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INNOVATIVE EXPLORATION ON EMPOWERING STUDENTS TO STUDY AND PROPAGANDIZE THE NEW THOUGHT UNDER THE INTERNET THINKING TAKING XI JINPING THOUGHT ON THE SOCIALISM WITH CHINESE CHARACTERISTICS IN A NEW ERA AS AN EXAMPLE

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Abstract

The number of Chinese citizens has reached 802 million until June, 2018, which indicates that the Internet thinking is becoming the mainstream thinking way and the cyberspace has been the important platform for students' ideological education, daily management work and publicity work. Based on its characteristics, the paper, following the Internet thinking, will discuss the innovative methods to conduct ideological education in universities and colleges. This paper will start from three aspects: user thinking, creating a learning environment with college students as its main body, product thinking, laying great emphasis on the needs of college students and communication thinking, seizing the communication features of the Internet era and put forward the innovative modes and their advantages of empowering students to study and propagandize the New Thought in a new era under the Internet thinking. This will leave the path clear for

further researching and utilizing the Internet thinking and securing the high efficiency in ideological education work. The relevant research in this paper is of practical significance and reference value for colleges and universities to make forward students' ideological education and theoretical learning.

Keywords

Internet Thinking, College Students, The New Thought, Ideological Education, Xi Jinping Thought on Socialism with Chinese Characteristics in a New Era, User Thinking, Product Thinking, Communication Thinking

1. Introduction

With the innovation of interconnection technology and the increasing number of mobile users, China has stepped into a completely interconnection world, which makes the Internet thinking the mainstream thinking way and begins to make influence on the forms and the development directions of the society, economy and culture. For the ideological and political education of college students, it's a trend to make students' ideological education, daily management work and publicity work go with the Internet thinking.

In the process combining the Internet thinking with the ideological education, researchers like Xu Man has analyzed the new challenges facing the development of ideological education functions in the new media phenomenon and raised some solutions such as socializing educators (Xu Man et al. 2018). Feng Gang put forward some changes in college students' thoughts and behaviors have taken place under the Internet thinking, which has raised some new demands on the main body of ideological and political education and the way of cultivating people and then introduces the innovative development directions of ideological and political education (Feng Gang et al. 2018). Taking the Reading history and classics activity in Renmin University of China as an example, researchers like Song Dawo have proposed the combination of traditional culture with the Internet thinking, blazing a new path for propagandizing socialist core values (Song Dawo et al. 2018). The above-mentioned papers have figured out the new challenges facing the ideological and political education in the Internet era and given solutions from different aspects to promote the ideological and political education under the Internet thinking, however, college students' theoretical learning is barely mentioned. This paper lays

great emphasis on how to empower college students to propagandize the New Thought with the help of the Internet thinking and innovative modes.

College students are the recipients of ideological education, how can we educators manage to make them receive our educational concept, and then internalize and finally propagandize it. Combined with the Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era, this paper will start from three aspects: user thinking, creating a learning environment with college students as its main body, product thinking, laying great emphasis on the needs of college students and communication thinking, seizing the communication features of the Internet era and put forward the innovative modes and their advantages of empowering students to study and propagandize the New Thought in a new era under the Internet thinking. This will leave the path clear for further researching and utilizing the Internet thinking and securing the high efficiency in ideological education work. The relevant research in this paper is of practical significance and reference value for colleges and universities to make forward students' ideological education and theoretical learning. This will leave the path clear for further researching and utilizing the Internet thinking and securing the high efficiency in ideological education work.

2. Inspiration of Internet thinking in studying and propagandizing the New Thought

“Internet thinking is a way of thinking about re-examining markets, users, products and even the entire business ecosystem, which is user-centered and emphasizes the value of information in production, exchange and dissemination process” (Yu Siluan. 2014, May 26) mentioned the People's Daily. Internet thinking mainly includes several ways of thinking, such as user thinking, simple thinking, extreme thinking, traffic thinking, iterative thinking, socialized thinking, big data thinking, platform thinking, cross-border thinking and so on (Zhao Dawei. 2014, April).

We focus on the three characteristics of Internet thinking: user thinking, product thinking and communication thinking in the field of ideological and political education for college students, see Figure 1. Inspired by above three characteristics, we can make full use of the Internet and new media resources, carry forward the propagandizing of Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era and make the college student a staunch

believer, communicator and practitioner of the socialism with Chinese characteristics in a New Era.

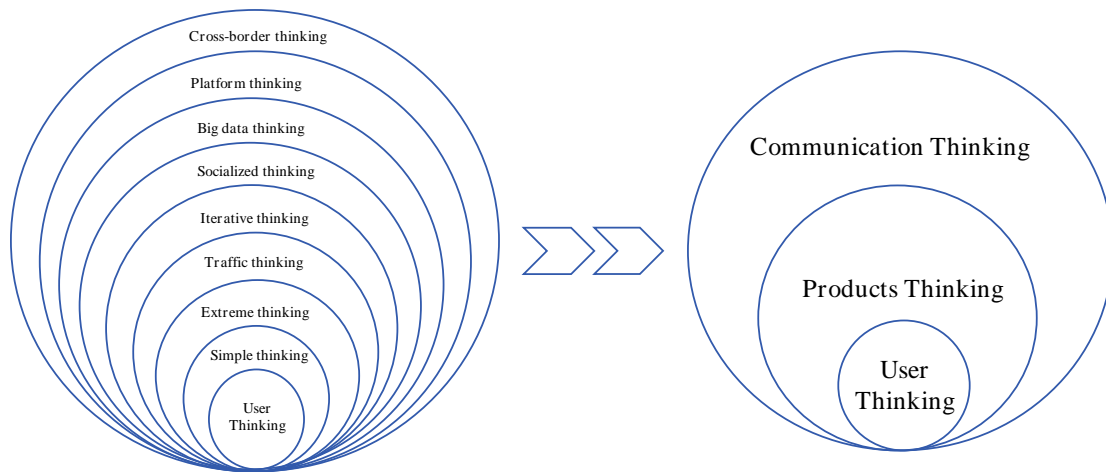


Figure 1: *Internet Thinking and Internet Thinking on Ideological Education*

2.1 User Thinking-- Paying Great Attention to the Subjectivity of College Students

User thinking remains the core of Internet thinking, which refers to be user-centered in every sector of the value chain. In the area of ideological and political education for college students, college students are “users”, “User-centered” means “student-centered”.

Young students in contemporary society pay more attention to the embodiment of subjectivity and independence (Feng Gang. 2018), in the process of studying and propagandizing Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era, attach great importance to the subjectivity of college students, changing “want me to learn”, into “I want to do it”, pay attention to their independence, respecting college students’ pursuit of their own feelings and individual needs and enhancing the sense of participation and discourse of college students, can we get close to college students, study and propagandize and further educate and guide college students.

2.2 Product Thinking--Laying Great Emphasis on the Needs of College Students

Product thinking contains simple thinking, extreme thinking, traffic thinking, iterative thinking and other aspects of the content. To a certain degree, education is a kind of product, ideological and political education is an educational product that meets the ideological needs of college students. Xi Jinping Thought on the Socialism with Chinese characteristics in a New Era is theoretically strong, connotatively rich and systematically complete. When we study and

propagandize this product, we should follow the principles of “student-centered” and “student experience first”, and focus on the simplicity, extreme, innovation and brand of products. We should try to make our “products” satisfy students’ rigid demands that obtaining information through the Internet and be so attractive and infectious that propel students learn and spread actively.

2.3 Communication Thinking--Seizing the Communication Features of the Internet Era

Communication thinking refers to the communication of the Internet era is based on socialization and word of mouth communication, including big data thinking, socialized thinking, platform thinking and cross-border thinking. Zou Zhendong, a professor at Xiamen University suggests: “Education itself is a kind of communication”, ideological and political education lays greater emphasis on idea spreading and imperceptible influence.

Studying and propagandizing Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era with communication thinking of the Internet, we should adopt grounded language and form, which are in line with the characteristics of network. we need to encourage cross-border cooperation and innovative activities and make the most of various publicity platform. At the same time, we should give full play to the intelligent analysis ability of big data and master the targeted group, time, form, and so on. The communication of the product should be prevalent timely and targeted and the users should be fully covered. We should try our best to satisfy the users’ demands and further make influence on them, once the Thought is massively accepted and disseminated, then it can be internalized in heart and externalized in line.

3. Innovative Model on Empowering Students to Study and Propagandize the New Thought under the Internet Thinking

General secretary Xi Jinping emphasized in the national college ideological and political work conference, ideological and political work in colleges and universities should change by things, advance by times and refresh by the trend (Xi Jinping. 2016, December 9). In the era of Internet, the ideological and political education of college students should follow the Internet thinking and innovative model in order to empower college students to learn and propagandize Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era, see Figure 2.

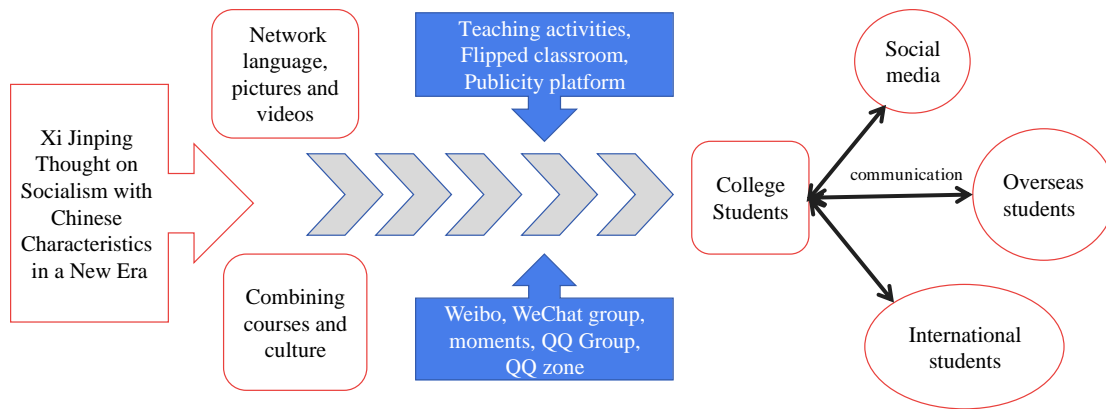


Figure 2: *Thinking of learning and disseminating the New Thought*

3.1 Following the Rule of User Thinking to Create A Learning Environment with College Students as Its Main Body

Firstly, we should adhere to the “student-centered” educational concept. According to the user’s thinking, in the teaching activities of Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era, we should adhere to the “student-centered” educational concept where students and teachers respect each other and communicate equally, stimulate students’ internal motive force and at the meantime satisfy the needs of college students to hope to participate in the class, express themselves and show their unique demands. With the help of flipped classroom, MOOC and Blended learning (Oghenevwede, R. I. 2015), students are able to step on the front stage and be on the center. Simultaneously match the stage and opportunities of Internet communication between teachers and students, create an atmosphere that study offline and discuss online and eventually boost college students’ initiatives and enthusiasm (Inderbir Kaur. 2016).

Secondly, we should establish the work ethic that students’ experience is the first. According to the acceptance characteristics of college students, we should put “for whom to do” first when study and propagandize Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era. Self-awareness of college students is strong. They want to directly participate in the link design and show themselves. All kinds of activities could be declared individually or collectively and theoretically guided by teachers and coordinately supported by colleges or universities, in order to demonstrate the fact that students as the main body.

College students in modern times are the “Aborigines” of the network era, Internet is their most important source of information, colleges and universities should make full use of the

Internet, penetrating Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era into the massively popular network culture, and take the advantages of the network era that “Everyone is a news agency, everyone has a microphone.” Through recommending, commenting and forwarding the online media, college students can fully demonstrate their sense of participation and discourse and at the same time the Thought can win a wider range of coverage.

3.2 Following Product Thinking to Forge Multi-form Innovative Brands

On the one hand, we need to pay attention to the network deconstruction of theoretical knowledge. Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era is rich in content, including historical position, distinctive theme, objectives, development pattern, overall layout, strategic layout, development motivation, development security, security, external environment, political guarantee, state governance, world view, methodology, values and so on. According to the network product thinking, we disseminate the Thought by network language, pictures and videos. Such network culture approaches as “Know something in one picture” or “Learn about something in one minute” are suitable for the study of framework structure. For example, Xinhuanet. com launched the “11 pictures about the reports of the 19th National Congress of the Communist Party of China” (Xinhua. 2017, October 19) and “the Socialism with Chinese Characteristics in a New Era have made 8 points clear! (Xinhua. 2017, October 18), such illustrated and concise approach not only facilitates the teaching and propagandizing, but also contributes to the wide dissemination among students. Network culture such as serial or textual approaches, can also be used for the individual learning and in-depth interpretation of the 12 parts. It’s easier to be absorbed and disseminated by students with monographic, relevant, and interesting and networked features.

On the other hand, we need to creatively carry out activities studying and propagandizing Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era combining courses with culture. Combining theoretical learning with college course is benefit for improving students’ enthusiasm and initiatives. Students major in Marxism-Leninism, ideological and political and education can learn, communicate and propagandize by means of classical reading sessions and “student teach-in groups”, and students majoring in foreign languages can not only further study the contents of Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era but train professional skills by reading foreign language versions, holding special

translation competitions, design mock Chinese and foreign press conferences, and interpreting the views of foreign media.

We should innovate in learning form, and integrate the contents and spirits of the thought into the college culture and activities. Related “live teach-in”, “music video contest” and “micro-film competition” have attracted the extensive participation and attention of college students in Internet culture and massively popular ways. Colleges and universities forge these innovative, distinctive, massively popular competitions and activities into school's brand activities and quality activities and build multiform and innovative brands by holding annually and carrying them forward.

3.3 Following Communication Thinking to Expand Communication Channels of Multi-platform

Firstly, we should improve the full coverage of the publicity platform. At present, colleges and universities have school official websites and WeChat public accounts, whose attention and coverage are not enough. According to the “2016 China Internet News Market Research Report”, social media has become an important channel for online news acquisition, comment, forwarding and jump (CNNIC. 2017, January 11). College students prefer to get information and share content through social media, so we should spread Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era to Weibo, WeChat group, moments, QQ Group, QQ zone, etc. and encourage college students to follow, comment, forward and share. In other words, we should make full use of the students, the self-media, to propagandize in much wider range.

Secondly, we need to strengthen foreign publicity. When improving the internal publicity platforms, we should also strengthen foreign publicity, including social media such as mainstream media, television newspapers, and portal websites as well as live streaming broadcast platforms. Foreign publicity should also include publicity for overseas students and international students in China. According to the Ministry of Education website, the number of Chinese students studying abroad for the first time in 2017 broke 600,000 and was up to 608,400 and China continues to be the largest student-export country. In 2017, 489,200 foreign students studied in colleges and universities in China, and the scale growth rate remained at more than 10% for two consecutive years (Ministry of Education. 2018, March 30). Strengthening the exchange and publicity of students studying abroad will ensure that these outstanding college

students can not only learn and master Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era timely, but also propagandize overseas. For international students in China, we can publicize the conditions of China's roads and China's development through exchanges and interactive activities with college students, so that international students will understand the content and essence of the socialism with Chinese characteristics in a New Era, and further propagandize to the world.

Finally, we should intelligently expand and cover user group with the help of big data. At present, the big data technology has been able to collect the network behaviors of college students, grasp online time, habits and preferences and other aspects of information of college students, which is conducive to colleges and universities to intelligently recommend information, news, activities, articles and videos and other content to students through the network and ensure that students browse important information, learn about relevant content, absorb knowledge, and have the motivation to spread further at the right time and in their favored way .

4. The Advantages of Internet Thinking in Empowering College Students to Study and Propagandize the New Thought

The internet has become an important position of ideological and political education for college students, there are several advantages by following the internet thinking and empowering students to study and propagandize Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era:

4.1 Raising the Initiative and Enthusiasm of College Students in Learning and Propagandizing

To get related data, an online survey which takes the students of the University of Electronic Science and Technology as research targets was distributed. From the 416 copies of questionnaire collected, it is found that 96% of students like to obtain information through the Internet (Figure 3). Students learn and propagandize Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era through various channels such as classroom, lecture, television, internet and social media, and themed activities. But the way that 79% of students like it is online and social media (Figure 4). When students carry out their own learning activities, 65% of students will choose to publish online articles or social media interactions, 58% of students will choose to organize or participate in the theme activities (Figure 5), 62% of the

students like video to present relevant content, 28% of students like pictures to present relevant content (Figure 6), 76% of the students will praise, comment or forward the relevant content of Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era (Figure 7).

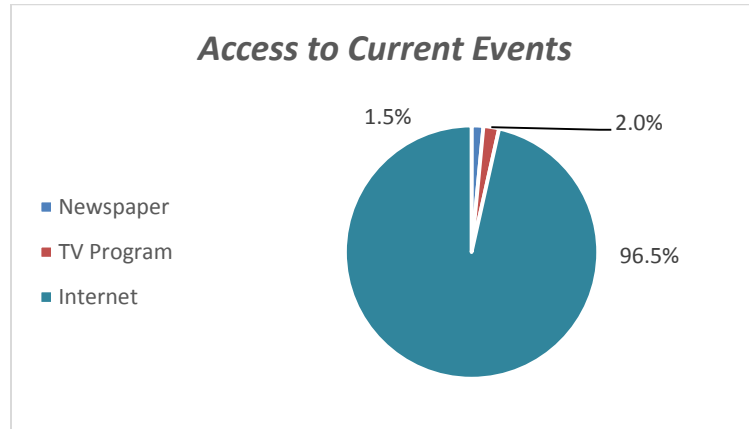


Figure 3: *The Different Channels to Get Current Events*

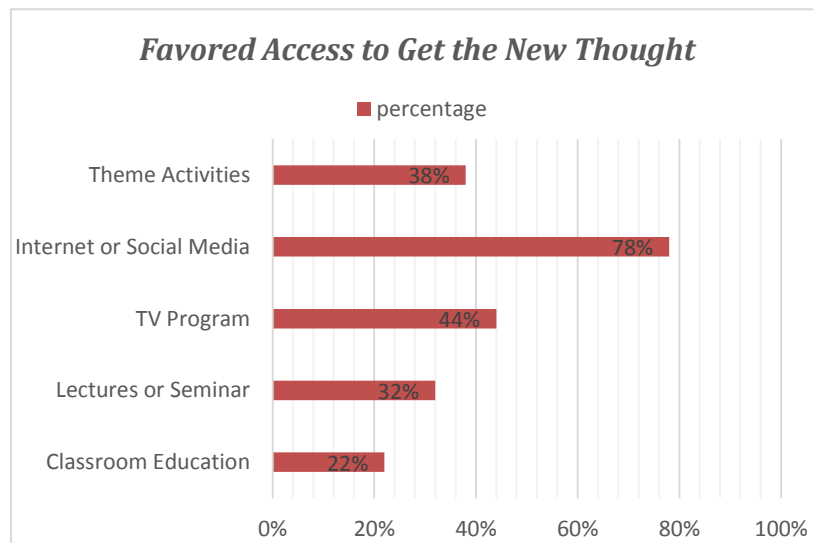


Figure 4: *The Favored Access to get the New Thought*

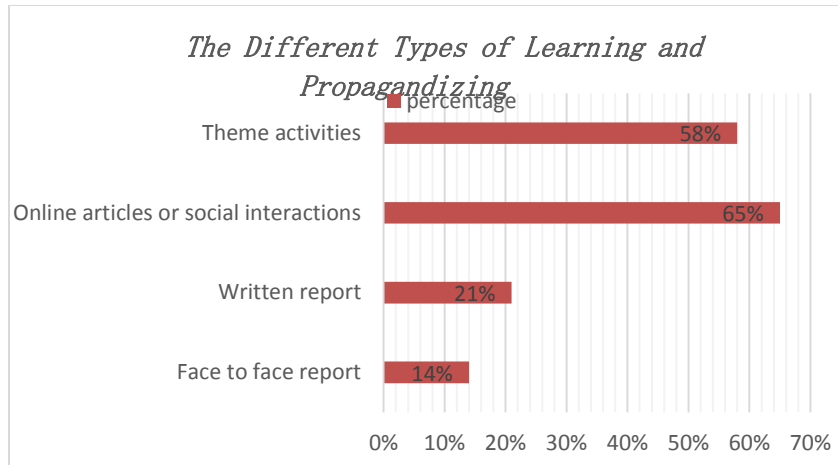


Figure 5: The Different Types of Students to Learn and Propagandize

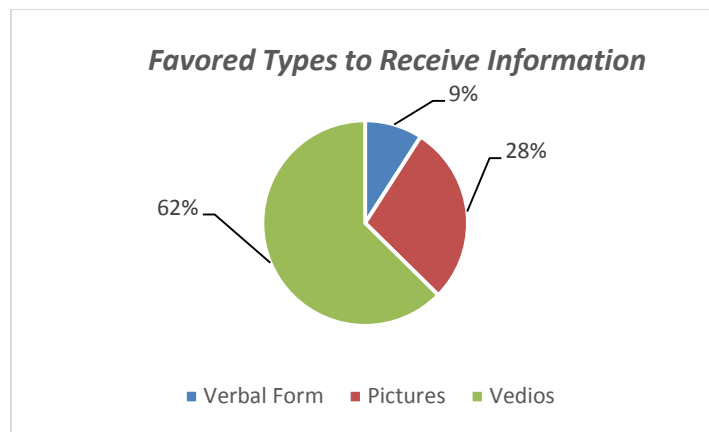


Figure 6: The Favored Types for Students to Receive Information

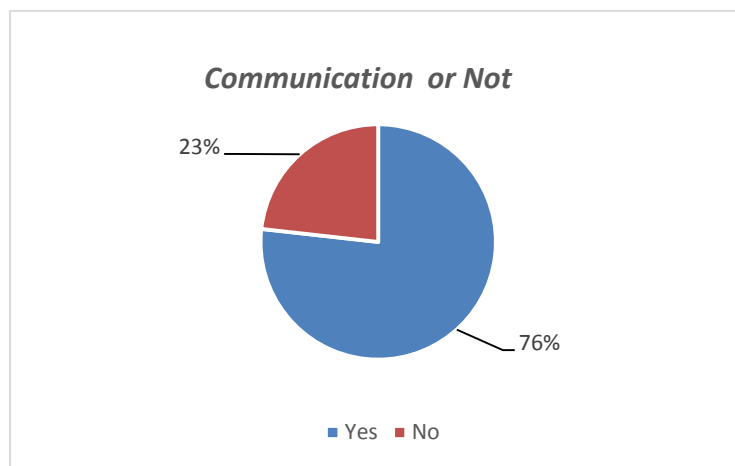


Figure 7: The Participation of Students to Comment or Forward

From the results of the questionnaire, students like to learn and propagandize new ideas through the Internet, and they hope to organize and participate in learning and propagandizing activities to reflect their dominant position. They are also willing to spread the ideas through the network platform and media. Therefore, following the user thinking, product thinking and communication thinking of the Internet and in a way that is more in line with the characteristics and needs of the student group can enhance the initiative and enthusiasm of college students in learn and propagandize the new thought.

4.2 Improving the Timeliness and Influence of Disseminating the New Thought

The traditional ideological and political education method and teaching process have long cycle, the learning process is long, the feedback communication is not timely, and the publicity is also relatively lagging behind. According to the 42nd statistical report on the development of Internet in China, the size of internet users in China reached 802 million until June 2018. China's mobile phone users scaled up to 788 million and the rate of netizens accessing to the internet through mobile phones reached up to 98.3% (CNNIC. 2018, August 20). The college students are 100% netizens, the influence of network culture is extensive and profound, and the network platform and media are already the main means for college students to gain information and exchanges. Whether home and abroad, in winter vacation or summer vacation, college students can receive learning and publicity contents after accessing to the network the first time, and can timely discuss, comment and spread them to a wider group of netizens. We should follow the user thinking, product thinking and communication thinking of Internet and make studying and propagandizing Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era have the timeliness and influence which are lack of in traditional ideological and political education.

4.3 Expanding the Channels and Methods for the Spread of the New Thought

Because of the large scale and high proportion of mobile phone users in China, new information dissemination tools and communication methods which are more suitable for the mobile phone clients have been widely used. In the Internet era, on the basis of making full use of traditional learning and propaganda methods, following the rule of communication thinking, we give full play to the advantages of mobile phone clients with the help of the timeliness, prevalence and diversity of new information dissemination channels and methods and social media and self-media and we have expanded the channels and methods for college students to

study and propagandize Xi Jinping Thought on the Socialism with Chinese Characteristics in a New Era through Weibo, WeChat public accounts, moments, QQ Groups and short videos and other means of communication .

5. Conclusion

Theoretically guided by the Internet thinking, this paper gives an innovative mode of empowering college students to study and propagandize the New Thought under the Internet thinking and the advantages of empowering college students to study and propagandize the New Thought with the help the Internet thinking in the clue of three main points: user thinking, product thinking and communication thinking. The relevant research in this paper is of practical significance and reference value for colleges and universities to make forward students' ideological education and theoretical learning.

There are also some limits in this paper, firstly, the questionnaires come from part of students in the University of Electronic Science and Technology in China, instead of all of them or students from other colleges; secondly, this paper puts forward innovative methods to conduct ideological education in universities and colleges only, but without an all-round verification. In later research, we will conduct a full-scale verification and further make research on how to enhance the efficiency in ideological education with the help of the Internet thinking.

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