

# Research on the reform and innovation of ideological and political education for college students under the background of public health emergencies

## Abstract

In the process of development, human society has been suffering from public health emergencies. While the endless public health emergencies damage people's lives and property, they also have a negative impact on people's thinking and mental health, and bring many negative problems to social life. The negative impact of public health emergencies has impacted the normal order of college students' ideological and political education. In the face of the new situation and new tasks, how can the ideological and political education of college students play its function and role in reducing the adverse impact of public health emergencies on college students; How to adapt to the new environment, seize new opportunities, face new challenges, and keep innovative development; How to provide a new path for college students' ideological and political education, cultivate new talents for the country to shoulder the great task of national rejuvenation, and live up to Shaohua, the times, and the people is an important task in ideological and political education in the new era. This requires the joint efforts of all course teachers, counselors, college administrators, medical security personnel and college student volunteers in colleges and universities, the family style education of students' parents and the inclusive understanding of teachers' relatives, and the social news media personnel to be the gatekeepers of college students' public opinion.

The ideological and political education of college students is the lifeline of all work in colleges and universities, and plays a key role in guiding values and uniting people's hearts in responding to public health emergencies. Firstly, this paper attempts to explain the relevant concepts and unique characteristics of public health emergencies and ideological and political education of college students, briefly sort out the theory that "ideological and political work is the lifeline of all work", the important expositions of ideological and political education in the new era, and the theoretical knowledge of related disciplines such as disaster science and crisis management, so as to illustrate the important relationship and practical necessity between public health emergencies and the ideological and political education of college students. Secondly, combined with the content of the interview, this paper attempts to analyze the opportunities and challenges that college students' ideological and political education is facing or may face in the context of public health emergencies from multiple angles and levels. Finally, guided by opportunities and

challenges, we propose countermeasures that are suitable for the actual situation.

**Keywords :** public health emergencies, ideological and political education, educational reform and innovation

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# Acknowledgements

## 1. The reason for choosing the topic and the significance of the research

### **(1) The reason for selecting the topic**

In the process of development, human society has been suffering from public health emergencies. For example, the "Asian flu" virus H2N2 in February 1957, the SARS virus in 2003, the Ebola virus in West Africa in 2014, the new coronavirus in 2020, etc. With the innovation and development of science and technology, the improvement of people's living standards has been accelerated, and convenient means of transportation and communication methods have greatly shortened the distance between people, but at the same time, to a certain extent, they have buried hidden dangers for the occurrence of public health emergencies, tested the country's governance ability and response efficiency in all aspects, and tested the socialist system with Chinese characteristics. As the core of leadership in socialist modernization and the leader in responding to public health emergencies, the Communist Party of China can help the people suppress the unknown fear of public health emergencies, so that they can have confidence in the government's governance ability and response efficiency, showing the superiority and people's nature of the socialist system with Chinese characteristics. As one of the most active groups in historical activities, as the builder and successor of the socialist society with Chinese characteristics, how to clarify their own positioning, actively and calmly respond to various public health emergencies, and devote themselves to socialist construction is a new task facing the ideological and political education of college students. College students' ideological and political education should be based on the new academic and teaching conditions, and according to the social conditions of the normalization trend of the new crown epidemic prevention and control, deeply implement Xi Jinping's concept of "three comprehensive education of people", innovate teaching models, guide college students to pay tribute to heroes who fought in public health emergencies through online and offline hybrid teaching models, inherit the great anti-epidemic spirit in practice, handle the relationship between individuals and the country, link the fate of individuals with the prosperity and development of the country, integrate them with it, and set their sights on more ambitious and lofty communist ideals.

### **(2) Research significance**

As one of the most active groups in promoting historical development, college students also have the identity of builders and successors of the development of socialism with Chinese characteristics in the new era, and have unique characteristics of the times and people. Since the nine-year compulsory education, contemporary college students have been cultivated by the quality education of "moral, intellectual, physical, aesthetic and labor" all-round development, have a high cultural level, have a strong physique, excellent personality quality, etc.

In addition, the social practice ability of college students in the new era also needs to be further improved, and their organizational ability and spiritual perseverance to overcome difficulties and obstacles are also further enhanced. While imparting the basic curriculum knowledge of college students, ideological and political education should also pay attention to stimulating the inner potential of college students in theory and practice, guiding and motivating college students to actively join the front line of public health emergencies from reason and emotion, going deep into the grassroots level of epidemic prevention and prevention, and enhancing their own social practice ability and sense of social responsibility. Adapting the ideological and political education work of college students to the new environment, seizing new opportunities, facing new challenges, upholding the right and innovative development, and building a pattern of "big ideological and political affairs" is an important task in ideological and political education work in the new era.

### **(3) Theoretical significance**

First, this article hopes to trigger some rational thinking on ideological and political education among the public, especially college teachers and college students. By describing the great leadership of the Communist Party of China, the major strategic achievements and outstanding deeds of outstanding figures in responding to public health emergencies, this paper arouses some rational thinking and emotional identification of the public with ideological and political education, and guides them to deeply realize that under the socialist system with Chinese characteristics, ideological and political education has always served the interests of the people.

Second, this paper attempts to sort out the research results of relevant scholars on ideological and political education in public health emergencies, and at the same time provide some ideas and references for public governance, crisis management and other research directions, provide a certain early warning role for ideological and political education in other situations, improve emergency measures as much as possible, and set emergency plans for public health emergencies from various aspects such as medical treatment, daily necessities and mental health problems.

### **(4) Practical significance**

First, this paper helps to provide some new ideas for the transformation of college students' ideological and political education. Since the beginning of 2020, the new crown pneumonia epidemic has promoted the reform and innovation of traditional ideological and political education for college students, and the universalization of "online education" has created a new model for the ideological and political education of college students in the new era, driven the rapid development of online teaching platforms and the innovation of theoretical course content, teaching methods and interactive methods of ideological and political teachers, the innovation of education team construction, the innovation of school management mode, and the innovation of students' practical activities.

Second, this paper is conducive to providing a reference direction for universities to build a "big ideological and political" pattern in the new era and a new path for building a world-class university with Chinese characteristics. Ideological and political education combined with public health emergencies to answer the questions of the times such as "what is wrong with the world" and "where is mankind going" to college students in the new era. Adhere to the fundamental task of cultivating morality and cultivating people, integrate

ideological and political education into the activities of college students inside and outside the classroom in an all-round and whole-process manner, inherit red genes in practice, and strive towards the goal of building a first-class university with Chinese characteristics.

## 2. the current status of research at home and abroad

### (1) Domestic research status

Through the search keywords for CNKI query, according to the actual needs of this paper, the annual publication trends, distribution of discipline categories, and research topics of the existing literature reviewed are sorted out as follows:

Keyword 1: public health emergency

A total of 12,929 articles on public health emergencies were queried through CNKI, and there were two small peaks and one large peak in the publication annual curve, namely during the SARS virus outbreak in 2003, after the Wenchuan earthquake in 2008, and from the beginning of the novel coronavirus outbreak in early 2020 to the present. Before the SARS virus outbreak in 2003, there was very little literature on public health emergencies, and after the victory of SARS events under the leadership of the Party, it aroused people's attention to public health emergencies, learned lessons, and summarized valuable experience, and there are about a thousand articles of literature on public health emergencies every year. According to the experience of controlling the SARS epidemic in 2003, coupled with years of stable theoretical and practical research, in the 2008 Wenchuan earthquake, the party and government were ready to defend against the epidemic after the disaster. According to the 100 new cases in Suzhou City, Jiangsu Province since 2022, the large-scale contact with Hong Kong positive patients in Guangdong Province, the outbreak of group positive students in Jilin University of Agricultural Science and Technology, and the daily confirmed new cases in Shanghai exceeded 10,000, the growth trend of relevant literature in 2022 is inevitable and large, and will even break through the peak in 2020.

Most of the relevant literature on public health emergencies is in the direction of medicine and health, and there are only 373 articles in the direction of higher education, accounting for 2.5%, it can be seen that scholars have studied relatively few on the topic of higher education under public health emergencies, among which the direction of ideological and political education is even smaller, and this article can be regarded as an attempt to explore from a new perspective.

Keyword 2: Ideological and political education for college students

There are 57,634 articles on the ideological and political education of college students, of which 88.80% are related to higher education. The relevant literature began to increase significantly year by year in 2004, indicating that the ideological and political education of college students has received more and more attention.

Keyword 3: Ideological and political education of college students in the background of public health emergencies

There are 36 articles on the ideological and political education of college students in the context of public health emergencies, the theme is ideological and political education of college students, and the secondary theme is epidemic prevention and control, and the

number of literature has also increased significantly since the end of 2019. The exploration of ideological and political education of college students under public health emergencies mainly began from the outbreak of the new crown pneumonia epidemic in late 2019 and early 2020, which is an important node. According to the needs of this paper, the existing literature consulted is sorted out from three perspectives.

a. On the definition of ideological and political education for college students in public health emergencies

Regarding the study of the connotation of education, Zhang Yixiang believes that "the characteristic of complexity should be used to summarize ideological and political education in emergencies. In emergencies, ideological and political education work must have special principles, time-sensitive content, and unique methods."<sup>1</sup>The complexity lies in the large workload of student management and the heavy and tiring tasks; There are many teaching resources, which need to be repeatedly considered and integrated; The teaching method should have a sense of design, follow the law of college student development, and attract students' attention; The need for flexible and changeable methods of propaganda on campus culture is a complication of ideological and political education. Liu Wei believes that in this case, there are special contradictions and laws of ideological and political education, and special educational methods, carriers, contents, and methods.<sup>2</sup>For example, under the influence of the new crown pneumonia epidemic, from the perspective of the Chinese government, society, and colleges and universities around the world to promote ideological and political education for college students, many special education channels have been innovated, and ideological and political education for college students is carried out through Weibo topics, Douyin short video platforms, WeChat public accounts and other carriers. The educational content is not only the content of subject curriculum standards and examination syllabuses, but also includes a lot of medical and nursing knowledge, virus knowledge and popular science, psychological counseling, and the construction of campus culture through a combination of positive indoctrination and active channeling, so as to enrich the spiritual world of college students.

b. On the mechanism of ideological and political education for college students in public health emergencies

Du Xuyu believes that "the construction of ideological and political education mechanisms in the context of public health emergencies should be multi-pronged and play a role in making concerted efforts."<sup>3</sup>For example, do a good job in publicity and encouragement mechanisms, excellent model mechanisms, and communication and exchange mechanisms. Du Xuyu's view provides a constructive reference for how to improve the mechanism of ideological and political education in the current epidemic, a mature mechanism includes multiple angles, coordination, unification, optimization and upgrading, so as to generate an integrated education mechanism, as mentioned in the

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<sup>1</sup> ZHANG Yixiang. Research on complex ideological and political education under the background of emergencies[J].Ideological and Theoretical Education,2008(13):19-24.)

<sup>2</sup> Liu wei. Research on emergency ideological and political education under the background of emergencies[J].Journal of China Youth University of Political Science,2010,29(01):45-48.)

<sup>3</sup> DU Xuyu. Analysis of mobilization mechanism of ideological and political education in response to emergencies[J].Seeking Truth,2010(09):74-79.)

category of philosophy, the power of the whole is much greater than the sum of the parts. Under the public health emergency, ideological and political teachers use more positive materials and typical cases to publicize, encourage college students to scientifically view the harm caused by public health emergencies, and maintain a positive and optimistic attitude towards learning and life. In the process of daily communication with students, college counselors should take the initiative to care for students, monitor students' mental health problems at the first time, provide psychological counseling to students in a timely manner, reduce students' ideological pressure, alleviate anxiety, and then guide college students to actively reveal their true emotions and prescribe the right medicine. Cheng Hongbao believes: "In public health emergencies, ideological and political education should play the role of a public opinion guidance mechanism to provide a good public opinion environment for the conduct of ideological and political education, inspire people's hearts, and stabilize society."<sup>4</sup> "Contemporary college students are very familiar with the Internet, and often publish their views on the Internet, with a more mature sense of public participation, but in today's mixed environment of network news, some marketing numbers without professional ethics release false exaggerated information, through improper titles and content to attract their attention, and college students are in their youth, blood and blood, it is easy to be used by people with intentions, misled by wrong public opinion, so a good public opinion environment, conducive to stabilizing college students. Adhere to your own scientific and objective cognition.

- c. Research on the ideological and political education system of college students under the background of public health emergencies

Zhang Xiangyi believes that while emphasizing the original content of ideological and political education, it is necessary to add emergency knowledge education, popularize emergency legal norms, and further deepen the role of ideological and political education.<sup>5</sup> During the new crown epidemic, some college students lied and concealed their itinerary for various reasons, stayed in medium and high-risk areas and returned to school privately without obtaining the consent and approval of the school, bringing unpredictable hidden dangers to teachers and students, reflecting that these students lack public health prevention and control knowledge and ignore the rules and laws of epidemic prevention and control. Therefore, ideological and political workers in colleges and universities should promptly popularize public health knowledge, emergency management knowledge, and crisis management knowledge to college students, and should popularize the "Law of the People's Republic of China on the Prevention and Control of Infectious Diseases" and other relevant laws to college students, seriously criticize and punish false reports and concealment of illegal acts, educate college students to establish awareness of the rule of law, abide by discipline and law, and actively cooperate with epidemic prevention and control work.

Chen Junqiang believes that implicit ideological and political education has advantages

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<sup>4</sup> CHENG Hongbao. Analysis on the guarantee mechanism of ideological and political education in emergency handling[J]. Seeking Truth, 2010(06):80-83.)

<sup>5</sup> ZHANG Yixiang. Actively constructing a new mechanism of ideological and political education to deal with emergencies[J]. Theoretical Discussion, 2008(02):134-136.)

over explicit ideological and political education<sup>6</sup>, because it subtly uses great spirit and excellent cultural achievements as the carrier to cultivate students, first internalized in the heart and then externalized in practice, so that ideological and political education can achieve better results. The so-called implicit ideological and political education is to subtly cultivate college students' moral character, ideological consciousness, physical and mental health, and other issues. Through the usual knowledge education and the heroic stories of fighting the "epidemic" to encourage college students, in addition, the family's family style education can not be ignored, through the tripartite cooperation of home, school and society, to achieve the maximum epidemic prevention and control management. For example, parents told the story of the SARS epidemic period in 2003 that they experienced: medical conditions were not advanced, Internet technology restricted the wide dissemination of information, public opinion communication was too little, and news was delayed too long, medical staff and countless volunteers still rescued patients under limited protective conditions, alleviating people's blind fear of the SARS virus, and stopping the spread of rumors to a certain extent. Therefore, through the combination and comparison of history and reality, college students naturally firmly believe in the advantages of the socialist system with Chinese characteristics and adhere to the leadership of the Communist Party of China.

## **(2) The status of foreign research**

### **a. Research on the function of ideological and political education**

Plato advocated that the state organize schools to control education, and through education to produce qualified people expected by the state to serve political rule.<sup>7</sup> Under the cultivation of the Communist Party of China, the ideological and political educators employed by the school must have good political literacy, high-level teaching ability, excellent personality qualities, and rich academic experience. The team of teachers trained by the state has the ability and obligation to help the country cultivate qualified talents and outstanding talents that the country expects. Shuertz proposed to emphasize the importance of education with human capital and treat education as an investment activity. For example, ideological and political education teaches students to establish a correct view of employment and career selection under the trend of normalization of the epidemic, and college students apply theory to employment practice, transform spiritual wealth into material wealth, and promote the development of socialist modernization. Comenius once said that man can only become a man after he has received higher education; Uszynski believed that the main function of education is to cultivate the spirit of loving the motherland and excellent character. From the viewpoint of Comenius and Ushensky, we can realize that ideological and political education has a cultural function, and create their own spiritual wealth for students through the teaching of theoretical knowledge and the creation of campus cultural atmosphere. For example, at the moment of the new crown epidemic, General Secretary Xi Jinping put forward the great anti-epidemic spirit, and ideological and political educators combined textbook knowledge with materials to fight the "epidemic" to

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<sup>6</sup> CHEN Junqiang. The coupling of mass incident handling and implicit ideological and political education[J].School Party Building and Ideological Education,2010(20):44-46.)

<sup>7</sup> YAN Yunwan. On the duality of educational thought in Plato's Republic[J].Journal of Xinjiang Normal University,1989(04):55-59.)

carry forward the great anti-epidemic spirit and patriotic spirit. Campanella believes that productive labor is an important way to play the function of ideological and political education, and people internalize their good morality in production labor. It emphasized that the way to realize ideological and political education is production labor, is social practice, students have rich theoretical knowledge and ideals and beliefs yearning is far from enough, truth needs to be tested by practice, combining theory and practice, publicizing the public health knowledge reserve to the ears of the grassroots masses, and putting organizational coordination ability and enthusiasm into the front line of anti-epidemic and epidemic prevention is the way to truly test the effect of ideological and political education. It is also a way to raise awareness of its truth and reality.

Through combing, it is found that there is a serious class ideology permeated by ideological and political education abroad, which essentially serves the ruling class. In contrast, the ruling class of our country is our masses of the people, the people are the main body of society and the state, and ideological and political education serves the people.

#### b. Research on the management of public health emergencies

Regarding emergency management research, Peterson believes that a country's emergency management policy is influenced by the country's political system.<sup>8</sup> China has shown strong emergency handling and response capabilities in epidemic prevention and control, which fully demonstrates the superiority of the socialist system with Chinese characteristics.

Gilbert White very much questioned the structural disaster reduction effect pursued by the United States, believing that the public health emergency prevention and response construction projects invested by the United States have not worked, and the disaster losses are still very heavy. In order to prevent and warn the occurrence of public health emergencies and reduce the tragic impact of disasters, China has been investing in construction projects all the time, and in the face of new crown pneumonia in Wuhan, Hubei Province in 2020, the state opened the first-level response to the epidemic in the first time, and quickly established the Huoshenshan Leishenshan Hospital to receive cases, which played a very efficient role.

Regarding crisis management research, Stephen divided crisis management into four phases: symptom phase, outbreak period, continuation period and recovery period. The manifestations of the symptomatic period of public health emergencies are very weak, and the source can hardly be identified in a short period of time, coupled with the characteristics of infectious diseases, so that the occurrence of events can spread rapidly in a very short period of time and reach the outbreak period. According to the development law of H3N2 and SARS and the new crown pneumonia, there will be a continuation period that requires the whole people to work together to strictly protect the situation, and after stabilizing the situation, economic development, cultural development and people's psychological trauma will slowly recover. Laslop Ruma believes that when big data is fully covered, people will change from traditional disaster bystanders to active participants in modern society, and the development of information technology will be more convenient for timely governance. Compared with the H3N2 and SARS global infectious virus period, the development of the

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<sup>8</sup> Peterson. The price of Federalism[M]. Washington.D.C.:Brooking Institution,1995:18.

Internet and science and technology has brought more uncertainties to the new crown pneumonia epidemic, and while the difficulty of governance has escalated, it has also awakened the people across the country, sounded the alarm for contemporary college students, and turned from traditional disaster bystanders to participants in modern society, bravely stepping out of the "comfort zone" from a comfortable and comfortable environment.

In summary, the academic community has conducted a certain degree of research on ideological and political education, emergency management and crisis management in the context of public health emergencies, and has achieved some results. Through the literature search chart data content, it can be clearly seen that there is still a lack of systematic research on the reform and innovation of ideological and political education in the context of public health emergencies, so there are few relevant references in this study, but at the same time, it also leaves sufficient space for the research of this paper.

### 3. Research content and methods

#### **(1) Research content**

This paper sorts out the relevant theories of ideological and political education in the context of sudden disasters and public health emergencies by domestic and foreign scholars, analyzes the specific content according to the new academic situation, teaching situation and social situation under the new crown pneumonia epidemic, and proposes innovative strategies. It is mainly divided into the following three parts:

The first part first explains the connotation and characteristics of public health emergencies based on the actual cases of the new crown pneumonia epidemic in universities. Then, the connotation of ideological and political education for college students and the new characteristics arising under the situation of the new crown pneumonia epidemic are explained. Briefly sort out the CPC's theory that "ideological and political work is the lifeline of all work", important expositions on ideological and political education in the new era, and knowledge and theories of related disciplines such as disaster science and crisis management, and explain the important relationship between public health emergencies and ideological and political education of college students. At the same time, adhere to the combination of theory and practice, explain the reform and innovation of public health emergencies and college students' ideological and political education, and reflect the practical necessity at three levels in the practical needs of students' personality development, the construction of the "three comprehensive education" pattern in colleges and universities, and the normalization of social anti-epidemic.

In the second part, according to the content of the interview, we try to analyze the opportunities and challenges faced by college students' ideological and political education in the context of public health emergencies from multiple angles and levels. Typical cases can provide college students' thinking with rich and time-sensitive real materials, and then rely on the advantages of the Internet to force the reform of traditional education methods, and online teaching ushered in the spring. Of course, there are also severe challenges, mainly in online classroom management, students' self-education awareness, ideological and political teachers' teaching ability, counselor's emergency management ability, timely

provision of epidemic prevention material guarantee for service levels other than teaching, building a green platform for students, mental health counseling and public opinion discourse power.

The third part is guided by opportunities and challenges, combined with the needs and expectations put forward by the respondents, and proposes innovative reform exploration that suits the actual situation. Implement the concept of "three comprehensive education of people" emphasized by Xi Jinping, and put forward reference strategies from multiple angles, such as the school's student work office, counselors, ideological and political theory teachers, teachers of other courses, teaching staff and students' families, and social news media personnel.

## **(2) Research methods**

Under the background of public health emergencies, the reform and innovation of college students' ideological and political education requires both theoretical analysis and empirical research. In the research process, four methods are mainly adopted: literature research, combination of theory and practice, interdisciplinary research and interview method.

**1. Literature research method.** Literature combing and summarizing can systematically understand the research status, process and vacancy, so as to open up new research directions on the basis of previous research.

**2. Combination of theory and practice.** It is necessary not only to study the innovative theories of ideological and political education, but also to study and analyze the practical ways of reform and innovation of college students' ideological and political education, and to specifically analyze some topics of college students' ideological and political education in combination with examples such as public health emergencies since the founding of New China.

**3. Interdisciplinary research methods.** It needs the theory of ideological and political education in this discipline and other discipline theories such as public health knowledge, crisis management, psychological counseling knowledge, and disaster sociology as a theoretical basis.

**4. Interview method.** In order to objectively and truthfully understand the current situation of ideological and political education in the context of public health emergencies, this paper adopts the interview method. Teachers, counselors and students of ideological and political courses of Wuhan University of Technology were selected as interview subjects, and on the premise of complying with campus epidemic prevention and control policies, they chose to conduct online interviews, interviewing a total of 12 ideological and political theory teachers, 8 university counselors, and 30 college students. Both these teachers and students used online instruction for the Spring 2020 semester. The interview method is widely used, through simple narrative methods, to learn different types of materials from different types of people, and to collect a variety of analytical data on the ideological and political education of college students in the context of public health emergencies.

## 4. innovation and inadequacy

### **(1) Innovation**

1. The research perspective is relatively novel. In the early days of the outbreak of the new crown pneumonia epidemic in the past two years, the whole people focused on fighting the epidemic; In the post-epidemic era, the whole people have rich experience and focus on epidemic prevention. Through the development and evolution of the epidemic, the call for innovation in ideological and political education of college students is getting higher and higher, how to ensure that innovative methods of ideological and political education of college students can alleviate practical problems and be recognized by students and the public, this article will focus on public health emergencies and ideological and political education of college students, and provide a variety of ideas.

2. Research content and grasp current affairs. The multi-part content connects the typical public health emergency of the new crown pneumonia epidemic that contemporary college students are experiencing. After the interview, we understand some successful experiences that have been solved and summarized by the interviewees, and the puzzled problems that have not yet been solved, analyze the opportunities and challenges, and propose reference countermeasures.

### **(2) Deficiencies**

1. Under the background of public health emergencies, some knowledge in the two disciplines of college students' ideological and political education and student emergency management and crisis management has a certain intersectional relationship, and my definition between the two is relatively vague.

2. There are countless vivid positive and negative cases in public health emergencies, which cannot be clearly expressed through only a few words, and this article lacks strong generalization and refinement ability.

3. Due to my limited ability, the understanding and combing of the domestic and foreign research reviews and the theoretical basis in the first chapter are not in place, especially the depth and breadth of relevant theories, which need to be more streamlined and condensed, and lack a certain sublimation at the theoretical level. I hope that all experts and teachers can give criticism and correction, and I will learn lessons, sum up experience, correct the above shortcomings, and strive to make progress in my future study and work.

# A theoretical overview of ideological and political education for college students in the context of public health emergencies

Comrade Xi Jinping pointed out: "The fight against major public health incidents is an eternal topic for human survival and development." In the process of continuous human development, sudden natural disasters and public emergencies are undesirable to see, but they cannot be prevented, and we can only actively respond to them. Different periods, places, seasons and affected populations have brought different degrees of difficulties to the governance of public health emergencies, and global infectious diseases such as the H3N2 virus in 1968, SARS virus in 2003, and the new crown pneumonia virus since 2020, each round lasts for a very long time, the H3N2 epidemic has been around for two years, and the SARS epidemic has lasted for nearly a year. It has been more than two years since the new crown pneumonia epidemic, and it is still in a very serious state, and fighting against public health emergencies is a long-term research topic that is always prepared, carried out and summarized.

## The basic concept of public health emergencies and ideological and political education of college students

The prevention and control of public health emergencies is an important category of ideological and political education for college students, and the ideological and political education of college students is also an important means to reduce the impact of disasters.

### 1. The connotation and characteristics of public health emergencies

#### (1) The connotation of public health emergencies

The Emergency Regulations on Public Health Emergencies clearly state that public health emergencies refer to "sudden outbreaks of major infectious diseases, mass unexplained diseases, major food and occupational poisoning, and other events seriously affecting public health, which cause or may cause serious damage to public health". Generally, the scope of harm is large and deep, affecting socio-economic development and people's physical and mental health. The number of deaths due to infection has been calculated in tens of thousands, and even if it is cured, there is no clear answer to the question of whether there are sequelae, and these public health emergencies cannot find a clear cause in a short period of time, such as the "Asian flu" virus in February 1957 originated from wild ducks and mutated into H2N2 after combining with human viruses; The SARS outbreak in Guangdong Province, China, at the end of 2002 was caused by the

virus originating from the natural host of the Chinese chrysanthemum bat, which was infected by human consumption of civets; The 2014 Ebola virus outbreak in West Africa was traced to a young child who was bitten by fruit bats carrying Ebola. The new crown pneumonia in 2020 originated from the virus carried by hosts such as bats, which was temporarily attributed to people's temporary appetite and eating wild meat. These causes of infectious diseases have been solved after a certain period of exploration, not overnight. Only on the basis of understanding the source of infection can further practical research focus on the degree of infection of pathogens, including infection rate and mortality.

## (2) Prominent characteristics of public health emergencies

Public health emergencies have different characteristics in different times and social environments, and the outstanding characteristics shown in the specific environment of colleges and universities and the special group of college students have had an immeasurable impact.

First, public health emergencies are characterized by a large scope and rapid spread. In the environment of convenient transportation and close interpersonal communication, the spread of public health emergencies is greatly enhanced, and the speed of transmission is rapid, as long as it is in the space where infected people have been active, they will have the risk of being infected due to the identity of "close contacts" and "time and space companions", and need to be isolated separately. Taking the new crown epidemic in Jilin Province in early March 2022 as an example, in this round of the epidemic, Jilin Agricultural Science and Technology College had a large number of positive confirmed cases, and there was a school cluster epidemic, and on March 7, 2022, the Jilin Health Commission reported 42 new locally confirmed cases in the city. For five consecutive days from March 6, Jilin Agricultural Science and Technology College reported a total of 74 infections on campus. The transmission speed is very fast, and the transmission route is quite direct, such as students in the closed teaching building as a class, face-to-face dining in the canteen, bathing in the public bathroom, sleeping in the dormitory, etc. are not convenient to wear masks, which greatly increases the difficulty of protection and is not conducive to the prevention and control of the epidemic. However, if a confirmed case appears in a university and no strong emergency measures are taken, the virus will be allowed to spread rapidly, spreading to social groups outside the university in just one week, amplifying the negative impact.

Second, public health emergencies are unpredictable and sudden. After summarizing and combing the large and small scale of public health emergencies that have occurred since the founding of the People's Republic of China, it is found that outbreaks generally occur in a small area and for a short period of time, and there is uncertainty in the time, place and form of outbreak. In the process of fighting the new crown pneumonia epidemic in the past two years, we have found that whenever college students return to school collectively at the beginning of school, office workers return to their hometowns and jobs before and after the Spring Festival, and statutory holidays such as National Day and Labor Day, and even during national large-scale examinations, it is generally the time when the epidemic recurs. Even with zero cases, there are still hidden risks. Because of cross-infection and continuous mutation, the incubation period of the new coronavirus becomes longer, and the number of antigen tests required is more. Asymptomatic infections and false

negatives of nucleic acid tests may affect the effective estimation of the epidemic, which in turn affects the effective management and control of the new crown epidemic.

Third, the immeasurable harm of public health emergencies. As far as society is concerned, public health emergencies affect the safety of people's lives and property, affect the development of social productive forces, and the national economic situation has become a downward trend, which is not conducive to social stability and difficult to control various international public opinions. SARS caused 919 deaths and 8,422 infections worldwide, costing the global economy a total of \$59 billion and China a whopping \$29.9 billion. According to the national official real-time big data report on the epidemic, since the outbreak of the new crown pneumonia epidemic, as of 15:13 on March 23, 2022, a total of 438747 people have been confirmed in China and a total of 11,855 people have died. In this round of the epidemic, the number of new confirmed cases in Jilin Province and Hong Kong Special Administrative Region has exceeded 1,000 per day, and the number of new confirmed cases in Taiwan Province and Fujian Province has exceeded 100 per day. By 15:13 on March 23, 2022, the cumulative number of deaths in Hong Kong SAR reached 6,364, and on March 23, 2022, there were 245 new deaths. The harmfulness and destructive power of public health emergencies are manifested from these data, seriously endangering people's lives, health safety and economic life. For colleges and universities, public health emergencies will not only directly endanger the lives and property of college students, faculty and staff, but also cause anxiety and panic among parents and families. In the current round of the epidemic at Jilin University of Agricultural Science and Technology, many teachers who should have taught online actively responded to the school's call and voluntarily returned to the school's "storm center", promising the community that they would never return, risking their lives to accompany and help students tide over the difficulties. The teachers and students of the whole school stopped the normal teaching and research order and fought the "epidemic" wholeheartedly. At the same time, out of concern for their loved ones, parents and teachers' families will inevitably experience psychological anxiety and emotional loss of control, undermining social stability.

## 2. The connotation and characteristics of ideological and political education for college students

### (1) The connotation of ideological and political education for college students

Ideological and political education is a great creation of the Communist Party of China in combining Marxist theory with China's actual national conditions, and the study of the connotation of ideological and political education has always been a hot spot in the academic circles, and many of them are defined from different angles. Professor Zhang Yaocan, as one of the founders of ideological and political education in China, believes that "ideological and political education is a social practice activity in which educators carry out ideological and political education activities for the educated through special channels and methods, help the educated absorb and identify with the mainstream socialist values disseminated by the educators, and can develop simultaneously in terms of knowledge, affection, intention, faith and action." ; Professor Chen Binggong, as the director of the National Core Values Research Center, believes that "ideological and political education is the practice of comprehensive ideological, moral and psychological education carried out

by a certain class or political group in order to achieve its political goals and tasks, with political ideological education as the core and focus. ”

Under the guidance of the Party Central Committee, ideological and political education has continuously expanded its theoretical connotation and enriched its practical value with the development of the times. Based on the definition put forward by scholars, I believe that ideological and political education for college students refers to a science, not a form, of ideological education for contemporary college students, and is a "big ideological and political" education system that serves and manages people, guiding college students to clarify their scientific ideological understanding and political orientation, and devote themselves to the practice of socialism with Chinese characteristics.

(2) The characteristics of college students' ideological and political education in the context of public health emergencies

Ideological and political education is a special social practice activity, which shows the continuous pursuit of people in the field of ideology in the current society. The relationship between public health emergencies and the ideological and political education of college students is the relationship between social existence and social consciousness. Public health emergencies as actual events belong to social existence, and college students' ideological cognition is a kind of social consciousness.

First, be purpose-oriented. The development of college students should not only be limited to the study of disciplines, but also need comprehensive development, all-round development, cultivation from the direction of moral, intellectual, physical, aesthetic and labor, and have excellent and good moral character. Students have more time and space to do what they are interested in and have the conditions to pursue their ideals. College students are the main force of multi-directional talents in our national construction, and after graduation, they will enter all walks of life to jointly create our society, which is the rising sun and the hope of the future, affecting the prosperity and development of the country, and also indicates that the great rejuvenation of the nation is an inevitable trend. We take public health emergencies as the research background, and our main purpose is to use public health emergencies as materials to carry out ideological and political education for college students and keep up with changes in the situation. On the one hand, it is to let college students understand the study and understanding of Marx and Engels theory, enhance their mastery of China's modern and modern historical process, the history of ideological and political education of the Communist Party of China, the people's view of the masses and other relevant theoretical knowledge, and integrate theory with practice and apply it in life practice inside and outside the classroom. On the other hand, it is also the education and study of the Communist Party of China that gives ideological and political courses more important significance, and the study of strengthening party spirit is a compulsory link in ideological and political courses, and the mainstream ideas such as the party's purpose and socialist core values are subtly edified and nourished in the teaching process through ideological and political teachers, excellent literary works and other teaching resources, and establish correct cognition and noble ideals and beliefs.

Second, be more targeted. The social environment and the personality characteristics of the targets of education are constantly changing, and ideological and political education work must also make changes that keep pace with the times. Under the severe situation of

new crown epidemic prevention and control, many colleges and universities have strengthened the education of ecological civilization and health of college students, especially on the strengthening of life concept education, education guides college students to protect nature and cherish life, only the balanced development of ecology and society, man and nature in harmony, the future of our country will be better and better, but also specifically manifested in the combination with the development needs, hobbies, and focus of attention of college students.

Third, it is humanized. The progress of science and technology has brought unparalleled and unimaginable convenience to our work, study and life. People have solved geographical long-distance crossings through high-speed rail, airplanes and other means of transportation, and there are countless routes across the sea, which is one of the reasons for the large spread and speed of the new crown pneumonia epidemic. The widespread spread of the epidemic has seriously affected our daily life and work, and also changed our travel and living habits. As a college student, it is temporarily unable to return to campus, separated from the campus atmosphere for a long time, lacks a sense of belonging to the campus, and then considers the dual pressure of heavy studies and future employment anxiety, when carrying out ideological and political education, we should pay attention to caring for the mental health of college students and carry out timely counseling. In addition, the infectious virus spreads quickly, the incubation period is long, the official will release relevant data information in real time, college students online teaching needs to look at electronic devices for a long time, can be pushed by the latest developments of the new crown pneumonia epidemic in the first time, will cause some college students to panic about unknown viruses, soaring confirmed data at home and abroad, etc. The information spread widely, the number is large, and there are also some negative and false information, requiring college students to independently screen, do not believe in rumors and do not spread rumors, and choose pictures and information with factual basis for understanding. At this time, college students' ideological and political education should vigorously exert humanism, be more humane, put themselves in the shoes of students' special situations, pay attention to college students' mental health in a timely manner, maintain patience and tolerance, and provide psychological counseling to students, and at the same time delete and screen public opinion information, transmit positive and positive public opinion information to students, and occupy the main position of online public opinion.

## The theoretical basis of ideological and political education research in the context of public health emergencies

The successful management of public health emergencies is inseparable from the advance guidance of theoretical basis. The satisfactory results achieved in the ideological and political education of college students are based on advanced theories and the practice of combining existing academic and teaching conditions.

### 一、 Marxist Ideological Theory

Marxist ideological theory has four theoretical pillars: first, the theory of the law of historical development, the core of ideology is values, which are only effective if they are based on science; Second, the theory of human emancipation, through the liberation of the proletariat and then the liberation of all mankind, must handle the relationship between the special and the universal; Third, the theory of comprehensive human development, Marx based on the reality that labor is materialized and alienated in capitalist society, the core is the relationship between things and people; Fourth, the key to the theory of class struggle and the dictatorship of the proletariat lies in the relationship between criticism and construction. People's understanding of things is constantly evolving, is a spiral, ideology is not fixed, ideology will change with the process of social development changes, constantly updated, injected fresh content. The most significant change in today's world is the globalization of information and the rapid development of Internet platforms. New media is the most critical way to create public opinion and promote the dissemination of information, which can spread public opinion information to all parts of the world in the fastest and most extensive way, and public opinion can influence people's thinking, political direction and behavior. As the frontline of ideological and political work, colleges and universities should guide and educate students to grasp the relationship between the overall needs of society and personality development, so as to better respond to many emergencies, including public health emergencies. Ideological and political education for college students should combine the special nature of public health emergencies to ensure ideological education, widely establish Marxist beliefs among college students, use simple and easy-to-understand language or classic materials as cases to carry out dissemination and exchange of original Marxist classics, explain China's institutional advantages and the great achievements of the Communist Party of China over the past century, and ensure that the core socialist values penetrate into the hearts of college students.

## 二、The CPC's theory that "ideological and political work is the lifeblood of all work."

### (一) The period of the New Democratic Revolution

The Communist Party of China has always taken the theory of "lifeline" embodied in the expositions of Marx, Engels and Lenin as its foundation and guidance. At the Gutian Conference, it was proposed to "raise the political level of the Party through education", and after the Great Revolution, correcting the mistakes in the Party and pointing out the direction of the next step of education within the Party played an important role. Subsequently, in view of the low morale of the army in the agrarian revolution, the CPC reflected ideologically on the root cause of the problem and proposed that "political work is not incidental, but the lifeline of the Red Army", thus highlighting the party's political work is the ideological premise for the CPC to lead the armed revolution and obtain the new democratic revolution.

### (二) The period of socialist revolution and construction

At the beginning of the founding of New China, faced with the complicated domestic and international situation and the devastated social situation after the war, the CPC adhered to the principle of "putting people first," the masses of the people were the creators of history, began the socialist revolution, and after seeking truth from facts, proposed to take economic work as the central task and adopt many policies and measures to restore the national economy. In 1955, Mao Zedong once again emphasized: "Political

work is the lifeline of all economic work." It provides the ideological premise for the economic recovery and cultural recovery of New China.

### (三) A new period of reform, opening up and socialist modernization

Deng Xiaoping put forward the theory that "ideological and political work is the lifeblood of economic work and all other work," stressed the need to integrate theory with practice, and promoted the judgment of reform and opening up; he once again reiterated the importance and necessity of ideological and political work; it is necessary to vigorously strengthen the effective promotion of ideological and political work, organize systematic ideological and political education, and build a scientific and advanced contingent of ideological and political work; this fully shows that during the period of reform and opening up, Deng Xiaoping still paid great attention to ideological and political education for the party and the masses of the people.

In 1989, faced with the complex and changeable situation in the international community and the low ebb of the world socialist movement, Jiang Zemin put forward: "The party's ideological and political work is the lifeline of economic work and all other work, the central link in uniting the whole party and the people of all ethnic groups throughout the country to achieve the tasks of the party and the state, and an important political advantage of our party and the socialist country." In the new period of development, the Party Central Committee still regards ideological and political education and guidance as the focus of building a socialist country with Chinese characteristics. Colleges and universities should guide and educate students to grasp the relationship between the overall needs of society and personality development, so as to better respond to many emergencies, including public health emergencies.

In 2008, Hu Jintao proposed that "ideological and political work is essentially the work of people, and we must adhere to people-oriented, respect people, care for people and help people." 2008 is a year of glory and challenges, the Beijing Olympic Games made the world realize the Chinese nation and Chinese culture; The fight against the Wenchuan earthquake also showed the world China's spirit and strength. Under the leadership of the Communist Party of China, it has continuously received ideological and political education and psychological education, used scientific methods to regulate disaster relief matters and other problems, and minimized disaster losses through emotional guidance and rational propaganda.

General Secretary Xi Jinping has said that "ideological and political work is the lifeblood of all work in schools." It embodies the education policy of the party and the state, points out the direction of ideological and political education for college students in the new era, and promotes the reform and development of education in our country.

Under the long-term influence of public health emergencies, the social economy will inevitably decline, large state-owned enterprises still have breathing space, small and medium-sized self-employed enterprises are surviving in the cracks, long-term losses, facing the risk of layoffs and bankruptcy, fresh graduates in the situation of public health emergencies, employment opportunities have been greatly reduced, facing the problem of unemployment after graduation, ideological and political education should play a role in encouraging college students to establish a correct view of employment and career choice, and realize self-worth in labor and struggle.

### 三、General Secretary Xi Jinping's important exposition on ideological and political education in the new era

In December 2016, General Secretary Xi Jinping said in an important speech at the National Conference on Ideological and Political Work in Colleges and Universities that "to do a good job in ideological and political work in colleges and universities, we must adapt to events, advance with the times, and innovate according to the situation." In the face of the epidemic examination, colleges and universities follow this important idea and use the belligerent "epidemic", the most vivid educational material, to ensure the party's leadership over the ideological work of colleges and universities. First of all, when facing public health emergencies, it is necessary to formulate reasonable strategies, carry out various work scientifically, and effectively improve the speed of emergency handling. Secondly, according to the changes in the situation to predict the next action, such as the school has the characteristics of agglomeration, it is necessary to deploy the placement of students as soon as possible to ensure the normal campus life of college students. The work in the later stage of the epidemic should also be reasonable, and the campus epidemic prevention work should be quickly restored and improved. Finally, we must also learn to reform and innovate according to the current situation and constantly improve ourselves. No matter when and where the epidemic changes, we must take effective and powerful actions in full light of the actual situation and according to policy changes.

General Secretary Xi Jinping pointed out that "we must persist in taking the cultivation of morality and cultivating people as the central link, run ideological and political work through the entire process of education and teaching, realize the whole process of educating people in the whole process and educating people in all directions, and strive to create a new situation in the development of China's higher education." The key to "three comprehensive education" lies in "wholeness": all faculty and staff should participate in the ideological and political education of college students, and everyone should become "educators"; Educate people in the whole process and fulfill the responsibility of educating people; All-round education produces the effect of educating people.

In March 2019, General Secretary Xi Jinping clearly emphasized the fundamental issue of "what kind of people to cultivate, how to cultivate people, and for whom to train people" at the symposium for teachers of ideological and political theory courses in schools, and the National Conference on Ideological and Political Teachers Actively Study the "Eight Unifications" teaching requirements and the spirit of important speeches, which is a milestone in ideological and political education work and has great symbolic significance.

On April 25, 2022, Xi Jinping emphasized during his inspection tour of Chinese Minmin University: "Ideological and political education for young people is a continuous process, and ideological and political education should be carried out in a targeted manner for different stages of young people's growth." Xi Jinping also said that "to build a world-class socialist university with Chinese characteristics and train socialist builders and successors, we must have world-class masters." Through this inspection, colleges and universities should not only have a keen insight into the practical characteristics of college students who are active in thinking and dare to think and do, attach great importance to the construction of ideological and political teachers, advance in twists and turns, spiral upward, constantly

reform and innovate, and keep pace with the times, in order to effectively communicate with college students and become "confidants". For example, design and formulate a "backbone training" plan to strengthen and improve the comprehensive quality of young and middle-aged teachers; Specially set up an innovation and entrepreneurship base to provide high-quality platforms and resources for college students' employment and entrepreneurship; Jointly build a laboratory cultivation base for students to apply theoretical knowledge to practice and independently start the journey of exploring the truth.

# Opportunities and challenges of ideological and political education of college students in the context of public health emergencies

In today's unprecedented changes in a century, under the background of frequent occurrence of public health emergencies around the world, the ideological and political education of college students is affected by many unstable factors, and faces a complex field of challenges and opportunities coexistence. Learning to view challenges and opportunities dialectically and unified, seize opportunities in challenges, and resolve challenges in opportunities are the prerequisites for the reform and innovation of ideological and political education in the context of public health emergencies.

## Opportunities for ideological and political education of college students in the context of public health emergencies

Ideological and political education in colleges and universities should seize the opportunity and not "fall behind", ideological and political education can use advanced figures in the fight against the epidemic as teaching materials, innovatively improve teaching effects, change educational methods and update educational concepts, promote the effective combination of ideological and political education and epidemic prevention and control, and let the great anti-epidemic spirit take root in colleges and universities.

### 一、The story of the war "epidemic" has become a new material for college students' ideological and political education

General Secretary Xi Jinping once said: "In ideological and political courses, we must tell the story of the Chinese nation, the story of the Communist Party of China, the story of socialism with Chinese characteristics, the story of reform and opening up, and especially the story of the new era." "Ideological and political courses in colleges and universities should make full use of stories as teaching materials and teaching media, so that students can get ideological inspiration in stories. As an inspirational and guided teaching method, storytelling mainly describes the development of a thing, describes the excellent deeds or character characteristics and excellent qualities of a character, so that the person listening to the story can feel and think in the environment created by the story. The fun and plot

nature of the story are conducive to students' interest and truly feel the spiritual culture and emotional meaning behind the story.

Interview summary 1: "Due to the influence of the general environment, we must actively cooperate with the national work, support the national epidemic prevention policies from our own beginnings, pay full attention to the important instructions and requirements of epidemic prevention and control, and major universities have begun to teach online in order not to delay students' learning. As a teacher of ideological and political courses, I usually pay attention to current affairs and politics and follow political news, so I will also tell students the story of China's anti-epidemic in my usual teaching, which can calm students' emotions on the one hand, and strengthen political guidance for students on the other hand. The teaching of ideological courses should be in line with reality, integrate theoretical knowledge from real life, and be related to state and family affairs. I like the relaxed and harmonious classroom atmosphere, occasionally showing people movies that reflect real problems, or telling stories that reflect life, and then letting students discuss in small groups and send representatives to speak, so that students can feel relaxed and learn from it, so that students can understand vividly. (Ideological and Moral Cultivation and Legal Foundation L Teacher, Wuhan University of Technology).

According to the interview results of teachers of ideological and political theory courses in colleges and universities, 9 ideological and political course teachers will choose to integrate new materials and current political news into their theoretical lectures, so as to help students better grasp the knowledge points, but also help students correctly understand the nature of public health emergencies, understand the fact that we have achieved major strategic results in fighting the epidemic under the scientific leadership of the Communist Party of China, and help students build confidence in overcoming public health emergencies.

(—) The story of the Communist Party of China caring for the people wholeheartedly helps to tell the original intention and mission of the party

Only when a country's ruling party creates the image of a party that is beneficial to the people and for the people can it win the recognition of the broadest masses of the people and can it be long-lasting. Excellent doctors, experienced experts, advanced equipment, and much-needed resources in public health emergencies, all mobilizing and investing in the treatment of patients and assisting the people in the lockdown and control areas, are the coordinated arrangements of the Communist Party of China, in order to ensure the stable and orderly supply of the people's daily necessities. In the early days of the outbreak, the people of the whole country united to support Wuhan under the call of the Communist Party of China to ensure the needs of people's lives during the epidemic. Xi Jinping emphasized "adapting to events", that is, through "typical" and "event" forms, to promote the comprehensive improvement of personality, value orientation and ideological consciousness of Guangzhou University. Contemporary college students are basically born after 2000, China's reform and opening up has been more than 40 years, from childhood life has a certain material foundation, basically reached the level of moderate prosperity, with the rapid development of the economy and society, science and technology continuous breakthrough innovation, college students' material needs are basically satisfied, so it is difficult to truly feel the hardships of the historical development of the Communist

Party of China, it is difficult to grasp the original intention and mission of the Communist Party of China true connotation. College students are characterized by a greater desire for spiritual satisfaction and the pursuit of ideals and beliefs. China's war "epidemic" story can just meet the pursuit of college students in the spiritual world, let college students feel the temperature in the story, arouse the deep empathy of college students, ideological and political education will combine each war "epidemic" story with ideological and political education knowledge points, the introduction of stories to stimulate students' interest, actively into the classroom. Guide students to see the essence through phenomena, and see the original intention and mission of the Chinese communists from these stories.

(二) The story of efficient action helps to tell the story of the strengths of the Chinese system

In response to a round of the epidemic in March 2022, the Chinese government quickly established the Dongguan Cabin Hospital, Jilin Cabin Hospital, and the central government assisted the construction of Hong Kong Tsing Yi Cabin Hospital, fully demonstrating that China's socialist system puts the interests of the people and the overall interests of the country first. During this period, China insisted on providing free treatment for people who were diagnosed positively, and also provided free quarantine hotels and meals for "close contacts" and "time and space companions". The Chinese government insists on sacrificing the interests of the country, but also puts the interests of the people of the whole country first, and the interests of the whole are above all else. Through the sharp contrast of treatment measures at home and abroad, college students can more intuitively feel the superiority of China's system, feel China's responsibility and demeanor as a big country on the international stage, feel China's responsibility and mission, and cultural self-confidence emerges.

(三) The story of the whole country working together to fight the epidemic helps to carry forward

The Chinese spirit has never been a macroscopic concept, it is implemented in every visible and tangible story of the war "epidemic". In the stories of female teachers of Jilin University of Agricultural Science and Technology applying to bring their mothers back to school as volunteers, in countless petitions of "I am a party member, I go first", every laborer who built Wuhan Vulcan Mountain Hospital was broadcast live on the whole network for 30 days and 10 nights, and the enterprises that contributed to the production regardless of the cost and quality and quantity carried out production, and there were countless stories of the people of the whole country working together to fight the "epidemic", all of which reflected the great Chinese spirit of "one side has difficulties and all sides support". Contemporary college students should not only listen to the story of the "epidemic" of the war, but also tell the story of China's war "epidemic", and also tell the story of China's war "epidemic" on the world stage. The reason why the Chinese nation has withstood tens of thousands of times of suffering and trials and tribulations and has stood tall among the nations of the world is inseparable from the joint efforts of the people of the whole country, the strength of the masses of the people has converged into the strength of China, and the various excellent spirits displayed by the masses of the people have converged and condensed into the great Chinese spirit.

(四) The story of selfless dedication helps to tell the story of responsibility for young

people

As college students in the new era, we should look at public health emergencies from a historical and long-term perspective, establish a sense of mission to transform historical disasters into historical tasks, remember the historical lessons of disasters, and not forget this pain. However, we must firmly believe that under the leadership of the Communist Party of China, public health emergencies can eventually be overcome by us, and historical disasters are never just the end and rupture of history, but also the key and opportunity to open a new era of history. The outbreak of the epidemic has turned our lives upside down, and it has also sounded the alarm for many post-90s and post-00s college students who have been in their "comfort zone" for a long time, so that they can truly understand the severe situation of the epidemic, give full play to their personal mission and bravely shoulder the heavy responsibility of the country. College students should continue to move forward with optimism, transform patriotic feelings into feelings of serving the motherland, and transform historical disasters into historical progress. "The masses of the people are the creators of history" is not just a slogan, but every you, me, him, and everyone who has personally experienced it actually creates history in history and changes history at a critical juncture. Those countless workers who silently stayed at their posts in the battle against the epidemic, and those who left behind heroic backs, worked together to create miracles in the epidemic. Of course, young college students took the initiative to ask for help, rushed to the anti-epidemic battlefield without hesitation, and forged the demeanor of college students in the new era with youth and enthusiasm.

There are no outsiders in history, and college students, as the most active elements of history and the protagonists of the new era, should position themselves well: participants and contributors. Put General Secretary Xi Jinping's ardent expectations into action and make our due contribution to the realization of the Chinese Dream. Therefore, college students' vision should not only be small but definite happiness, but also have grand and lofty ideal goals.

## 二、The development of online media has built a social space for ideological and political education

Compared with traditional society, the modern ideological and political education environment has added richer elements and acts as an external force to continuously influence the cognition and behavior of college students. With the development of the Internet, people can communicate, communicate and share information without barriers on Weibo topics, Douyin short videos, WeChat public accounts and other platforms. The development of online media has built a social space for ideological and political education of college students under the background of public health emergencies.

(1) From 1949 to 1994, China was not officially connected to the international network

Public health emergencies during this period included the 1949 outbreak of plague in Chabei, Inner Mongolia, the 1950 large-scale schistosomiasis infection death in Gaoyou County, Jiangsu, and the acute infectious disease in Shanghai from 1950 to 1952. Before 1958, there was no television broadcast in China, only newspapers, radio and other more timely and rapid publicity and reporting channels, and the governance conditions for public

health emergencies were quite difficult. At the same time, from 1978 to 1984, the discipline of ideological and political education only began its initial exploration period, and there was basically no systematic thinking about student work.

## (2) Preliminary exploration from 1994 to 2000

In 1998, Tencent, QQ Email, and Sina were established, and in 1999, the chat software QQ appeared, Alibaba Group, and Baidu were established, starting the second wave of Internet from search engine to socialization. People's access to public health emergency information has made a qualitative leap and can communicate online, but it is relatively limited, and they can only search and communicate on desktop computers. At this time, some teachers realize that information network technology is a double-edged sword of the Internet, and are worried that the bad information with strong audiovisual impact such as network erroneous trends, decadent concepts, network crime, Internet pornography and hostile forces will affect the healthy development of students.

## (3) Platform construction from 2001 to 2008

China's Internet has developed: NetEase and Sohu have been established. At this stage, under the overall deployment of the Party and the state, colleges and universities implemented the work of ideological and political education into the Internet, and built a systematic network ideological and political education platform. For example, the campus official website, the red website and the ideological and political columns of the school's departments at all levels are based on the network position. The reports of the SARS incident in 2003 and the Wenchuan earthquake in 2008 are almost reported and publicized by traditional newspapers, broadcasts and other methods and new media TV news and the Internet, but there are still limitations, and TV computers are not available in every student's family.

## (4) Gradual maturity from 2009 to 2013

In 2008, the number of Chinese Internet users exceeded that of the United States for the first time, and in 2012, the number of mobile Internet users exceeded that of desktop computers for the first time, and at the same time, WeChat version 4.0 was launched, introducing the social function of Moments of Friends. Compared with past public health emergencies, the role of the Internet in China has changed dramatically. Colleges and universities have taken the initiative to occupy the Internet position, grasp the initiative, and handily carry out campus network management. In addition, colleges and universities have also cultivated a large number of ideological and political educators who make good use of network language, who skillfully use the "three micro and one end" platform to strengthen the two-way interaction between the subject and object of ideological and political education, continuously enhance the affinity and appeal of ideological and political education, and strive to give play to its value-leading function, which greatly expands the radiation scope of ideological and political education.

## (5) In-depth development since 2013

Since the convening of the 18th National Congress of the Communist Party of China, the pace of media integration has been accelerating, media integration platforms have been established in various places, many new media are also increasing, the information acceptance channels of college students are developing towards a diversified trend, and online ideological and political education in colleges and universities has also ushered in a

new period of reform and development. At the National Conference on Ideological and Political Work in Colleges and Universities, Xi Jinping proposed that "new media and new technologies should be used to make work lively, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense of the times and attractiveness." After a period of time, the party and the state attached great importance to the development of information technology, and under the layer-by-layer deployment arrangements and extensive publicity, major colleges and universities have carried out the exploration of college education technology, and realized the new media technology into the ideological and political education classroom. Through the form of online teaching, the types of teaching courses can be enriched, so that students can understand the new state of social life practice through the window of the Internet, and broaden students' horizons. Online teaching can also break through the limitations of time and space, and teachers and students can also increase mutual communication and discussion through the Internet. From the teaching form and content can be well expanded, give full play to the teaching initiative of teachers, through the production of courseware to innovate teaching forms.

Third, "online teaching" came into being, and ideological and political education ushered in new development

In recent years, the development momentum of online education has been good, and many off-campus professional skills training and tutoring classes have explored new teaching modes of "online teaching" and "cloud classroom", and have achieved successful experience. For example, Zhonggong Education and New Oriental Training Institutions help to tutor some in-service learners and students who cannot study offline, and pass many examinations such as civil servants, qualification certificates, and postgraduate examinations. The offline teaching they explored in the early days was roughly the following two methods: first, classroom recording. Record the teacher's lesson content in the offline classroom, generate a link in the platform and share it with students through the class group, so that students can learn and review after class. Second, live classes. Using Tencent Meeting, DingTalk and other live conference software, all students are invited to live classes, and all students learn at the same time and provide interactive functions to facilitate communication between teachers and students. Under the influence of public health emergencies, "online teaching" by teachers and students has become the norm of teaching methods in colleges and universities.

(1) "Online teaching" breaks through the limitations of time and space

The most important feature of "online teaching" is that teachers use some teaching network platforms to teach. With the advancement of online technology and online technology, teachers only need a mobile phone or computer to carry out teaching activities anytime, anywhere. Through the form of live streaming of electronic devices, teachers and students can learn and communicate in different places, but at the same time. Even if there is a special reason for taking leave and not attending class, it can be made up by listening and broadcasting, and students can learn from the past through recording and playback, learn independently, and answer questions arising in class. Students from other majors or even other schools who are very interested in the lessons of a certain ideological and political education teacher can also enter the live class through the course sharing link to

benefit students. Compared with the traditional teaching mode, there is no noisy classroom environment of dozens or even hundreds of people, the individual independent learning environment is quieter, excluding the interference of others, the school is more efficient and the learning effect is better.

(2) "Online teaching" forces teachers to innovate and improve their teaching standards

Interview Summary 2: "As a teacher of the Outline of Modern and Modern Chinese History, I pay great attention to the individualized development of students in the course of teaching, so as to bring teachers and students closer together. I have been teaching face-to-face with students for more than ten years, and I can interact with students with zero barriers, and suddenly changed to teaching at home, facing the computer screen, at first it was obviously uncomfortable, but the students were very enthusiastic and positive, and with the encouragement of students, online teaching became accustomed later, which was also a breakthrough for me. In the course of teaching, through relatively relaxed and free online teaching, students are encouraged to take the initiative to explore and learn the theme of the course. In class, through the trinity communication mode of teachers, groups, students, dots, lines and surfaces, to answer students' questions and problems, and encourage students to share with other students in the next class, and learn together. In addition, it also enriches the course themes through daily life and contemporary topics, improves students' enthusiasm for learning, and improves the efficiency of online teaching. (Professor Y of the Outline of Modern and Modern Chinese History, Wuhan University of Technology).

According to the results of interviews with teachers of ideological and political theory courses in colleges and universities, 11 teachers of ideological and political courses all believe that the comprehensive "online teaching" in the fall semester of 2020 is a new thing for them. Among them, 4 ideological and political teachers believe that "online teaching" has improved their ability to use information technology software, 5 ideological and political teachers believe that "online teaching" forces teachers to improve their teaching design level, and 2 ideological and political teachers believe that the unique characteristics of "online teaching" force teachers to innovate and develop teacher-student interaction and student-student interaction.

College ideological and political teachers and college students are in the "comfort zone" for a long time, long-term use of ready-made teaching PPT, the content is not creative, but also lack of effectiveness, few teachers in the preparation of lessons for each lesson to innovate the design of teaching plans, tap new teaching resources, students in such an environment for a long time, ideological and political education has a stereotype of "the teacher is to talk about the big reason, it sounds very boring", naturally can not achieve good results. In the context of today's public health emergency, teachers are temporarily leaving familiar classrooms and familiar multimedia devices to switch classrooms to online teaching platforms. Teachers have to learn new information technologies, master the role of various functions of online teaching platforms, and serve classroom teaching and after-class evaluation feedback. The content displayed by the old PPT is relatively boring, and the teacher's supervision of students in the classroom is stricter, resulting in students thinking that the classroom lacks a certain sense of interest and comfort, lacks communication, has no interactive teaching methods, and cannot meet the emotional needs of students during the epidemic. Therefore, "online teaching" forces teachers to innovate and improve their

teaching level, including information technology literacy, update teaching resources that are in line with teaching content, add more teacher-student interaction and student-student interaction links in teaching design, consolidate and improve design after class, ensure the effect of ideological and political education, and promote the reform and innovation of traditional ideological and political education.

## Challenges facing college students' ideological and political education in the context of public health emergencies

Online teaching is a specific form of education informatization, and it has accumulated rich experience in deepening education and teaching reform for many years, especially in the fight against the new crown pneumonia epidemic. However, there is no mature experience to refer to in "online" course teaching, school cultural activities on campus, and student work at the Student Office, and there are many difficulties, and the ideological and political education of college students has encountered extremely difficult challenges in this special period.

1. Students' participation in online classes is insufficient, and teachers' classroom management is more difficult

(1) Students' cognition of online ideological and political teaching is biased

Interview summary 3: "As a non-ideological and political education student, when I took ideological and political education courses, I really did not take the same seriously as my own professional courses, and few students around me took the initiative to explore the deep meaning of these courses. However, the ideological and political university class is held together in several classes of different majors, the number of students is very large, the teacher is difficult to manage, our students seem to find a loophole, taking the opportunity to play with mobile phones, talk and so on. During class, a small number of teachers follow the book, and do not lead students to pay attention to social hot spots, which will be more boring and boring, and I am more likely to lose my mind. (T student, School of Management, Wuhan University of Technology)

Interview summary 4: "These ideological and political classes generally have more than 100 students in the class together, and the probability of being named by the teacher to answer the questions is very small, plus these four courses are open-book exams, there is no study pressure, and my thinking cannot control out of the classroom." And electronic devices often pop up some news and advertisements, which easily interrupts my learning ideas. (M student, School of Management, Wuhan University of Technology)

The results of interviews with college students show that 9 students think that ideological and political courses in colleges and universities are not very important, and they are not as important as their own professional courses and examination courses; 6 students said that they would occasionally watch dramas, play games, and brush TikTok during live classes; Some 2 students believe that they are still more accustomed to the traditional offline teaching mode, and they can communicate face-to-face with teachers

and classmates, which is more timely interactive and strong learning atmosphere.

According to the epistemological principles of dialectical materialism, it can be seen that students should establish correct consciousness and overcome wrong consciousness. The new crown pneumonia epidemic is the first major public health emergency encountered by contemporary college students, and the whole national anti-epidemic with all-round and whole-process participation, the online teaching mode is also the first experience. Contemporary college students are accustomed to face-to-face traditional teaching mode and learning philosophy, this kind of thinking shackles are difficult to break through in a short period of time, in the face of more conscious and self-disciplined online ideological and political education courses, out of the supervision and control of teachers, college students' understanding needs to be further improved, mainly in the following aspects. First, students have the misconception that "the teacher can't control me" and "the relaxed version of the classroom" in online classrooms. Students and teachers are in different spaces, and this situation of teacher-student separation, these misconceptions hinder practice. Students' thinking will be out of the classroom, and the equipment for online listening must be mobile phones or computers, and it is difficult for students to refuse the tempting online world, and it is difficult to avoid cutting into the background to brush TikTok, shop Taobao, chase dramas, silent games, and even sleep. Second, students have the wrong view that they are "unimportant", "supporting role", and "audience under the stage" in the online classroom. College students' ideological and political education needs to be combined with practical activities, but online teaching group discussions are difficult to achieve, not to mention group experiments and other interactive processes, and through software teaching, there are often poor signals or students' slow response to questions, no student cooperation, etc., affecting the fixed time of the course, and it is naturally difficult for teachers to complete the planned teaching tasks within the specified teaching time. In order to be able to complete their teaching tasks, some teachers are forced to reduce their interaction with students. The vicious circle, the teacher's indoctrination mode from beginning to end, makes the classroom more boring and students lose interest. Third, students who are not in their own major disciplines have the erroneous view that "ideological and political education is a less important subject, and only attention needs to be paid to the listening and lectures of specialized courses." All these aspects have led to a large deviation in college students' cognition of online ideological and political education courses. Ideological and political teachers should guide students to break through the shackles of traditional education, establish correct concepts of learning, and cultivate college students' self-discipline and consciousness.

## (2) Students' awareness of self-management in online classes is weak

According to the survey results of the questionnaire survey conducted by the China Education Policy Research Institute of Beijing Normal University, "consciousness and self-discipline are important factors affecting home learning and online learning", and one of the main reasons for students' poor online learning during the epidemic is students' weak self-management ability.

Students' self-management awareness, including classroom discipline management, time management, emotional management, conscious self-discipline, etc. In the context of public health emergencies, "online education" is currently the most suitable and convenient

teaching method, although the state and schools have been emphasizing that students must improve their awareness of self-management when learning online at home, but they have not really taken substantive measures, which has become one of the reasons affecting the effect of ideological and political education of college students, and the more important reason is that the traditional teaching mode has been deeply rooted in students' thinking. In the traditional teaching mode in the past, the thinking of test-oriented education is deeply rooted and has become a fixed trend. Teachers should not only instill knowledge points in students, but also spend time maintaining classroom discipline, managing students, and supervising students to complete each task step by step. It has become an unwritten law that teachers and students follow this teaching model. It can be seen that whether it is learning or management, students are always in a passive state of acceptance, and the awareness and ability of self-management have not been systematically cultivated, and it is difficult to adapt to online teaching methods in unexpected situations. There are some incredible special situations, for example, students who usually have good academic performance, but after online teaching, their grades plummet, becoming "online class difficult students", they have been constrained under the strict supervision and management of teachers, and they have completed the learning tasks very well, but once they lack the supervision and management of teachers, they lose the ability to learn, and it is difficult to complete the tasks assigned by teachers without compromise.

Second, the construction of online teaching platforms is not perfect, and it is difficult to unify the media choices of teachers and students

In recent years, online education has gained momentum. Many off-campus professional skills training and tutoring classes have explored new teaching modes of "online teaching" and "cloud classroom", and have achieved successful experience. For example, Zhonggong Education, New Oriental Training and other institutions have explored how to conduct online teaching in the early stage, and have achieved successful experience, laying a technical foundation for the "online classroom" of ideological and political education for college students under public health emergencies. However, college courses are not a specific discipline for a certificate or examination, colleges and universities are committed to cultivating students' moral, intellectual, physical, aesthetic and labor all-round development, the existing online teaching platform construction is incomplete, imperfect, although the functions of each platform have crossover, but most of them are duplicated, teachers and students choose online teaching media, teaching resources are difficult to concentrate on one platform.

三、The teaching ability of ideological and political teachers has been tested, and the literacy of information science needs to be improved

General Secretary Xi Jinping has said that in the special period of the epidemic, teachers should be the core of strengthening ideological and political online teaching. Compared with traditional classroom teaching, ideological and political teachers should change and upgrade traditional teaching concepts under the background of public health emergencies, give full play to the flexibility, initiative and enthusiasm of ideological and political teachers' classroom teaching, and leave more time for students to think, which has

become a major problem. In addition, some ideological and political teachers usually use less online teaching platforms and lack professional training, and new teaching models need to be explored and explored by teachers and students together.

Interview summary 5: "I have always believed that to be an ideological and political educator, you should have warmth, and interact with students with emotions in teaching. Ideological and political education is not only the teaching of knowledge, but also the formation of emotional resonance between teachers and students. Teachers should not regard students as tools for learning knowledge, but should regard students as people with flesh and blood and emotions, and truly enter the hearts of students. This requires that ideological and political educators should innovate teaching methods, exude personal charm in the classroom, make students willing to absorb knowledge in the classroom, let everyone feel that ideological and political education is warm and positive, and let students carry out learning with a beautiful vision and vigorous vitality for ideological and political learning. (Teacher L of Ideological and Moral Cultivation and Legal Foundation of Wuhan University of Technology)

Interview summary 6: "I am mainly engaged in the teaching of modern and modern history, I am honored that my course has been selected as the title of "Most Popular Teacher" by students in many school selection activities, when teaching, I pay more attention to the innovation of my own words and deeds and teaching content, even when teaching online, I also attach great importance to my dress and deeds, so that students can feel the sense of ritual in class. (Outline of Modern and Modern Chinese History, Wuhan University of Technology, Teacher X)

"New according to the situation" refers to enriching and innovating the teaching content according to the actual situation, and realizing the ideological and political teaching concept of "new every day, always new". According to the content of the interview, in the face of some course content knowledge points are too boring, students can not raise enthusiasm, classroom atmosphere is sluggish, college ideological and political course teachers in online teaching how to exert personal charm to attract students, render the classroom atmosphere, if the teacher every time the class is full of vitality, the classroom is very innovative and interesting, students are willing to participate in the classroom, which requires teachers to have higher spiritual literacy requirements, give full play to personality charm to promote teaching leadership and put forward higher requirements.

Interview summary 7: "I want to pay attention to the positive side of society, carry forward the values of truth, goodness and beauty in society, and let students fully feel the positive side of society through positive cases." Whether it is the arrangement of teaching links or the screening of teaching cases, teachers need to be carefully checked, in line with the characteristics of college students, and abide by the principles. On the one hand, as ideological and political educators, we should grasp the "degree", neither too casual nor too academic, but should be easy to understand, so that students can truly understand and master, and learn to use it in life, which is the best effect of ideological and political education. (Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics, Wuhan University of Technology, Z)

Interview Summary 8: "The development of online teaching is a new teaching mode for most college teachers, although information technology is also applied in traditional

teaching, but it is challenging for some teachers to use online teaching as the main teaching method. In traditional teaching, a certain knowledge point can be discussed in the classroom, and the teaching status can be adjusted in time according to students' classroom feedback. However, when teaching online, you can only see the learning situation of students through the screen, and you can not see the learning situation of students in time during the teaching process, and you can only predict the classroom situation through the form of student release barrage, and you cannot accurately understand the actual situation of teaching. (M, Marxist Philosophical Principles of Wuhan University of Technology)

Interview summary 9: "Of course, the first time I started online teaching, there were also some problems, for example, there will be many apps that can lecture, and I choose the most convenient, fast and effective platform after trial and error, and I am very skilled after many attempts. (Teacher G, Ideological and Political Course, Wuhan University of Technology for Nationalities)

In the early stages of the pandemic, most teachers moved away from the physical classroom and used online teaching as the main classroom mode, with good teaching feedback, which is a teaching challenge not only for ideological and political educators, but also for teachers of other subjects.

#### 四、Logistical support and supervision have encountered difficulties, and negative public opinion has affected ideological and political discourse

Interview summary 10: "As a college student counselor, I hope to have a good relationship with students in study and life, and can understand their most real thoughts and difficulties in life as a friend, I am willing to give them some suggestions for future planning, but there are many students in the class, it is difficult to understand the position of each student, it is difficult to accurately control the itinerary trajectory and network speech of each student, and it is not the result I want to deal with after the bad event occurs." I hope to be able to see the status of students in the first place and take preventive or preventive measures. In the process of communicating with each student through WeChat, the relationship between me and the student is closer, but there are still some students who are naturally introverted, not good at socializing, think that I am a teacher in the chat software, and are afraid to ask me some confusion in study and life for personal personality reasons, for example, about essay writing, professional double study, public examination advice, postgraduate consultation and so on. I deeply feel that many students have a strong interest in academic research and make a reasonable plan for the future, which makes me very gratified. I will definitely answer your questions in a timely manner, and I am very eager to be recognized and loved by students. (Wuhan University of Technology B Counselor)

In the interview, it can be seen that in the post-epidemic era, some colleges and universities in low-risk areas can open normally, but in order to better protect the health and epidemic safety of the school's staff and students, colleges and universities generally implement closed management and strictly implement the requirements for epidemic prevention and control in colleges and universities: students with green health codes in low-risk areas can enter campus only with a negative nucleic acid test report within 48 hours, and students with stars or yellow health codes in medium and high-risk areas are

uniformly suspended from returning to campus and quarantined at home. The ideological and political education classroom has developed into a hybrid teaching mode of offline and online, and the living and psychological needs of students inside and outside the school are different, and the situation of ideological and political education is more complicated. With the emergence of public health emergencies, as well as public opinion, international public opinion, Internet freedom of speech environment, all kinds of voices are mixed, negative public opinion confuses college students' understanding, seriously affecting college students' ideological and political education discourse power, ideological and political teachers need to spend more time to cultivate students' ability to distinguish true and false information, to truly understand students' life situation, especially pay attention to some students' abnormal situations, timely psychological counseling, It has become a new focus and new challenge for the content of ideological and political education for college students under the background of public health emergencies.

# Innovative measures for the reform of ideological and political education of college students under the background of public health emergencies

As an educational activity with the function of ideological guidance and behavioral norms, ideological and political education work is not only the indoctrination of knowledge and concepts, but also the direction of guidance should be adjusted in response to changes in the educational environment in practice, so as to help teachers and students improve their ability to respond to major public health emergencies, and also help guide teachers and students to build a pattern of "big thinking and politics" in the new era.

## Develop and utilize new materials for the warlike "epidemic" and innovate the content of ideological and political education

In the context of public health emergencies, deeply implement the concept of "three comprehensive education" emphasized by General Secretary Xi Jinping, all faculty and staff such as ideological and political teachers in colleges and universities, college student counselors, and the Office of Study and Engineering must participate in the education work, and everyone must become "educators", and must fulfill the responsibility of educating people and produce the effect of educating people. "Educators" should update teaching materials according to their academic conditions, teaching conditions, and social conditions, and find points where the story of fighting the "epidemic" coincides with the ideological and political education work in colleges and universities.

Interview Summary 11: "How to improve students' interest and efficiency in learning has always been a focus of our department's discussions. Or is it a daily life of homework? For example, in the content of an after-class homework, I left everyone with the theme of this new crown pneumonia epidemic, you can choose some things around you, you can also query some things that happened in other places, and share and discuss them in the next class. The cases you choose can be positive, as positive examples, or negative teaching materials, but it is necessary to make comparisons, identify problems, and propose innovative countermeasures. (Professor Y, Outline of Modern and Modern Chinese History,

Wuhan University of Technology)

Interview summary 12: "If our counselors use the method of forcing students to fill out reports to increase students' safety awareness and protect students' safety, this will only cure the symptoms but not the root cause, and the best way is to make students aware of safety problems, take the initiative to pay attention to their own safety problems, and take the initiative to prevent them." When I usually give ideological counseling to students, I will combine some positive and negative cases in society to explain the danger to students, so that students can have a sense of fear from the bottom of their hearts, so as to take the initiative to avoid danger, so as to better ensure the safety of students and fundamentally solve this problem. Moreover, schools should also tell students how to prevent the spread of the virus, how to do a good job in safety, so that students attach great importance to ideological issues, and at the same time, they can also increase parents' safety awareness. (Counselor, School of Economics and Management, Wuhan University of Technology Mr. X)

Through interviews with ideological and political teachers and counselors, we learned that, first, ideological and political teachers continue to draw new materials from the stories of China's war and "epidemic" to enrich and enrich the teaching content; Second, take the starting point of "curriculum ideology and politics", build "curriculum ideology and politics" in colleges and universities, promote the organic integration of other disciplines and ideological and political courses, and connect the two types of courses to achieve synergy, so as to build a "big ideological and political" education pattern; Third, the Youth League Committee of colleges and universities needs to integrate the great anti-epidemic spirit into the construction of campus culture, and students externalize it in practice through practical activities.

## Promote students' self-management ability and improve the supervision system of ideological and political education

The reform and innovation of ideological and political education for college students under the background of public health emergencies is not simply to copy the traditional offline education model to online education. It is necessary for college students to change their traditional concepts, give play to the outstanding characteristics of college students' strong learning ability and strong adaptability, consciously abide by discipline, strictly discipline themselves, abide by the rules and regulations of the state and schools, and establish a conscious and self-disciplined awareness of study and life. At the same time, the school has taken a two-pronged approach to innovate and reform the online and offline supervision mechanism of ideological and political education to ensure the learning effect and health and safety of college students.

### 1. Strengthen the thought leadership of students and innovate publicity methods

College students' ideological and political educators should integrate the opportunities and challenges of public health emergencies into the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, and innovation to

promote campus cultural propaganda is one of the important ways of ideological and political education from concept to method, theory to practice reform and innovation.

First of all, change the concept of propaganda and education. Under the new requirements of the new era, college students' ideological and political education should transform the "indoctrination" ideological and political education into an "infiltrating type" and give play to the role of "moisturizing things without sound" in educating people. Adhere to the "people-oriented" teaching ideology, respect students' personality characteristics and individual differences.

Second, innovate communication methods. Propaganda work is an important link in the ideological and political work of colleges and universities, and the effectiveness of its implementation has a direct bearing on the effectiveness of the ideological and political work of college students. To break through a single means of publicity and break the superficial efforts such as "indoctrination" and online tweets, schools need to increase publicity on campus culture from inside and outside the classroom, online and offline, such as organizing and carrying out special theme lectures such as "life education" and "socialist core values"; Essay collection activities related to the centenary of the founding of the CPC and the sports spirit of the Winter Olympics may be held, and cultural publicity may be carried out in a diversified way using slogans posted by schools and music broadcasts, so as to enhance students' interest in receiving campus cultural edification and the publicity effect of ideological and political education in schools.

For example, hold a creative slogan campaign. Encourage college students to use their knowledge and ability to carry out ideological innovation, and create civilized slogans applicable to various occasions and periods, so as to achieve the role of warning the public. Where slogans and slogans appear, they can always remind and educate the masses most intuitively, and spread them by word of mouth, internalized in the heart, externalized in practice, and play a more extensive and effective educational role. During the new crown pneumonia epidemic, the most common banner slogan "Life is more important than Mount Tai, the epidemic is the order, prevention and control is the responsibility" was very touching and inspiring, conveying courage and confidence to people! "Wash your hands frequently, ventilate more, disinfect and sterilize, drive away the virus", "Don't go out for anything, wear a mask when you go out." " " and other slogans appear on the dormitory publicity board, which can remind students to wear masks when traveling and prevent luck. Of course, when college students innovate slogans and slogans, in addition to having unique intentions, catchy and deeply rooted in the hearts of the people, they must be civilized and legal, and do not violate morality. When the new crown epidemic broke out in Hebei in 2021, some "hardcore" slogans received attention from people across the country on the Internet, such as "visiting the door is cannibalism, going out is seeking short-sightedness", even if the starting point is good, it is also of certain significance for people who are ineffective in dissuasion and ignore management, but these more extreme and exaggerated words are eye-catching and not very elegant. For example, "If you don't visit the door this year, the enemy who visits the door, and the enemy will not open the door when he comes." Such slogans are uncivilized, confusing the contradictions of different classes, and there is a fundamental difference between the people and the enemy; people who have vague understanding and passive actions should not be treated as enemies; they

should be guided through the methods and methods of ideological and political education to meet the requirements of abiding by epidemic prevention and anti-epidemic norms and strictly exercising self-restraint." Another example is encouraging students to create original music compositions and short videos. Both music and video contain a huge ability to meet people's spiritual needs from an auditory and visual point of view, and to transform spiritual power into matter, which is also an educational function in itself. First of all, colleges and universities and some music platforms encourage and support college students to create through their own experience and perception, and display their original music on the Internet platform, because music improves people's ideological realm through its positive intention, beautiful artistic conception, inspiring words, etc., edifies people's social virtues, and is conducive to the realization of socialist spiritual civilization construction with Chinese characteristics. Secondly, college students can learn independently and choreograph under the guidance of teachers, expressing the great anti-epidemic spirit and gratitude to medical and other staff in dance, and disseminating it through short video platforms. Finally, in practical activities such as college club activities and the New Year's Day party of the graduation party, the anti-epidemic small theater, dance and original song singing are added to convey the great anti-epidemic spirit from the subtlety, and consolidate the effect of ideological and political education of college students in practice.

## 2. Improve students' independent learning ability and establish a sense of self-discipline

First of all, teachers should guide students to make good learning plans. Before class, through the homework assignment function of the online education platform, the courseware is shared with students in advance, and the major and difficult problems that need students to think about in the classroom are assigned to students in advance, so as to give students enough time to check materials and think and summarize, and speed up the progress of class. While ensuring the enthusiasm of interaction between teachers and students, it also increases students' self-confidence in the curriculum, guides college students to look forward to the development of ideological and political education courses every week, and cultivates students to develop the good habit of making independent learning plans in the subtle. Second, cultivate students' self-education and learning ability. In the traditional teaching mode, teachers use knowledge indoctrination as the main way to explain the knowledge points of the course, and the teaching resources are prepared by the teachers. However, with the intervention of online teaching platforms, college students can disseminate information, exchange ideas, and share materials through the platform, which enhances students' subjectivity. Resource sharing is an important feature of the Internet era, college students should take advantage of this opportunity, use the Internet to consult massive amounts of data at zero cost, exercise their judgment ability, accurately select the information they need, streamline and condense their own materials and views, and share and communicate with teachers and students in the classroom. Finally, in order to improve the self-education awareness of college students, it is necessary to innovatively build a platform for college students to reflect and exercise their self-education ability in terms of collective activities, such as colleges and universities focusing on the construction of party group organizations and carrying out rich and diverse party group activities.

### 3. improve the dynamic tracking system for students and consolidate the educational effect

Making good use of the teaching management concept of "Internet + education" to create a good campus environment for students and grasp the daily dynamics of students will help consolidate the effect of ideological and political education for college students. First of all, create a good campus cultural atmosphere. As an important part of university life, campus culture is very important for cultivating the scientific and cultural quality of college students, through campus cultural activities to create an atmosphere of socialist mainstream culture on campus, improve students' civilization, such as the calligraphy culture festival praising anti-epidemic heroes, school games to promote the spirit of the Olympic movement, reading party history books activities, etc. can promote college students to form correct values. Second, improve the supervision system of online education platforms and create a good atmosphere for online education. On the one hand, the relevant professional knowledge of the public course "Ideological and Moral Cultivation and Professional Ethics" can be used to enhance the legal and moral awareness of college students, let college students realize the supremacy of the Constitution and law, and prevent college students from committing online violations. On the other hand, strengthening the technical prevention and control of colleges and universities, cooperating with counselors and other workers to carry out manual checks, prohibiting the entry of bad information on the Internet, and reducing the impact of bad speech on college students' values, not only helps to purify cyberspace, but also helps to improve college students' awareness of network security and responsibility, consciously abide by laws and regulations on online platforms, and maintain national unity. Finally, Internet technology is used to supervise students' real-time behavior. First, real-time supervision of the daily geographical location of all students inside and outside the school to ensure the safety of student travel and avoid students from misreporting information and returning to school privately. Second, the student union set up a volunteer team to stand guard in places where crowds gather on campus, supervise students on campus to wear masks and take their temperature. Supervise the school to improve the infrastructure, strictly control each school gate and fence, do a good job in safety prevention and control measures, and discourage students who sneak out of the school in the first time. Third, implement a strict leave system and a return to school application system. For the problem that graduates need to take leave for internship, verify the time, location and type of transportation of the leave one by one, strictly implement the leave system, easily do not leave the school, and be responsible for the life and health safety of students.

### Section 3: Establish effective teaching evaluation mechanisms, optimizing channels for feedback on teaching effectiveness

Ideological and political teachers are the leading role of the classroom, students are the main body, both play an important role, the effectiveness of ideological and political teaching is directly related to the teaching evaluation of ideological and political teachers and students' learning feedback.

#### —、Real-time monitoring of teaching and learning behavior based on teaching platform

Real-time monitoring of teaching behavior based on teaching platform. Relevant departments of the Ministry of Education set up an online teaching supervision group to monitor teachers' online teaching, objectively and accurately feedback the current situation of the classroom and the teaching level, so as to make effective evaluations in the later stage and force teachers to better improve teaching. With regard to the monitoring and management of ideological and political courses, it is necessary to grasp both strict management and scientific management. Strictly manage teachers' teaching behavior and professional ethics, the two are inseparable, select ideological and political teachers and counselors with high-quality comprehensive quality as the standard, strictly manage and evaluate the whole process, and ensure that college teachers are well connected politically, morally, and professionally. Scientific governance refers to following the laws of nature, following the laws of college students' development and the characteristics of ideological and political courses, analyzing specific problems, cultivating teachers' consciousness, giving teachers more space for innovative teaching content and methods, and avoiding teachers from abandoning a relaxed and harmonious teaching atmosphere because they are supervised by the supervision group.

Real-time monitoring of learning behavior based on teaching platform. Tencent Meeting stores the entire teaching process record into data, and provides teachers and students with a variety of teaching feedback channels, including but not limited to on-campus online learning platforms, teachers' mailboxes, online comments, etc. The data are classified according to the teaching content of teachers, student feedback, and teaching suggestions, and intelligent data analysis is carried out after accumulating a certain sample size. From the analysis results, we understand the degree of absorption of each student's teaching knowledge content, which is conducive to teachers adjusting the teaching progress in time, coordinating and regulating in the general direction, consolidating teaching priorities and difficulties in stages, and mobilizing students' enthusiasm for learning in the face of difficulties. Through dynamic information collection and analysis, Tencent Meeting can help teachers understand students' real learning in a comprehensive and detailed manner. It is not only a simulated teaching classroom, but also a practical analysis tool to help teachers better improve teaching work and promote the progress of teachers and students.

## 2. Develop evaluation methods for diversified online teaching

The difference in teaching methods and platforms leads to different teaching modes, and the division of labor between students and teachers will be different, and there is a certain gap in the final teaching effect. Although, in most online evaluations, the teacher level includes the sharing and utilization of curriculum resources, teaching curriculum design, online classroom management and correction of homework, and online Q&A and teaching interaction. The student level includes online interactive discussions, classroom attendance assessments, homework completion, and online interactive discussions and research. However, the different types of classrooms and the overall teaching arrangement will lead to some deviations in the above aspects, and the focus is different, so we must reasonably evaluate according to the actual situation of students and teaching when conducting teaching evaluation, otherwise there will be certain discrepancies in the overall judgment of

teaching. First, innovate and build a student evaluation system that conforms to the characteristics of ideological and political courses. Teachers should combine final and formative evaluation to comprehensively and objectively evaluate students' learning effects, and cannot only rely on the final evaluation of final exam scores to conclude students' learning situations, but should combine the after-class homework, unit tests, and classroom activity in the entire semester learning process for comprehensive and objective evaluation, and can also achieve traces of teaching work; Combine quantitative and qualitative evaluation. In addition to giving students numerical scoring and evaluation in quantitative form, it is also necessary to evaluate students' learning attitude before, during and after class, participate in the degree of enthusiasm, moral quality judgment, and conduct qualitative evaluation according to background data monitoring and teachers' usual observations, and evaluate from the perspective of students' comprehensive quality; The method of combining other evaluation and self-evaluation should pay attention to comprehensiveness in the evaluation of students' learning effects, and combine the evaluation of classmates, families and teachers with each other to achieve the comprehensiveness and accuracy of evaluation data. Second, innovate and build a teacher evaluation system that conforms to the characteristics of ideological and political courses. The teaching and research team and supervisor should evaluate the teaching situation of teachers; Teachers and teachers evaluate each other, encourage each other, and compete for excellence; Students evaluate the teaching ability and practice of teachers' morality and teaching style, and evaluate the work ability and professional quality of counselors, which helps teachers directly understand the needs of students and make corresponding adjustments to their own work.

### 3. Establish an efficient teaching feedback and rectification mechanism

Rectification mechanism and feedback channels are an important part of building a high-quality teaching evaluation system, in the development of online teaching, first, to make full use of the various functions of the online platform, the use of information technology means to form the overall personal file and class information, through these data teachers can more truly grasp the course situation and student situation, can be a full range of supervision of students. Second, the teaching platform can also record the teacher's class situation, and the teacher can also facilitate the detection of gaps when the course playback is viewed, and the optimization of the teaching mode and the improvement of the teaching strategy can be carried out. Third, the overall data on the teaching platform can also be used as the basic data for curriculum evaluation to provide a certain reference for teacher evaluation. All in all, the comparison between online teaching and offline teaching shows that advanced information technology provides more high-quality solutions for teaching methods and teaching design, makes teachers, students and school management more simple, real-time teaching information update, and can also establish a certain evaluation system and feedback mechanism to encourage teachers to optimize teaching, and can also motivate students to actively participate in classroom learning. Interview summary 13: "I have been working as a college counselor for 10 years, and the most contact with students every day is students, the essence of our work is still to serve students, even after work and holidays, student work still cannot be stopped, always

concerned about the safety and health of students, this is the top priority." Especially under the epidemic, students need to quarantine and return to school, and I am almost ready to answer the phone at any time to arrange quarantine work for students returning to school in high-risk areas. Students returning to school from outside the province have a long way to go, and often arrive at school in the early hours of the morning, I will set an alarm clock according to the arrival time filled in by the students to ensure that I can ensure the safety of students in the first place. I always believe that meeting is fate, and I feel very honored to be the "guide" and "confidant friend" of the healthy growth of students. (Counselor Z, School of Economics and Management, Wuhan University of Technology) According to the interview with the counselor, we can know the complexity and hardship of the counselor's work, and the counselor also expects to be recognized from all sides, and colleges and universities can deepen the performance appraisal effect of counselors by formulating reward and punishment systems such as the "XX University Counselor Education Effectiveness Award Rules", guide and encourage the counselor group to give play to the effectiveness of ideological and political education, regularly hold counselor conferences, deploy work, summarize experience, train and improve the professional ability of counselors, and strengthen the construction of teacher style and morality. Enhance the professional competence and professional ethics of counselors.

# Conclusion

In the process of teaching college students in the "online" and "offline" mixed teaching mode, ideological and political teachers in colleges and universities should consider the basic situation of contemporary college students, as well as the new situation and new requirements of teaching, improve their comprehensive quality, especially information technology literacy, update teaching resources, and innovate teaching design to strengthen interaction with students; Strengthen the classroom discipline of managing online teaching, combine diversified evaluation methods, ensure the quality of teaching, and pay attention to the mental health problems of college students under the influence of public health emergencies, and intervene in psychological counseling in a timely manner.

In addition to innovating ideological and political courses, college students' ideological and political education should also innovate campus cultural content and propaganda methods. Build a green campus, build a green platform, disseminate green information, and give college students a healthy and progressive learning and living environment. Families, schools, and society should unite to share resources and achievements to enrich the types of social practice of college students. The school has established campus cultural activities and held lectures on ideological and political topics. Counselors and parents can get in close contact through home-school WeChat groups, and counselors will show campus special activities and teachers' academic achievements to parents through home-school WeChat groups, so that parents can understand their children and participate in their children's college life; In public health emergencies, the vast number of new social media should improve their professional qualities and provide better teaching materials for ideological and political education. The ideological and political education work of the three parties of home, school and society for college students starts from internships and various forms of practical activities in all walks of life, so that everyone can participate in and enjoy the ideological and political education of college students, enhance the sense of enrichment and acquisition of college students' social practice, find the truth in practice, and understand and practice the great anti-epidemic spirit and other Chinese spirits.

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# Appendix

Dear teachers and dear students,

Hello! Thank you very much for accepting this interview, in order to have a comprehensive understanding of the opportunities and challenges faced by college students' ideological and political education in the context of public health emergencies, and to further do a good job in the reform and innovation of ideological and political work in colleges and universities, this interview was designed. There are four questions, please answer them truthfully according to your identity and actual situation. Thank you from the bottom of my heart for your assistance and support, and I wish you a happy life!

## **Interview Outline 1 (Teachers of Ideological and Political Courses in Colleges and Universities):**

- (1) What is the state of discipline in online teaching during the epidemic? How do you manage your online classes?
- (2) What are the new problems encountered in online teaching? How did you try to solve it?
- (3) What are your thoughts on the innovation and reform of teaching content and teaching methods? Do you have your own experience on the new online teaching model and can you share?
- (4) What are your opinions or suggestions on the current reform and innovation of ideological and political work in colleges and universities?

## **Interview Outline 2 (College Counselors and Other Student Workers):**

- (1) How did you grasp student information in the first place when you carried out student management under the epidemic prevention and control policy? Have any students offered you life or psychological needs?
- (2) In your daily student management work, how do you infiltrate ideological and political education?
- (3) What do you think student workers mainly do in ideological and political education? How does it work? What are the limitations?
- (4) What are your opinions or suggestions on the current reform and innovation of ideological and political work in colleges and universities?

## **Interview Outline 3 (College Students):**

- (1) What difficulties did you encounter in the online class? During the epidemic, did you experience a negative psychological state such as low mood, anxiety, panic, and negativity? How is it adjusted?
- (2) Do you actively interact with teachers in the "Cloud Classroom"? What kind of teacher image do you find attractive?
- (3) When your university conducts ideological and political education for college students, do administrators, theoretical teachers of ideological and political courses, counselors and other college students' ideological and political educators form a joint force? Please provide examples of this.
- (4) How do you think the career guidance education for college students should be improved under the big ideological and political landscape?