Backbone in Ideological Propaganda Work in Colleges and Universities

The stage of student backbone career development	The competency model of student backbone		
	Ideological Consciousness	Professional ability	Comprehensive quality
Junior Initial Secretary	With correct world outlook, outlook on life and values, good political consciousness, active concern for national affairs, social events and news and public opinion around them.	Be qualified with the ability of text editing, photography and video processing.	With good understanding and expression skills, communication and cooperation skills, interpersonal skills and learning ability.
Intermediate Business Minister	On the basis of basic political consciousness, it is necessary to have certain knowledge of political theory and to grasp the breadth and depth of ideological propaganda.	As a prominent propaganda backbone with professional competence, certain news sensitivity, information acquisition ability and new and old media operation and development ability are required.	As the head of the department, it should focus on strengthening the ability of organization and coordination and the capacity of planning and innovation.
Senior Management Cadre	With a deep understanding of the Party's ideology and policies and a sense of overall situation and responsibility.	With the concept of all-media structure, it is of great importance to master the characteristics of all kinds of media, to have the integration ability of traditional and new media, and own the ability of public opinion monitoring and guidance.	With strong self-management ability, continuous learning ability, anti-pressure ability, delicate analytical ability, decisive decision-making ability and excellent leadership ability.

3. AN EVALUATION MODEL FOR THE EFFECT OF STUDENT BACKBONE TRAINING IN COLLEGE PROPAGANDA WORK

At present, the most popular four-level effectiveness evaluation models, namely “Evaluation of Reaction”, “Evaluation of Learning”, “Evaluation of Behavior” and “Evaluation of Result”, put forward by American scholar Kirkpatrick, are the most representative ones at home and

abroad, referred to as “Kirkpatrick Model” (Kirkpatrick, 1996; Li, et al, 2013).

In this paper, Kirkpatrick Model is used to evaluate the process and results of the training of student backbone in propaganda work in colleges and universities. In view of the actual work of student backbone in ideological propaganda work, based on the four-level evaluation structure of Kirkpatrick Model, this paper constructs a training evaluation model of student backbone in ideological propaganda work in colleges and universities, as shown in Table 2.

Table 2
The “Kirkpatrick Model” Used in the Cultivation of Student Backbone in Propaganda Work in Colleges and Universities

Evaluation level	Evaluation content	Evaluation method
Evaluation of Reaction	To investigate the understanding and mastery of student propaganda cadres on political theory knowledge and professional knowledge	Scale evaluation
Evaluation of Learning	To evaluate the knowledge utilization and learning effectiveness of student propaganda cadres	To write activity planning or departmental construction planning
Evaluation of Behavior	To evaluate the application and practice of student propaganda cadres on theoretical knowledge	Direct observation evaluation method
Evaluation of Result	To evaluate the work performance of student propaganda cadres	To do a report

Evaluation of Reaction: At the end of the training, the trainees were assessed by questionnaires, interviews and discussions. The evaluation involves the impression and harvest of trainees on the whole training process, and whether the contents and methods of the training are reasonable.

Evaluation of Learning: The purpose of evaluation by means of simulated examination and report writing is mainly to investigate whether the concepts, skills and common sense involved in the training content are assimilated and absorbed by the trainees, and to evaluate the proficiency of the backbone of the students in mastering the training knowledge.

Evaluation of Behavior: This stage is carried out within 3 months or half a year after the training. Behavior observation, questionnaires, job interviews, performance evaluation and management ability evaluation are used to examine the progress of student backbone.

Evaluation of Result: This part is conducted within one year after the training, the effectiveness of the trainees’ individual and organizational benefits can be evaluated by examining their personal reports, personal performance and productivity.

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