

# The Investigation of the Backbone Training System of College Propaganda and Ideological Students in the New Media Era

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## Abstract

**Cultivating the backbone of college propaganda and ideology students in the era of new media is of strategic importance to the promotion of socialist core values education and the consolidation of college ideological positions. This paper combines the operation system of college ideological and propaganda work teams and the career mode of student backbones, and constructs a "T"-training system for college student propaganda and ideology work, providing scientific theoretical guidance for the selection, training and management of student backbones. Aiming at the practical work of the backbone of students'ideological propaganda work in universities, based on the Koch's evaluation model, an evaluation model of the cultivating effect of the backbone of students' propaganda ideological work was constructed in order to achieve a systematic, standardized and scientific feedback mechanism.**

## Keywords

**Ideological propaganda work; Student backbone;"T"-training system.**

## 1. INTRODUCTION

Since the 18th National Congress of the Communist Party of China, propaganda and ideological work has always been at the forefront, the propaganda and ideological front has been comprehensively promoted, socialism with Chinese characteristics and the Chinese dream have been deeply rooted in people's hearts, socialist core values and excellent traditional Chinese culture have been widely promoted, and cultural confidence has been demonstrated. On August 21, 2018, Xi Jinping emphasized at the National Propaganda and Ideological Work Conference that "socialism with Chinese characteristics has entered a new era, we must take unified thinking and unite strength as the central link in propaganda and ideological work", "Propaganda and ideological work is the work of life It is important to train newcomers of the era who are in charge of national rejuvenation." [1]. As the frontline position of ideological work, colleges and universities shoulder the historical mission of "raising the flag", "gathering people's hearts", "cultivating new people", "rejuvenating culture", "exhibiting the image" and undertake the study, research, propaganda and practice of Marxist ideas and new The great responsibility of the socialist ideology with Chinese characteristics in the times. As a gathering place for young college students and non-Party intellectuals, colleges and universities are strategic strategic places for ideological work. In the new era, the ideological and propaganda work in colleges and universities must have a clear-cut adherence to the party management propaganda and party management ideology, firmly establish the "four consciousnesses", grasp the critical period for the formation and determination of the values of young college students, and guide young college students to buckle their lives first We must strive to build a team of propaganda and ideology that is politically strong, highly capable, realistic and innovative, and able to win battles. Under the new situation, with the development of mobile Internet technology, the media pattern and public opinion environment have undergone fundamental changes, which has brought new challenges to the propaganda and ideological work in the new

era. Colleges and universities should use Internet technology to strengthen and improve the "all Media construction" and "big publicity work pattern" construction, and strive to build a team of propaganda and ideology that understands the use of the Internet to manage the Internet.

## **2. THE THEORY AND REALISTIC BASIS OF THE PROPAGANDA THOUGHT WORK OF COLLEGES AND UNIVERSITIES IN THE NEW MEDIA ERA**

With its digital, immediate, personalized and autonomous characteristics, the new media has formed a platform of information interaction, exchange of ideas, and become the stage of public opinion expression, which is more significant and powerful than the influence and radiation of traditional media on public opinion, and widely influences the public's attitude towards life, behavior change, social cognition and values, and the public has reached an unprecedented active scene in the breadth and depth of public opinion [3]. College students are the most "active" group on the current network, the new media platform is an important carrier of college students' study and life, and the network space has developed into an important field of ideological and cultural life for college students, which has brought all-round and deep-seated influence to college students' learning habits, thought behavior and values.

On August 21, 2018, at the National Propaganda and Ideological Work Conference, Xi Jinping pointed out that "building a strong cohesive and leading socialist ideology is a strategic task that the entire party, especially the propaganda and ideological front, must shoulder." 2015 The General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued "Opinions on Further Strengthening and Improving the Propaganda and Ideological Work of Colleges and Universities in the New Situation", which emphasizes the work of propaganda and ideological work in colleges and universities, and strengthening the construction of ideological positions in universities [4]. Engineering and soul-building projects are related to the Party's leadership over colleges and universities, to fully implement the Party's educational policy, to the succession of the socialist cause with Chinese characteristics, to consolidate the guiding position of Marxism in the field of ideology, and to consolidate the entire Party and the people. The common ideological basis for unity and struggle has very important and far-reaching significance.

## **3. THE BACKBONE TRAINING SYSTEM OF STUDENTS IN THE PROPAGANDA AND IDEOLOGICAL WORK OF COLLEGES AND UNIVERSITIES**

Taking Xi Jinping's socialism with Chinese characteristics as a theoretical guide in the new era, based on the current college students' ideological needs and media dissemination laws, and using the relevant concepts of the university's talent training model, based on the construction of an all-media publicity center operating system that integrates traditional and new media; Combining the model of college students' competency of propaganda and ideological work, horizontally broaden the path of improving students' ability from the three dimensions of ideological awareness, professional ability, and comprehensive quality, and build a three-level training of "junior entry officer-intermediate business manager-senior management cadre" The management model ultimately builds a scientific and effective "T"-training system for students' independent operation and management, and trains the backbone of students with compound propaganda and ideological work.

The characteristics of the key career development of college propaganda and ideology students. According to the summary of the experience of the growth and development of the backbone of college students, the career development path of the backbone of the propaganda and ideological work of colleges and universities consists of three levels: "junior entry officer-

intermediate business minister-senior management cadre". Taking the growth trajectory of students'backbones as the context, it constitutes the vertical framework of the "T"-training system.

Junior entry officer: engaged in basic propaganda and ideological work, writing and interviewing campus news, interviewing with people and events, editing text and images of news articles, and learning propaganda techniques of various propaganda media.

Intermediate Business Minister: Responsible for the overall management, operation and development of certain types of propaganda media, using propaganda media for propaganda and ideological work, co-ordinating in-depth reports on major hot news and interviews with typical model characters, and instantly grasping the dynamics of college students' thoughts.

Senior management cadres: Overall responsible for the overall work of the university's all-media center, integrating the advantages of traditional media and new media, promoting the joint operation of various media, strengthening the ideological guidance of young students, and actively occupying the main position of college students'ideology; responsible for selection Recruiting new students, building training systems, evaluating and revising training results, formulating management and incentive systems, etc. , the guidance of teachers to assist in the scientific and rational control of the system.

The competency model of the backbone of students'propaganda and ideological work in colleges and universities. Based on the connotation of the backbone competence of the propaganda and ideology students in colleges and universities, combined with the realistic characteristics of the career development of the backbone of the propaganda and ideology students in colleges and universities, constructing the competency model of the backbone of the propaganda and ideology students in colleges from the three horizontal development dimensions of ideology, professional ability and comprehensive quality Therefore, different levels of training programs are set according to the competence models of the backbone of students at different levels.

Junior entry officer competency model: 1) Ideological consciousness. Have a correct world outlook, outlook on life and values, good political consciousness, take an active interest in national events, pay attention to the events and news public opinion that occur in society and around you; 2) professional ability. Have certain text editing ability, photography technology, picture and video processing ability; 3) Comprehensive quality. Possess good understanding and expression ability, communication and cooperation ability, interpersonal communication ability and learning ability.

Competency model of intermediate business minister: 1) Ideological consciousness. On the basis of having basic political consciousness, certain knowledge of political theory is also required to grasp the breadth and depth of ideological propaganda; 2) professional ability As the backbone of propaganda with outstanding professional ability, it should have certain news sensitivity, information acquisition ability, new and old media operation and development ability; 3) comprehensive quality. As the head of the department, we need to focus on strengthening organizational coordination, planning, and innovation.

Competency model of senior management cadres: 1) Ideological consciousness. Can have a profound understanding of the Party's thoughts and policies, and have a sense of the overall situation and a sense of responsibility; 2) Professional ability. Have the concept of all-media layout, master the characteristics of various media, have the integration ability of traditional media and new media, and the ability to monitor and guide public opinion; Possess strong self-management ability, continuous learning ability and anti-stress ability, detailed analysis ability, decisive decision-making ability, excellent leadership ability.

#### 4. THREE MODEL SKILLED TRAINING EFFECT EVALUATION MODEL FOR STUDENTS IN UNIVERSITY PROPAGANDA WORK

At present, the most representative of the domestic and international training effect evaluation research is the four-level effect evaluation model of "response evaluation", "learning operation evaluation", "behavior operation evaluation" and "result evaluation" proposed by American scholar Kirk Patrick Referred to as "Kohl's Evaluation Model"[5-6].

In this paper, the Koch's evaluation model is used to conduct process evaluation and result evaluation on the training process of the backbone of college propaganda and ideology students. Aiming at the practical work of the backbone of students'ideological and publicity work in colleges and universities, based on the four-level evaluation structure of the Kirsch's evaluation model, a model for cultivating and evaluating students'backbone of ideological and publicity work in colleges and universities is constructed, as follows:

**Response evaluation:** At the end of the training, the trainees are evaluated in the form of questionnaires, interviews, etc. The evaluation content involves the trainees' impression and harvest of the entire training process, and whether the training content, methods and methods are reasonable.

**Learning operation assessment:** The purpose of assessment through simulation examination method and writing experience report is mainly to examine whether the trainees have digested and absorbed the concepts, skills and common sense involved in the training content, and to evaluate the proficiency of the students' master training knowledge.

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

**Achievement evaluation:** In this stage, within one year after the training is completed, analyze the individual reports, individual performance and production efficiency of the participants to analyze the effectiveness of the individual and organizational benefits of the participants.

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