The Security Construction of Our Country's Ideology in the Colleges and Universities from the Perspective of New Media

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Abstract. With the advancement and development of the reform and opening-up and economic globalization, the society is gradually showing the objective status of multi ideology confrontation, colleges and universities has become the position of the intersection and dissemination of social ideology. As the main battlefield of network ideological struggle, we all know that winning the youth and winning the future in the colleges and universities. In order to promote the healthy development of young students' ideals and beliefs, this paper is analyzing the present situation and challenges of China's ideology construction in colleges and universities in the era of new media. The author put forward the strategy of the construction of the ideology security in Colleges and Universities. From the ideological and moral standards, legal rules and regulations, technical supervision and other three levels to regulate the ideals and beliefs of young students. It is conducive to the correct political orientation of colleges and Universities. It is of great significance to cultivate qualified builders and reliable successors of socialism with Chinese characteristics.

1. Introduction

Owing to the economic globalization has deepened and the characteristics of the times and the Internet+ become more obvious, colleges and universities have become an important frontier of multiple intersection and dissemination of ideology. The security of ideology is not only an important part and the core of national security, but also the important guarantee of national security[1], so how to strengthen and optimize the ideology construction in colleges and universities in the new media perspective becomes a matter of concern, and it is of important strategic significance and practical significance to strengthen ideology construction in colleges and universities, guide the healthy development of college students' ideals and beliefs, optimize the national ideology security construction and maintaining social stability and development.

2. Strengthen the positive significance of ideology construction in colleges and universities

2.1 Why young students need to guide the healthy development of ideals and beliefs

Ideology security in colleges and universities means that the leading position of the Marxism doctrine is not to be shaken in colleges and universities, and it is a kind of state and ability to withstand the erosion of social thought [2]. Therefore, it is necessary to strengthen the construction of ideological security, enhance the discrimination ability of the young students in the multicultural selection and reception, guide the students to correct their value orientation so as to effectively and consciously resist the expansion and infiltration of harmful ideology, and promote the healthy development of young college students' ideals and beliefs.

2.2 Why the Communist Party of China needs security strategy

The ruling security refers to the ruling party is not dangerous or it can maintain its ruling position under the influence of the internal and external ruling risk in the process of ruling, including positive competitiveness and relatively passive anti risk ability [3]. In order to strengthen the construction of the party, we should conscientiously implement the party's ideological construction, call on people to strengthen the study of Marxism doctrine, constantly improve the ideological and theoretical level,
cultivate lofty moral sentiment, establish the correct ideals and beliefs, constantly improve the
spiritual realm, and consciously resist all kinds of wrong ideas.

2.3 Why the State advocates building a harmonious society

The construction of a harmonious society is an important goal of our party. In this regard, the
General Secretary Xi Jinping put forward many important expositions. The 18th party congress
pointed out that we advocate actively cultivating and practicing the socialist core values. Among them,
patriotism, dedication, integrity and kindness are the basic norms of citizen morality, which are the
summaries of the basic ideas of socialist core values from the aspect of individual behavior. In terms
of adapting to profound changes in domestic and international situations, China is in a critical period
of reform and development. However, international hostile forces are strategically stepping up the
implementation of westernization and differentiation in our country, and the ideological and cultural
fields are key areas of infiltration [4]. The ideological and political education of young students is
related to the future and development of the country, so the strengthening the construction of
ideological security is of great importance to a positive response to the national appeal of the era of
building a harmonious society.

3. What is the present situation and challenges of ideology construction in colleges and
universities from the perspective of new media

New media perspective is the operating environment of the new digital media and a broad
perspective of information dissemination in essence. It covers all forms of digital media and it is
characterized as interactivity and immediacy, mass and participatory, individualization and
communitarianism. Since 18th party congress, the General Secretary Xi proposed that “the
ideological work is an extremely important work for our party” at the height of the global strategy.
Therefore, our colleges and universities present a healthy development trend and positive energy in
general in supporting related policies and adhering to the guiding position of the Marxism doctrine,
but it is still partly influenced by western cultural infiltration, values and technological innovation.

3.1 How to use the new media technology application making the multiple confrontations

The reasons for multiple confrontations of the new media are as follows: Openness, ductility,
swiftness of the new media. New media means Technological innovation, form innovation and
concept innovation. As far as the dissemination content is concerned, it is open; In terms of
communication, it has extensibility; with regard to communication efficiency, it is swift; Because of
the deep development of society informatization and increasingly mature media technology, our
current society has become a huge intangible database, so college students can use computer, mobile
phone and other terminal devices to receive and information resources with different values and
cultural taste [5].

3.2 How to strong penetration from the western non-mainstream ideology

For a long time, the western hostile forces have never stopped their ideological penetration strategy
on China, especially they increased the penetration of ideological penetration on China by making use
of China’s historical conditions of "strategic opportunity period" and "prominent contradiction
period". They are embodied in two aspects: Coat cover for western values and humanitarian. In
today's era of consumption, the goods with their own cultural significance have the function of
spreading its ideology, which is easier to penetrate people’s life and thought than economic
propaganda and political propaganda. American goods are sold throughout the world with their
values. Americans think American goods not only show "boring, violent and superficial” American
culture, but also convey American values of “individualism, flexibility, diversity, openness, freedom
and civilianization”. Moreover, these contents have an impact on the economic and political, because
they are more powerful than economy and politics, people all over the world begin to follow suit;
Subvert the traditional Chinese values and create value distortion and confusion. This is mainly
manifested in their use of historical nihilism means to create confusion with forged dissemination
contents that are inconsistent with the history in order to subvert young students’ cognitive value, thus
creating confusion, so that young students' values are alienated; Erode the guiding ideology of the Marxism doctrine and shake socialist fundamental system. With the help of network tools, the hostile forces have expanded to various fields to spread the non-Marxism doctrine and the anti-Marxism thought in order to replace and confuse Marxism ideology and also make some students worship of the western system and suspect Marxism [6]

3.3 What is the invisible influence of secular life and cultural environment

The invisible influence secular life and cultural environment is mainly manifested in the following aspects: The invisible durance of consumer culture; Disseminated malignant of secular culture. The development of the consumption economy makes the consumption of goods has become the main form of life, advertising and fashion spring up. Consumer culture created the symbolic meaning of goods, including social status, cultural tastes, values, etc. With the development of society, western consumption culture has experienced the changes from accumulation to consumption; and from asceticism to hedonism. With regard to consumer culture, consumption is not only about the simple material goods, but also the specific culture in a special society. “Production facilities' goods and services are “sold” or imposed by the peoples of the whole social system. Things such as public transport and communication tools, all kinds of basic necessities, and fascinating news and entertainment products lead to fixed attitudes and habits, and also they make consumers have pleasant ideas and emotions with producers and even the whole society.” [7] The functions and methods of this kind of consumption culture ideology are more invisible and more subtle. Its role in students, which is a group that lacks the comprehensive judgment, is more effective, and it is realized and recognized in a relaxed and pleasant sensual enjoyment. As Lukacs said, once the goods form has a dominant position in society, it will penetrate into all aspects of social life, and transform these aspects in accordance with their own image. According to the survey statistics and observation, it can be seen that most of the young students have great enthusiasm and a high degree of concern on the festivals such as Carnival and Christmas, while they show little interest in Chinese traditional festivals, such as the Mid Autumn Festival and the Double Ninth Festival. The release of individual desire of western consumerism tempts young students to become crazy about foreign things and obsequious to foreigners, make them to pursue enjoyment and sensory stimulation, weaken their moral awareness, sense of responsibility and mission, so that they gradually lost the ideal of life, and have identity crisis and faith crisis on the mainstream ideology led by the Marxism doctrine. At the same time, the youths also are influenced by the secular culture in the surrounding environment. Survey shows that all kinds of KTV, bars and luxury hotels and other entertainment places around universities make the study and life of the students are affected by negative factors such as the relevant personnel and social fights to some extent.

4. What are the methods and strategies of ideological construction in colleges and universities

The ideological construction in colleges and universities is a systematic and complex project. Therefore, it is necessary to combine the internal factors and external environment, active guidance and efficient management, and ideological education and supervision system; adhere to the Marxism doctrine and the socialist core values as the mainstream ideology, promote the optimization and improvement of the ideological construction work from the three aspects of ideological and moral, legal regulations and technical supervision.

4.1 How to build the security construction in the ideological and moral level

To control the environment of educates and make them think and feel in this environment, rather than directly educate them [8]. Multicultural social environment broadens the cultural vision of teachers and students in colleges and universities. Therefore, they have more values and cultural choices. In the multicultural selection and discrimination process, colleges and universities should guide and regulate the students' ideological and moral level. Strengthen the investment and the degree of attention on ideological and political theory; Set up and improve the psychological counseling center, timely review and guide the students' mental health and cognitive thought; Strengthen the
ideological and political quality of other professional teachers, play moral education effect through subtle words and deeds in the usual course of learning; Actively organize relevant activities related to the ideological and moral construction, including propaganda lectures, social practice etc., Let students’ ideological and moral construction does not remain at the theoretical level, combine theory and practice in practice; Cultivate and improve the youth's moral sense of mission, a sense of social responsibility and the multicultural ability to identify so as to form a sound personality and good quality.

4.2 **How to build the security construction in the aspect of laws and regulations**

By strengthening the legal construction and anti-corruption and effective responding to the policy of controlling the country by law, colleges and universities should be managed by law: Formulate more strict regulations to improve the political quality of Party cadres in colleges and universities, effectively play its leading role; Formulate effective rules and regulations and the corresponding management system to strengthen the management of the environment around the campus community, regulate the relevant entertainment places around colleges and universities and strengthen the protection of students’ personal and property safety with the relevant departments of the local government; Increase the punishment of illegal phenomenon, and improve the campus incentive measures and provisions; Pay more attention to the teaching arrangement and examination regulations of moral education in terms of the rules and regulations set by disciplines.

4.3 **How to build the security construction in technical supervision level**

Colleges and universities must firmly grasp the discourse and the initiative in the construction of the Internet Network + social environment, effectively use technical means to guide public opinion and the restrict the trend of campus network public opinion, continue to explore the interactive method of ideological education and the Internet, effective combine ideological education and network management, ensure that the campus website and various media channels become a useful channel of information dissemination so as to establish and update technical supervision and protection mechanism of network construction in colleges and universities [9].

5. **Summary**

Owing to the multi ideology confrontation in contemporary China, the importance of ideology construction is directly related to the quality and level of ideological education in colleges and universities of our country. Therefore, we should actively promote the ideological construction in colleges and universities, adhere to taking the Marxism doctrine and the socialist core values as the mainstream ideology; cultivate high-quality talents with sound personality and noble character in order to ensure the correct direction of colleges and Universities and ensure that colleges and universities can always become a strong base of training socialist builders and successors.

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7. **References**


