An Analysis on Ideological and Political Education of College Students

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Abstract. The ideological and political education of University belongs to higher education, as well as the indispensable qualities of college students. How to deal with the ideological and political education of college students in the new situation, not only related to the healthy growth of college students, but also related to the rise and fall of the country. Therefore, we should realize the importance and urgency of the ideological and political education of University and take corresponding measures to improve the current embarrassment of College Ideological and Political Education.

The Essence of Education

Alfred North Whitehead, a famous English philosopher and Education theorist, argued that "The essence of education lies in the devout religion belief". For example, the motto of Harvard "Veritas" which means "truth" in Latin is closely related with religion. Earlier, Harvard’s motto promoted that its students should set learning to know Jesus Christ as the life goal, "Christ is the only foundation of real knowledge and learning. All the people saw the wisdom bestowed by Lord, thus shall pray seriously for his wisdom in private." [1] While the new motto "Truth" refers to the relationship between reason and revelation.

Marxism think that at the beginning there was no education, it is a product of the development of human history into the society with social classes, therefore from its birth, education is tabbed with class. Marx pointed out: "The ideas of the ruling class in every era are the dominant thoughts. That is to say, a class is not only the dominant material force in a society, but also dominant spiritual power". [2] Ruan Yuan, a famous scholar of the Qing dynasty, who chaired the collation of The Thirteen Classics, agreed that college is the learning of politics ".

The Importance of College Ideological and Political Education

After entering the 21st century, with the impact of cultural diversity represented by universalism of the western society and the rapid popularization of Internet, the ideological and political education in college is faced with a severe situation. In the face of the profound changes of the condition at home and abroad, the Chinese government has made a new deployment on college students' ideological and political education, and thus we should have a deeper understanding.

First of all, from the point of international competition, it is said that "To compete for domination starts with competing for the talents. Those who know the people get them, those who are mean lose them. Those who win all the people will be the king, those who have half of the people will be the overlord" (Guanzi, Talk of the Overlord). During the Spring and Autumn Period, in the face of the decline of the Royal of Zhou Dynasty, Duke Huan of Qi made every effort to make the country prosperous, honored the king and drove off the barbarians, had the emperor in his power and ordered the dukes about in his name and became the king. Under the background of globalization today, talent competition is still the same. Whitehead even raises the importance of education to the height of the survival of the nation, arguing that anyone who does not pay attention to national intelligence training is doomed to perish. [3] Data shows that the education contribution of United States on economic growth from 1929 to 1957 was more than 33%, while the number of China reached around 26% until the end of the twentieth century, [4] which signifies that the contribution of education to economic growth of China is far behind that to the United States. Deng Xiaoping
pointed out that "To defeat the bourgeoisie in the field of superstructure, we must cultivate workers of highly scientific and cultural levels” [5].

Secondly, from the ideological perspective, the western countries led by the US think that western values, systems and practices are universal, those who refuse to accept will become victims of "false consciousness" [6]. For them, emphasis on the authority, order, hierarchy and traditional Chinese Confucianism that holds the collective aim is more important than personal pursuit form a deep and serious challenge to the western civilization with Christianity as the core. Therefore, west countries have tried every way to penetrate into China by way of culture and religion, which is not a common religious penetration, but a penetration towards modern socialist religion, the nature of which is "a politic activity to subvert socialist countries guided by the Marxism-Leninism" [6].

Again, from the point of social development, China is now in a period of economic transition. The economic growth of China has slowed from 10.7% in 2010 to 6.9% in 2015, nearly 4% in five years. According to Okun's law that there is a negative correlation between GDP growth and unemployment, together with the fact of lack of elasticity of Chinese economy, the unemployment rate will be amplified. Based on the current Prime Minister Li Keqiang’s report, 1% of economic growth of China will lead to 1.3 million jobs. If not consider inelastic factor, 4% will at least make more than 5 million people lose their job because of the economic slowdown. The fact is that China's unemployment rate has broken the international cordon of 7%. Another group of data shows that in 2015, the college graduate students and undergraduate graduates has reached a record 7.27 million people, and that of 2016 is expected to reach 7.7 million, increasing by 5.9%, while there are still more than a million unemployment graduate from the last year. “The appreciation of the material world has an inverse relationship with the world of man". The issue of college students’ employment is significant. Deng Xiaoping pointed out that the employment problem is not only an economic problem, but also a social and political problem. The key to solve it depends on economic development and economic policy.

The Problem of Current Ideological and Political Education in Colleges

In 2015, according to The Investigation of Political Thoughts of College Students, in general, the result is positive, but there are still a few college students who lack of political consciousness. The reasons are listed as below.

First, the conflict of multiple cultures. In a society that is free, democratic, civilized and legal today, people are free to choose religious beliefs, values and behaviors etc. The media represented by the Internet is the platform of multicultural communication. The Internet and its applications provide students with convenient learning and living conditions, but at the same time it has brought considerable difficulties to the ideological and political education, daily management of school due to the variety of Internet content, both good and bad, Internet fraud, virtual pornography and violence etc., coupled with the inoculation of ideas on the Internet, which induces the prevalence of popular nihilism, hedonism of college students, which even leads to cult and terrorism.

Secondly, the substitution effect of commodity fetishism on the ideological and political education of college students. In Marx's "On Capital", he has made it clear that commodity fetishism is an ideology like religion, a form of thinking. Marx said: "The relationship of the form of the commodity and the value of the labor... it forms an illusion in representing the relationship between the contents. Therefore, to find a metaphor, we have to escape into the religious world of illusion where the product of the brain is endowed with life, interacts with each other and exists independently. In the world of commodity, so is the work of a man's hand. I call this fetishism." [7] Under the condition of market economy, consumers will buy goods from the market to meet their own needs. And the basic principle of market transaction is equivalent exchange, currency as a special kind of goods, can be exchanged for any kind. College students is not laborer thus cannot get money, but their demand is amplified by the market, thus having commodity fetishism or more accurately monetary fetishism. These thoughts have great substitutive effect on ideological and political education, which have distorted college students’ values.
Third, the employment view of university students' has an impact on the faith of ideal. Since China's higher education develops from "elite education" into "public education" from the end of the 20th century, the scale of college enrolment and graduates is growing exponentially which put a huge challenge on the labor market. On the other hand, as China's economy has entered the new normal stage in recent years, the economy will maintain slow growth in the long-term, combined with the acceleration of China's urbanization process, the superposition of which will inevitably cause a rise in unemployment. But even under such a severe situation, there is still a serious problem about the view of college graduates. They refuse to take the job offered, or hesitate to accept the offer. This not only brings great pressure to the management of college graduates, but also has affected social stability seriously.

An Analysis on the Methods to Strengthen the Ideological and Political Education in College

First of all, digging deeper into the charm of Chinese culture to lead the ideological and political education of college students. As is known to all, culture is a reflection of a nation's soft power. The charm of Chinese culture is that it has a history of five thousand years without any break. Since the Opium War in the 19th century, China has opened its eye to see the world and committed to surpass the west, and gradually realized the independence, autonomy, civilization and prosperity of the country. But this process has also been accompanied by the decline of Confucian civilization. Since the May Fourth movement to overthrow "Confucian", the culture of Confucian, which has lasted for over two thousand years, is regarded as nothing. College students of today will refer to the United States when talking about free of speech and to Greek history when talking about history. This lack of confidence on cultural will inevitably lead to a lack of confidence on system. Combined with improper means of ideological and political education in college, which in turn stimulate the question and resistance of students.

Xi Jinping, our General Secretary said: "The management system chosen by a country is determined by the history, cultural tradition, economic and social development of the country and is decided by its people." [8] So he stressed that we need to speed up the construction of value system, which would fully reflect the Chinese characteristics, ethnic characteristics and era characteristics. To stick to our value system and uphold our core values, our culture has to play the role. [9]

In the 20th century, the rapid rise of Confucian culture in Singapore, Hong Kong, South Korea, Japan and Taiwan is proven to have a direct relationship with the Confucian civilization, the rapid development of China's economy after 30 years of Reform and Opening-up has also been proven to closely related with Confucian civilization. Therefore, we should strengthen cultural confidence to enhance our confidence on system and lead college students' ideological and political education with our cultural charm.

Secondly, to perform ideological and political education better. As is known to all, the ultimate goal of university education is to enable students to achieve moral fulfillment. To strengthen the ideological and political quality, as well as moral accomplishment in the complex situation nowadays we must start from the perspective of the moral education and pay attention to cultivate the students' ideology and moral character. But emphasis on moral education only is not enough to enhance the students' ideological and moral cultivation, we should pay attention to the interests and needs of the students, and to build and perfect their life so as to solve their concerns. Emphasis should be put on the assistance, awards, credit and reduction of rural students and poor families.

On the other hand, to do a good job in ideological and political work in colleges and universities is to concern about the needs of the counselors, who stand in the frontline and confront with great pressure, high risk and low treatment. Moreover they are faced with the difficulty of program application and disadvantaged profession evaluation which has lowered their productivity. And this has put a great impact on the execution efficiency and quality of ideological and political work. Therefore it is necessary to include the construction of counselor team into the school's overall development plan, according to the relevant documents of Ministry of Education, of provinces and cities, considering the real situation. During the promotion of the construction of counselor team, we need to establish and perfect the system of counselors’ promotion, evaluation system and
treatment mechanism. At the same time, we need to strengthen the examination of counselor team and to establish corresponding counselor exit mechanism.

Again, with inspirational education as the core, we should combine the ideological and political education with professional education and vocational education. "There is a goal before learning. With a goal set, learning can be achieved. If there is no goal, he can achieve nothing." Although inspirational education is subject to ideological and political education, it shall meet the need of personal growth. Rousseau believes that education is to meet the value of the development needs of the educatees. Therefore, inspirational education should be built according to the psychological needs of college students', not just of indoctrination theory. Suhuominsky believes that education that can stimulate the self-education of students' is the true education. Ideological and political education is also very strict in the United States, the subject is covered in majors, including science and engineering etc, so as to make the students experience the charm and fun of thought from professional learning. Thus the ideological and political education could be realized smoothly and silently. Moreover, we need to construct inspirational education as the core of ideological and political education combining education of graduate study and employment, Political education only would bring about questionable effect, and even prove to be counter-productive. But meeting college students' psychological needs and their graduate study and employment issues will satisfy their demand. By this kind of inspirational education, not only ideological and political education could be realized, there will also be a good effect on the faculty construction and transform of teaching style.

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