

# Research on optimization countermeasures of ideological and political education discourse in colleges and universities under the background of integrated media

Guixin FENG

Wenzhou Medical University, Wen Zhou 325035, China

---

**Abstract:** This article provides an in-depth analysis of the core essence and construction path of discourse power of ideological and political education in colleges and universities, and reviews the multiple challenges posed by the era of integrated media to the construction of discourse power in this field, particularly with regard to the authority of discourse content, the guiding power of discourse subjects and the influence of discourse dissemination. To enhance the discourse power of ideological and political education in colleges and universities, we should adhere to the principle of "three causes" to continuously enrich and improve the discourse content of ideological and political education. At the same time, we should strengthen the construction of "four forces" to enhance the discourse subject ability of ideological and political education in colleges and universities. This will ensure that, under the background of the integrated media area, ideological and political education in colleges and universities can give full play to its leading and guiding role.

**Key words:** integrated media; ideological and political education in colleges and universities; discourse power

---

## 1 Ideological and political education in colleges and universities has the discourse power and production mechanism

### 1.1 Basic content

Discourse power, that is, the power and influence of speech, consists of two parts: "discourse" and "right". Discourse refers to logical and coherent speech expressed in a specific context, while right includes the right to express one's own views, demands and the ability to guide and control others through words. French philosopher Michel Foucault emphasized that "discourse is power" and believed that discourse power is the unity of discourse and power.

Ideological and political education is a social practice that aims to exert purposeful, planned and organized influence on members of society through certain ideological concepts, political views and moral norms, so as to promote them to form ideological and moral characters that meets the requirements of social class [1]. In colleges and universities, improving discourse power is the key to enhancing the effectiveness of ideological and political education, and it is also the premise to realize the close integration of the two. By looking for the fit point between ideological and political education and discourse power, the two can be unified, and then the leadership, influence and persuasion of ideological and political education in colleges and universities can be enhanced.

## 1.2 Generation mechanism

Legitimacy is the primary condition for the construction of discourse power of ideological and political education in colleges and universities. Legitimacy is the premise for any discipline to gain recognition, existence and will obedience. Colleges and universities bear the historical responsibility of cultivating socialist builders and successors, and fostering virtue is the foundation of colleges and universities. The legitimacy of ideological and political education in colleges and universities lies in its ability to "meet the practical needs of people". As an activity to carry forward mainstream values and ideology, ideological and political education in colleges and universities is guided by Marxist theory, which not only ensures its legitimacy, but also determines the inherent advantage of ideological and political education in colleges and universities in possessing the discourse power.

Discourse content is the inner power of discourse power in ideological and political education in colleges and universities. In the practice of fostering virtue in colleges and universities, ideological and political education is crucial to guiding values, establishing ideals and beliefs, and maintaining moral emotions. The authority and credibility of discourse content determine the recognition of the educated. Authority includes two levels: theoretical and factual discourse. The former attracts and influences the educated through complete and rigorous theoretical exposition; the latter reveals the essence of things through real examples and cases that conform to the laws of social and historical development, and enhances the persuasive power and identity of the educated.

The two-way interaction of discourse mode is the only way for the innovation of ideological and political education in colleges and universities. In the relationship of discourse power, there is a two-way relationship of right and power between the educator and the educated. The educator has the power to guide the educated to practice the socialist core values through the discourse content. The educated also have the right to express views and opinions on the content and way of the discourse. At the same time, the educated person also has the right to express support or doubt for the educational content before internalizing it as a personal code of conduct.

## **2 Challenges faced by discourse power of ideological and political construction in colleges and universities in the media era**

2.1 The diversity of media communication content challenges the authority of the discourse content of ideological and political education in colleges and universities

The rapid development of integrated media has brought the public into the era of "information explosion" and facilitated access to massive amounts of information. College students are especially good at using the integrated media endpoints, so that they can swim in the ocean of information anytime and anywhere. However, compared with the information and opinions obtained by college students at these endpoints, the knowledge reserve of ideological and political education teachers in colleges and universities is at a disadvantage. The original discourse communication advantage is weakened, and their authority is easily overwhelmed by the information in the era of integrated media. In addition, the network anonymity and virtualization in the era of integrated media weaken the moral binding force of the network, weaken the positive effect of ideological and political education discourse in colleges and universities, and dilute and weaken the discourse authority of teachers.

2.2 The decentralization of media weakens the guiding power of discourse subjects of ideological and political education in colleges and universities

The guiding power of ideological and political education discourse in colleges and universities lies in guiding college students' values. In traditional education, teachers control the content and methods of discourse to ensure that students identify and internalize their own values. However, with the strengthening of college students' ability to master new things

and expression methods that conform to the trend of the times, some teachers may experience "aphasia" or ineffective communication due to slow knowledge update and insufficient understanding of online buzzwords, which weakens the guiding power of education. In addition, college students' lack of social experience, weak discrimination ability, and susceptibility to bad information further increase the difficulty of educators' guidance.

2.3 The diversification of media communication methods interferes with the radiation of discourse dissemination of ideological and political education in colleges and universities

In the era of financial media, information dissemination methods are diverse, including text, images, audio, video, etc. This kind of temperature communication method is deeply loved by college students. In contrast, the traditional ideological and political education discourse dissemination is mainly based on theoretical lectures, and the discourse environment is serious. This is in sharp contrast to the visual, audible and tactile communication methods provided by financial media, and its radiation is greatly affected. Furthermore, various platforms in the era of financial media constantly update themselves, relying on cloud computing, data mining and other information technology means to formulate personalized content. The values of college students are not yet mature, and they are easily induced by wrong speech, which significantly affects the radiation of ideological and political education discourse dissemination in colleges and universities to a large extent.

### **3 Ideological and political education in colleges and universities has the discourse power in the integrated media era**

3.1 Follow the three concepts to enrich the discourse content of ideological and political education in colleges

General Secretary Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities: "To carry out ideological and political work in colleges and universities, we need to adapt to current events, closely follow the pulse of the times, and grasp the general trend of development [2]." This not only clarifies the basic principles and overall direction of ideological and political work in colleges and universities, but also provides strategic guidance for ideological and political education in colleges and universities to enter a new stage in the media era.

Transform academic discourse into life discourse that is more acceptable to college students by integrating book knowledge with real life events. Utilize personal stories, family matters, national and global affairs to attract and influence college students, thereby enriching the content of ideological and political education with practical cases. Overcome the problem of "strong academic and weak life" in traditional education and broaden the content of discourse. Not only maintain the temperature of life, but also increase the depth of speculation and enhance the charm of discourse.

Advance with the times and keep up with the pace of the era to promote the development of ideological and political education in colleges and universities. The excellent traditional Chinese culture contains rich theories, methods and viewpoints of ideological and political education in colleges and universities. These theories should be absorbed into the discourse corpus of ideological and political education in colleges and universities, so as to enhance the cultural self-confidence of college students and improve the educational effect. At the same time, we should also learn from Western discourses, stand on the international stage to tell Chinese stories well, learn from and integrate foreign resources, and sinicize the discourse corpus we have absorbed, taking its essence and turning it into our own use.

The development of science and technology has promoted the development of integrated media. Ideological and political education in colleges and universities needs to recognize the new situation, conform to the trend of the times, update the discourse concept, content and expression, and ensure the vitality of ideological and political education discourse. The main activities of contemporary college students are conducted on network platforms. College educators should use integrated media technology to give full play to their advantages, grasp key points, and use online catchphrases to enrich the discourse content of ideological and political education.

3.2 Strengthen the construction of "four forces" and enhance the ability of the main body of ideological and political education in colleges and universities

General Secretary Xi Jinping emphasized at the National Propaganda and Ideological Work Conference that propaganda and ideological cadres should "constantly enhance their foot strength, eyesight, brain power, and pen power" and "strive to become all-media and expert talents" [3]. The discussion of "four forces" not only endows ideological and political education in colleges and universities with new connotations of the times, but also puts forward new requirements and challenges for the main body of ideological and political education in colleges and universities.

Foot strength, that is, the research ability that goes deep into reality and the masses, is the foundation for improving the effectiveness of ideological and political education discourse and achieving the goal of "grounding". For ideological and political educators in colleges and universities, they must always maintain their attention and understanding of the grassroots, and actively collect first-hand information by observing more, walking more, and delving deep into reality to ensure that the educational content is closely connected with actual needs. Eyesight refers to keen observation and discrimination, which is a crucial guarantee for the discourse of ideological and political education to be "good at discovery". Educational subjects should observe social phenomena and distinguish between right and wrong with a meticulous attitude, cultivating a pair of eyes that can discover the minutest detail in everything and make accurate judgments. Brain power, that is, the ability to think deeply and analyze systematically, is the core of ideological and political education discourse. Ideological and political education is essentially the cause of shaping and guiding people, which requires the educators to be diligent in thinking, skilled in planning, and constantly asking "why" and "what to do", in order to accurately grasp the dynamics of thought, point out the direction in a complex environment, and clear the clouds in a chaotic situation. Pen power refers to the ability to summarize, refine and express accurately, and is a key manifestation of the trend of ideological and political education discourse leading the times. In the context of the media integration area, traditional ideological and political education discourse has been unable to meet the needs of contemporary college students. Therefore, educators must strive to hone their expressive ability, tell Chinese stories and spread Chinese voices well with vivid language examples.

### **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

### **References**

- [1] Qin F. 2016. Ideological and political education for college students from the perspective of WeChat. *Journal of Shengli Oilfield Party School*, 29(2): 119-123.
- [2] Xinhua News Agency. 2016. Xi Jinping emphasized at the National Conference on Ideological and Political Work in Colleges and Universities: Incorporate ideological and political work into the whole process of education and teaching, and create a new situation for the development of China's higher education. *Education and Culture Forum*, 8(6): 144.
- [3] At the National Propaganda and Ideological Work Conference, Xi Jinping emphasized that holding the banner, gathering the hearts of the people, educating new people and rejuvenating the image of the cultural exhibition, and better completing the mission and task of propaganda and ideological work 9 under the new situation. *Party Building*, 2018, 9: 4-6.
- [4] Gao J. 2022. On the "tripartite" dimension of ideological and political education in colleges and universities in the new era that has the voice over construction. *Education Exploration*, 9: 68-73.
- [5] Sun W. 2020. Discourse transformation of ideological and political education in the media age. *Party Building and Ideological Education in Schools*, 6: 56-57.