

# Thinking and Practice of the Construction of College Students' Theory Publicity Group: Taking Students' Theory Publicity Group of Jingdezhen Ceramic University as an Example

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## Abstract

Under the guidance of the relevant departments of colleges and universities, the college students' publicity group is designed to study and publicize the important thoughts and advanced theories of the Party, improve the ideological and political quality of the students, as well as promote and realize the self-education of the majority of youth league members. Young students are an important force for theoretical propaganda, and the publicity group is the stage for young students to display their talents. Taking the students' publicity group of Jingdezhen Ceramic University as an example, this paper discusses and analyzes the weaknesses of the publicity group construction so as to find the crux, with the aim to provide the basis and decision-making reference for the promotion path of the university publicity group construction.

**Key words:** Jingdezhen Ceramic University; Construction of publicity group; Promotion path

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## 1. THE RELEVANT CONCEPT AND SPIRITUAL CONNOTATION OF THE COLLEGE STUDENTS' PUBLICITY GROUP

### 1.1 Relevant Concept of the College Students' Publicity Group

Under the guidance of the relevant departments of colleges and universities, the college students' publicity group is designed to study and publicize the important thoughts and advanced theories of the Party, improve the ideological and political quality of the students, as well as promote and realize the self-education of the majority of youth league members. The members of the publicity group are the backbone of students strictly selected and excellent on the basis of voluntary participation. They are the elite among college students and the core backbone of student cadres, most of whom have strong theoretical foundation, language expression ability, high ideological consciousness and strong working ability. The types of college students' publicity groups involve various aspects, which can be divided into the following kinds:

First, the political theory publicity group, mainly preaching the party's theories, principles, policies, etc. This year is the successful year of the Party's 20th Congress. As members of the Party's student publicity group, we must make it the most important political task to study, publicize and implement Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era and the Party's 20th Spirit.

Second, the moral education publicity group, the main purpose of which is to improve the outlook on life, values and world outlook of the social members, standardize the behavior and habits of the citizens, and create a good moral fashion in the whole society.

Third, the professional knowledge publicity group. The main task of this group is to publicize the professional knowledge of laws closely related to people's lives, and improve the knowledge of the publicity target.

### 1.2 The Mission of the Publicity Group

In the 20th National Congress of Communist Party of China, General Secretary Xi Jinping urged young people, "Contemporary Chinese youth are born at the right time, with a broad stage to display their talents and a broad prospect for them in realizing their dreams." The college

students' publicity group is the most vivid stage for the progress of youth. The members of the publicity group must do their important duty of cultivating people by virtue, base themselves on reality, keep and innovate, and play an important role in educating people.

Take the study, publicity, and implementation of the spirit of 20th NCCPC as the primary political task. Consciously armed with Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. Provide course menu for all units inside and outside the school to make reservations, which is based on professional characteristics and designed from youth perspective and youth language. Further promote learning by lecturing, promote thinking by learning, and promote working by thinking. Exploit "youth language" to continue to promote the party's innovative theory into the brain and heart.

In addition, it's necessary to give full play to the leading role of young students. Build a high-quality theory publicity team with excellent political literacy and reasonable structure, who can thoroughly explain the Party's innovative theories, policies on people's livelihood, and China's stories as well. Through a series of unique and vivid theory propaganda demonstration lessons, light up the light of faith with intellectual sharpness, youthful vitality, and professionalism. Cultivate and shape a group of politically firm, excellent quality with high-level theoretical propaganda talents. Actively promote college students to consciously study, preach and explain the Party's innovative theories, and constantly cultivate groups of young Marxists in the new era.

## **2. ANALYSIS OF THE SPECIFIC CONTENT AND CURRENT SITUATION OF THE UNIVERSITY'S PUBLICITY GROUP CONSTRUCTION: TAKING JINGDEZHEN CERAMIC UNIVERSITY AS AN EXAMPLE**

Through the investigation and analysis of the current situation and existing problems in the construction of the university publicity group (taking Jingdezhen Ceramic University as an example), this chapter points out the weaknesses of the publicity group construction and find out the crux, in the hope of providing a practical basis for the improvement path of the construction of the publicity group in universities of Jiangxi province or even the whole country.

### **2.1 Basic Situation of the Publicity Group Construction of Jingdezhen Ceramic University**

At present, there are two students' publicity groups in Jingdezhen Ceramic University, namely, one for Party history learning and education and the other for the spirit of 20th NCCPC. The former one focuses on the preach of the history of the Party, while the latter is mainly for

the spirit of 20th NCCPC and Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era.

Based on the basis of publicity, taking the location of Jingdezhen Ceramic University as the center, they carry out ideological publicity to nearby villages and other schools during holidays or winter and summer vacation. Publicize red stories and the spirit of 20th NCCPC to students and community residents, so as to stimulate their enthusiasm and make the party's innovative theories and policies deeply rooted in the hearts of the people. Members of the students' publicity group in our university encourage themselves as "communicators" to spread the party's theoretical principles and practical methods to the vast rural areas and communities. They strive to be a "practitioner" and go deep into the schools to understand the national and people's conditions, gathering the positive energy of youth and displaying talent in the practice. In addition, encourage to be a "puzzle reader", who can understand what the masses think and answer their doubts. On the basis of deeply understanding the Party's missions and tasks on the Party in the new era and new journey, they are striving to promote the spirit of the Party, follow the General Secretary's teachings to the young people, and display our talents to bring the Party's principles and policies in the minds of the people. (Tang, 2017)

### **2.2 Analysis of the Current Situation of the Publicity Group Construction in Jingdezhen Ceramic University**

The range of publicity in school is relatively wide. According to the investigation, the students at Jingdezhen Ceramic University have a high acceptance of the publicity activities in the school as a whole. Eighty-six percent of them think that the publicity group activities are rich and suitable for acceptance; 10 percent of the students think that the activities organized by the school is "a mere formality"; and another 4 percent have no relevant understanding of the publicity group. These data show that Jingdezhen Ceramic University pays more attention to the acceptance of the publicity object and the richness of the publicity form (micro-drama, speech, etc.) in the development of the college students' publicity group. However, there is still much room for improvement.

First, the organization mechanism of college students' publicity group is relatively perfect. The school attaches great importance to the integration of resources and the training and management of the members of the publicity group. Through the cooperation of educational affairs, academic engineering, the organization Department of the Party Committee, the publicity department and other aspects, the publicity level of the students is greatly improved.

Second, our school experimentally integrates the training of the publicity group into the ideological and political teaching curriculum system. By integrating the resources of education, the college students' publicity

group of Jingdezhen Ceramic University has made active exploration in the institutional and scientific aspects, and successfully formed the ideological and political education and training system of college students' publicity group with relatively perfect theory and effective practice. (Bai & Gao, 2022)

However, in the construction of the publicity group, there is still a great demand for the improvement of the curriculum system.

### 3. RESEARCH ON THE PROMOTION PATH OF THE CONSTRUCTION OF UNIVERSITY PUBLICITY GROUP

Young students in universities, as well as universities themselves are important forces in theoretical publicity. It's of great importance to effectively use the power of youth in universities to actively spread Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era and practice the spirit of General Secretary Xi Jinping's important speech. Young students in colleges and universities should keep pace with the times and spread the latest theories of the Party in an interesting and novel way popular with the public. However, there are still some problems in the theory publicity of young college students at present. For example, students may not grasp the theory, the scope of publicity is limited, or the team construction is challenged. Therefore, in view of the above problems, the improvement of the publicity group in colleges and universities can start from the following paths.

#### 3.1 Enrich the Content of Publicity and Improve the Effect of Publicity

It is necessary to strengthen the support for the construction of the publicity group, establish a high-level guidance team, and strengthen the business guidance of the student publicity group. Meanwhile, expand the content of the publicity, taking the spirit of 20th NCCPC and Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era as the main content. At the same time, patriotic stories can be interspersed, getting to know China's great achievements in the past decade, deeply studying and practicing the excellent traditional Chinese culture, and paying attention to the international situation and policy-related content, so as to achieve better publicity results.

Through a variety of publicity methods, we will encourage Chinese youth in the new era to take realizing the great rejuvenation of the Chinese nation as their own duty, as well as enhance their ambition and confidence to actively practice the core socialist values. Continue to strengthen the theoretical, political, ideological and emotional identity of the younger generation, so that they can consciously equip their minds with Xi Jinping's

Thought on Socialism with Chinese Characteristics for a New Era, and cultivate their personal ideals and the feelings of the country in the fiery practice of Chinese-style modernization.

#### 3.2 Innovate the Form of Publicity and Be Close to the Needs of the Times

It's necessary to make full use of the spread influence of new media and innovate the form of publicity. Adopt the working system of collective discussion, joint lesson preparation, polishing one by one, trial lecture and observation, formal publicity, as well as evaluation and feedback. Relying on expert resources, professional advantages and diversified member subjects, theoretical publicity is combined with discipline construction, education and teaching, and deepening patriotism education. Extensive publicity activities are carried out among different groups, telling the big truth from a small incision. Meanwhile, teachers are guided to be the unity of experience and moral education, so as to lead students to be the new people worthy of the important task of national rejuvenation.

#### 3.3 Build a Multi-Party Linkage Mechanism to Improve the Comprehensive Quality of the Publicity Team

The primary position of young college students' theory publicity is the campus. Therefore, we should actively contact all the colleges in the university, take the theory publicity group as the center, and absorb and invite other outstanding talents to join us. For example, school counselors, ideological and political teachers, outstanding party members, Communist Youth League members, and learning activists can become important forces of the publicity group, and a multi-linkage high-quality publicity team can be established to form a scientific set of collaborative and efficient publicity system, so as to improve the publicity effect. Carrying out theoretical publicity together with various departments of the school is not only conducive to cultivating the national feelings of the youth in the new era, but also conducive to carrying forward the core socialist values and attracting more aspiring young people to join in the publicity activities.

Most of the team of the college publicity group comes from young college students of different majors and different grades. With different theoretical background and level, they need to gradually improve themselves by reading a lot of classics and repeated practice and preaching. The lecturers in the publicity group should take the initiative to read the original text, actively study the latest policy documents and major national conference speeches, and improve their theoretical literacy in the process of constantly consolidating the theoretical foundation. In addition, various special training, theoretical seminars and preaching seminars can be carried out to actively study the party's latest theoretical achievements. In this way, the stability and continuity of preaching team

can be improved, and a system of preaching scheme can be formed, so as to summarize preaching work experience timely and make the theory of preaching work can be copied and promoted.

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