

# View on the penetration of ideological and political education in universities during the emergency period of public emergencies

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**Abstract:** Colleges and universities should fully understand the profound significance of ideological and political education, excavate the working position, innovate the working mechanism, and cultivate the first-class talents with both virtue and ability and all-round development. With the development of social politics and economy, public emergencies occur from time to time, which often bring huge attention and radiation force. Make full use of the special situation of such incidents, and take the initiative to penetrate the ideological and political education of college students, which is not only an objective need for the prevention and control of emergencies, but also a favorable opportunity to accurately carry out the ideological and political education of college students.

## 1.Introduction

The "National General Emergency Plan for Public Emergencies" defines "public emergencies" as emergencies that occur suddenly, cause or may cause heavy casualties, property losses, ecological environment damage and serious social hazards, and endanger public safety. According to the occurrence process, nature and mechanism of public emergencies, they can be divided into four categories: natural disaster, accident disaster, public health event and social security event. With the rapid development of social politics and economy, public emergencies occur from time to time, such as the May 12 Wenchuan earthquake in 2008, the August 12 explosion accident in Tianjin Binhai New Area in 2015, and the novel coronavirus pneumonia epidemic in 2020.

## 2.Characteristics of public emergencies and the characteristics of university groups:

### 2.1. Characteristics of the emergency period of public emergencies:

The emergency period of public emergencies has the following distinctive characteristics:

**Unpredictable suddenness.** The time, place, form, scale and degree of influence of public emergencies are uncertain. They generally occur in the form of accidental outbreaks, and their evolution process is rapid. This kind of suddenness makes public events, especially some types of rare public events, often out of control, causing the management subject and the executive body to have difficulties in the process of managing and solving problems, and are prone to fall into a passive situation.

**Unforeseeable and destructive.** Once a public emergency occurs, it will definitely bring different degrees of losses to individuals, groups, society and countries. This kind of loss not only includes economic factors such as goods and funds, but also physical, psychological, life safety, ideological and cultural, and even political life may be affected to a certain extent, and is more likely to extend to all levels of society, impacting the normal social life order. Due to its unforeseen destruction, it may cause panic and confusion within a certain range, which will bring challenges to managers.

**Control the urgency of resolution.** Due to the extent and degree of destruction, coupled with the public emergencies themselves, which are easy to attract widespread attention from the society, managers are under multiple pressures, forcing them to understand the "urgency" attributes of such events, race against time, and strive to control the situation and proliferation of public emergencies within the shortest event., reduce the losses at all levels caused by the occurrence of such events.

**The complexity of the event itself.** The philosophy of dialectical materialism believes that the occurrence of any event is in a certain causal link. The occurrence of public emergencies is often caused by the contradictions and struggle of natural, management, cultural, economic and other multi-dimensional factors, which is very complex. At the same time, the handling of such events requires multi-resources and multi-departmental coordination, which increases the complexity of the incident.

### 2.2.Characteristics of college student groups in the period of public emergencies:<sup>[1]</sup>

College students are full of curiosity about unknown things, full of innovative consciousness, high acceptance of new things and rich emotional experience. However, because

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they are in the key stage of shaping the world outlook, outlook on life and values, emotional emotions are easy to overcome rational cognition. The period of public emergencies is often labeled as a special node in the process of social development. In this period, it is necessary to grasp the new characteristics of college students.

**The group information access channels are diversified.** <sup>[2]</sup>With the high development of information society, college students are faced with more and more diversified choices of information source channels while realizing convenient and immediate information acquisition. According to a survey of 516 valid questionnaires in the university where the author works, only 5.2% of students pay attention to social events through a single platform in their daily information acquisition channels; Among them, 34.49% pay attention to social events through three or more platform types. The above information comes from both official mainstream media, such as Baidu Post Bar and Sina Weibo, and private platforms, such as personal public accounts. Multiple sources of information make it difficult to distinguish the authenticity of information, and negative and harmful information is emerging in an endless stream.

**The individual emotions of group members are enriched.** The vast majority of college students are adults, with a certain ability to express and control emotions, showing that in the emergency period of public events, they often have emotional resonance, and their attitudes and emotions can reflect the integration of their own thought thickness and emotional temperature to a certain extent. In the above survey, when public emergencies occur, only 5.81% of college students read only news. In the emergency period, 48.52% of the group will not only pay attention to the event itself, but also have emotional involvement. With the immediate development of the event, their emotional attitude will also fluctuate.

**Group members participate in the event and interact frequently.** In addition to multiple sources of information, it also provides a stage for more college students to self-recognize and self-conscious expression. In the emergency period, college students participate in further interaction such as discussion and reflection of events more frequently. The above survey shows that when a public emergency occurs, 51.27% of the group will participate in the discussion of the event, and pay high attention to the Internet acceptance of their position expression on the event.

**Group members have a strong desire to realize value.** Nowadays, college students have strong self-confidence and sense of identity, which makes their sense of social responsibility continuously improve, and the attitude of "master" constantly strengthened. They pay more attention to expressing their individual will and realizing their self-value by taking practical actions in special periods. According to the above survey, 89.73% of students will think about public emergencies in accordance with their own majors, and are willing to participate in actual actions if it is necessary in the process of incident handling. 6.7% of the students had actually participated in public emergencies in the past, while only 10.27% of the students only cared about the emergencies themselves.

### **3.Value content of ideological and political education in universities during public emergencies:**

The frequent occurrence of public emergencies highlights the new challenges and breakthroughs faced by ideological and political education in colleges and universities. Colleges and universities have a large number of students with high knowledge level, innovative thinking and fierce ideological collision, but at the same time, they sometimes "passion will overcome rationality", easy to be affected by the external environment, lack of relatively perfect judgment, cognition and control ability, which brings many obstacles to the ideological and political education work of college students. On the other hand, the emergency period of public emergencies is both a "crisis" and an "opportunity". In this special period, infiltrating the values of ideological and political education in colleges and universities can effectively boost the cultivation of college talents.

**Consolidate students' patriotic education.** <sup>[3]</sup> When young college students grow up and become talented, only when they are integrated into the boundless flood of patriotism can they form an overwhelming and unstoppable trend. The proper solution of public emergencies, especially major and extremely large public events, often requires the overall planning and coordination of the state. For example, in the prevention and control of the novel coronavirus pneumonia epidemic, the leadership of the Communist Party of China and the significant advantages of the socialist system with Chinese characteristics have once again been demonstrated. For college students, it is undoubtedly a real and profound on-the-spot patriotic education. The administrative departments and workers of ideological and political education in colleges and universities should take the initiative to combine the whole process of handling public emergencies with the consolidation of patriotic education, dig deep into patriotic stories, vividly spread the spirit of patriotism, sing the theme of patriotism, and firmly build the ideological foundation of young students in colleges and universities.

**Advocate the education of students' view of life.** Life is the basis for human survival and development, as well as the basis for the development of human society. Public emergencies, especially natural disasters and public health events, such as infectious diseases and earthquakes, often cause huge losses of human health and death. Therefore, in the ideological and political education work in colleges and universities, we should make full use of the opportunity to advocate the concept of "respecting life and respecting life", and guide students deeply to think about life view education through various forms of means. Especially in the crisis and emergency period, disasters are often overcome at the expense of "the most beautiful rebels" such as medical staff, people's Liberation Army, and ordinary volunteers. The great love, sacrifice and dedication of this group should be used as vivid teaching materials to educate and guide college students to cherish life and correctly understand the true meaning of life.

**Strengthen the education of students' awareness of rules.** The awareness of rules is the recognition and observance of social rules such as laws, regulations, morals, customs and habits, and is the premise of ensuring a good social order. In the emergency period of public emergencies, it is necessary to concentrate the efforts and resources of all aspects to save the loss, but also to avoid the interference, obstruction and destruction caused by the lack of rule awareness. To carry out ideological and political education in colleges and universities during this period, on the one hand, it is necessary to actively inculcate and guide the cultivation of rule consciousness and habit; On the other hand, we should make use of the effect of "negative teaching material" in the special period in time to set up a model, so that students can fully realize the harm brought by the violation of rules and the corresponding punishment they will bear.

**Stimulate students' professional mission education.** Each generation has the historical mission of each generation, and each generation has the professional responsibility of each generation. In dealing with public emergencies in any period, there will be a large number of young people who are brave enough to face difficulties, shoulder heavy burdens, and rush to the front line. They use their professional actions to demonstrate the power of youth and write the mission and responsibility entrusted by history. Public emergencies themselves are highly concerned, which is more likely to trigger college students' own professional identity and sense of mission, and integrating professional mission education in this period can also stimulate college students to recognize their own responsibilities of The Times, learn solid skills, based on their own positions, and lay the foundation for the realization of self-value.

#### **4.Functional value of ideological and political education in colleges and universities during the emergency period of public emergencies.<sup>[4]</sup>**

##### **4.1.The function of "fixed plate star" in the early stage of the event:**

In order to achieve "people-oriented" in college students' mental health education, we must give positive guidance to mental health and mental health in mental health education, in order to effectively curb the development of mental health education. First, the popularization and popularization of scientific popularization. In current universities, college students generally lack the knowledge of danger and the ability to deal with crisis. At this time, through the education of popular science knowledge of public emergencies, they can have a better understanding of the infectiousness, transmission route, precautions, preventive measures and consequences of the event, so that they can understand that the epidemic is preventable, controllable and curable, and thus enhance their awareness of prevention and control. And guide them to improve their ability and level of handling emergencies. The second is the guidance of ideological values. By guiding college

students in ideological and political work, we can help them establish a correct world outlook, outlook on life and values, strengthen their legal awareness, curb and eliminate some unstable factors in the bud, and then let them establish a positive life style full of love for life. Third, the effective control of public opinion. After the outbreak of public health emergencies, there are all kinds of problems and contradictions, so there is mixed information on the Internet. Therefore, ideological and political educators should help students expand their access to information and guide them to pay more attention to positive and positive propaganda reports, so as to channel their anxiety and anxiety, so that they avoid false behaviors such as believing rumors and blindly following the crowd.

##### **4.2.The function of the "compass" in the explosive stage:<sup>[5]</sup>**

During the outbreak of social crisis, psychological guidance characterized by "flexible" ways to deal with the public's bad emotions and cognitive biases can play a positive role in regulating the bad emotions generated by the public. The first is to strengthen the vigilance of students. Schools can adopt a variety of ways to give warning education, convince people with case arguments and reason, integrate moral factors and the spirit of rule of law into ideological and political education, and continue to strengthen students' awareness of rules and bottom-line thinking, so that they can realize the unity of knowledge and action when the incident happens. Do not touch the "bottom-line" of the law, do not touch the "red-line" of ethics. The second is intelligence control. Information transparency is one of the most critical methods to enhance consensus and eliminate misunderstandings. In the process of publicity, the school should open up the speech widely, so that students can express their ideas and opinions freely. At the same time, the school should answer the questions, and release the arrangement of study and life during the event, so as to make the information open and transparent. To eliminate rumors and gossip completely. Third, we should strengthen the organization and mobilization of work. When psychological guidance is carried out in colleges and universities, it can play the role of unifying understanding and uniting people's hearts. First of all, timely and correct communication methods can be used to have a comprehensive understanding of the psychological state of teachers and students, so as to enhance the sense of identity, acquisition and belonging of teachers and students to the school, so as to enhance the enthusiasm of students and students in school. From another point of view, ideological and political education can enhance the sense of responsibility between teachers and students, so that they can unite and tide over difficulties together, so as to improve the efficiency and level of students in handling public health emergencies.

### **4.3.The function of "ballast stone" in the aftercare stage:<sup>[6]</sup>**

In the later ideological and political work, we should pay attention to the combination of channeling and guiding, so as to better promote the restoration of students' life and teaching order, and at the same time, we can sum up the experience of dealing with it and improve various coping mechanisms; In this way can avoid the generation of secondary disasters. First, maintain social order. Public emergencies may have a certain impact and influence on the rhythm of life and teaching order of the university. The university should give full play to its role of communication, integration and sublimation, so that students' ideological understanding can be unified, improve their ideological consciousness, and thus improve their sense of ownership; Strengthen the handling and handling of emergency situations, so that the school can resume normal study and life as soon as possible. The second is to improve the organizational structure of the company. On this basis, we will continue to improve and improve various emergency plans according to previous experience to enhance people's harmfulness and vigilance. Through practical skills training for students, enhance students' understanding of school safety, enhance students' skills of disaster prevention, risk aversion and self-rescue. Third, people's mentality is reshaped. Good ideological and political education can play a psychological aid to them and rebuild their self-confidence. The use of psychological counseling, group counseling and other methods, can be timely due to the emergency caused by the mental trauma cleared away, so that it has a positive, optimistic attitude, so as to promote the healthy development of its body and mind.

### **5.The innovative path of ideological and political education in colleges and universities during the period of public emergencies:<sup>[7]</sup>**

#### **5.1.Adhere to "multiple interactions":**

Ideological and political education for college students is a very complicated systematic project. In the face of public emergencies, the ideological and political education guidance work in colleges and universities should always adhere to the principle of educating students in the whole process and in an all-round way, so as to make it a good situation with multiparticipation.First, the three levels of "family", "school" and "society" should make joint efforts to achieve the common goal of "family", "school" and "society". In the university, the interactive mode of "school + family + society" as one and two wings should be efficiently integrated, so as to give full play to the power of the ideological and political work of the three parties. Second, we should make full use of the main position of ideological and political courses in colleges and universities. The unification of "cultivating the mind" and "cultivating morality" is an important content of the moral education work in colleges and universities. Set up "four

self-confidence"; The third is to pay attention to the typical demonstration role. The advanced deeds in the process of incident prevention and control should be deeply excavated, and the stories of the role models around the students should be told with emotion and empathy, and the students should be continuously encouraged to enhance the ability of self-purification, self-improvement and self-innovation. Enhance their own "four self-abilities", so that they can take the initiative to deal with social emergencies.

#### **5.2.Improve online ideological guidance:<sup>[8]</sup>**

With the rapid development of the Internet and the widespread use of mobile phones, it is usually impossible to carry out normal, offline ideological and political work after a public emergency. Therefore, universities should actively carry out ideological and political work on the Internet, and conduct effective value orientation on the Internet. First, strengthen the study and publicity of the prevention and control of public emergencies. It is necessary to set up incident prevention and control columns based on new network media such as the university's official website and official WeChat account, timely forward incident prevention and control information and authoritative releases from governments at all levels, and continuously increase the publicity of relevant documents on incident prevention and control, so that students have a better understanding of the requirements of incident prevention and control. Second, the ideological and political education base for online ideological and political education should be built. Although everyone has their own personal website, but in real life, the network environment is not clean, on the Internet, the competition of various ideologies is still fierce and complicated, and various ideological "viruses" are also hidden. Universities should strengthen the training of teachers in the use of network carriers, promote teachers to learn and use network language, and master the use of popular network language to elaborate deep thoughts according to students' thinking characteristics. It is necessary to encourage those teachers who have the strength and conditions to open public accounts and settle in platforms such as TikTok, so that they can get closer to the hobbies of young people, and take their needs as the target, and provide them with online cultural content that they can enjoy. Universities should make full use of modern information technology to strengthen online teaching for college students, promote patriotic sentiments in the new era, take the socialist system with Chinese characteristics as the guide, and improve college students' legal and security protection ability on the Internet. It has improved the students' ability to distinguish information on the Internet, and educated them so that they can consciously be a scientific disseminator, rumor crusher and health guardian, and form a good atmosphere of "do not believe rumors, do not spread rumors and do not rumor-mongering" in their hearts. The third is to carry out various forms of teaching on the Internet. With "Internet +" as the main means, activities such as "Hero model story report meeting", "theme essay soliciting" and "Calligraphy contest" are carried out to cultivate college students and

create a positive education environment on the Internet. Themed class meetings and activities such as themed youth league days have been held.<sup>[9]</sup>

### 5.3.Focus on "source management":<sup>[10]</sup>

It is necessary to grasp the laws and characteristics of its development, build an efficient, systematic and comprehensive emergency response system at the source, and reduce the secondary disaster of public emergencies. First, build an early warning system for ideological and political work in colleges and universities. The early warning platform and organization should be improved, the early warning knowledge and skills of public emergencies should be continuously strengthened, the ideological and political education early warning mechanism of "school, department, class and logistics" should be built, and a full-time and part-time early warning team composed of "counselors, psychological teachers, student cadres and dormitory administrators" should be built, focusing on more communication and diligent thinking. To build an early warning and monitoring platform for public health emergencies, which can detect unstable factors in time and improve the ability to grasp sensitive information. Second, a system for information exchange and transmission should be established. It is necessary to have a keen grasp of students' ideological trends, hold teacherstudent seminars regularly, make full use of WeChat, Weibo, QQ group and other Internet media, so that the channel of students' feedback information is smoother, and quickly respond to and solve the hot issues that students are concerned about. Third, a complete psychological intervention system should be built. When encountering public emergencies, college students are prone to panic and overreaction, therefore, in the process of ideological and political education, we should give full play to their psychological guidance role, so that college students have good spiritual quality, and correct students' wrong psychological understanding and behavioral deviation quickly and efficiently. It is necessary to guide them to learn to accept themselves, appreciate others, and overcome negative thoughts with a positive attitude.<sup>[11]</sup>

Ideological and political education workers in colleges and universities should accurately grasp the characteristics of public emergencies, take the initiative to attack, turn "crisis" into "opportunity", innovate the platform and means of ideological and political education, and vigorously promote the organic combination of theory and practice of ideological and political education for college students, and make continuous efforts to train first-class talents needed for social development.

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