

PROCEEDINGS ARTICLE

Exploration of the Path to Tell Chinese Stories and Improve the Effectiveness of the Education and Management of Student Party Members

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ABSTRACT

As China is experiencing profound reform and rapid change, with multiple values, interests, and diverse demands, it is of great importance to tell the Chinese stories in order to boost the Chinese spirit and cohesion. To tell the Chinese story is to give play to the hidden penetration function of the ideological and political education which is aimed at nurturing student party members to be builders and successors of the socialist cause and carrying out the education and management of student party members with unique communication, emotional and action advantages of the story by guiding them with truth, impressing them with emotion and convincing them with reasoning, guiding teachers and student party members to establish lofty ideals and great faith that are in line with the times, and encouraging them to consciously enhance the identity to the socialist road, theory, and emotion with Chinese characteristics, and to be firm believers, active communicators, and model practitioners of socialist core values.

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1. INTRODUCTION

In the "Regulations on the Education and Management of the Communist Party Members of the Communist Party of China" issued by the Central Committee of the Communist Party of China on 6 May 2019, it is pointed out that the educational management of party members is a basic and regular work of party construction. Party organizations should strengthen the education and management of party members, guide party members to consolidate the lofty ideal of communism and the common ideal of socialism with Chinese characteristics, strengthen "four consciousness", namely, maintain political integrity, think in big-picture terms, follow the leadership core and keep in alignment, consolidate confidences in path, theory, system and culture with Chinese characteristics, maintain the core status of President

Xi Jinping, maintain the authority leadership of Party central committee, enhance party spirit and improve quality, seriously fulfill their obligations, correctly exercise their powers, and give full play to the vanguard and exemplary role [1]. To tell the Chinese story means to give play to the hidden penetration function of ideological and political education. It is an important means to attract student party members of the new era to carry out the education and management of student party members with the unique communication, emotional and action advantages of the story by guiding them with truth, impressing them with emotion and convincing them with reasoning, in order to obtain the identification of party members in colleges and universities, and to guide the teacher and student party members to be the firm believers, active communicators, and model practitioners of socialist core values.

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2. PATH TO IMPROVE EFFECTIVENESS OF EDUCATIONAL MANAGEMENT OF STUDENT PARTY MEMBERS

President Xi Jinping put forward in the National Conference on Ideological and Political Work in Colleges and Universities on 7 December 2016, "The ideological and political work should advance with the times and innovate according to the situation and trend" [2]. Therefore, in order to achieve the goal of education and management of student party members and pass on educational contents, it is necessary to continuously innovate the management modes of party members in the work, give play to the bond and assurance role of management modes of party members to enhance the effectiveness of the educational management of student party members.

In the storytelling, many factors such as cultural differences, national psychology and receiving habits of the audience, the expression methods and the theme of the story, the media and channels of transmission should all be taken into consideration. From the perspective of practice, the stories should be told from the perspective of ordinary people, in an artistic manner, with the way of thinking of the audience, and by technical means [3].

2.1. Telling Chinese Stories to Enhance the Hidden Penetration of the Educational Management of Student Party Members

It is the responsibility and mission given by the times to tell the Chinese story well. Student party members are the best among the youth and the hope of the country and the nation. Thus, it is necessary to continuously enhance the pertinence and effectiveness of educational management of party members through the Chinese stories, and strive to cultivate student party members to be qualified in politics, discipline, morality, and to play roles. The educational management of student party members should focus on student party members, caring for and serving them, in order to continuously improve the ideological level, political consciousness, moral quality, and cultural literacy of student party members and cultivate them to be talents with both ability and political integrity.

Marx believed that people's thoughts are formed in transforming the world, which is the material necessity determined by our physical needs [4]. Recessive education is to deliver the content, requirements and goals of ideological and political education to the objects through the support of some carriers and activities, so that the audience can

receive education, continuously accumulate and can be raised to higher level through subtle influence [5]. It is an essential subject of the innovation of modern ideological and political education methods to develop the recessive education method and adapt to and compete with the modern media.

The school curriculum is divided into manifest curriculum and hidden curriculum. The ideological and political education in foreign universities focuses on the potential influence, and the characteristic of the discipline penetration is very obvious, which is manifested in the penetration of ideological and political education content in the teaching of almost every professional course. The ideological and political education in Chinese college is in a direct and manifest manner, focusing on various ways [6]. Many experts believe that the content of hidden education should be widely penetrated in excellent full-time teachers, progressive curriculum setting, positive school spirit, exemplary role models of advanced people and a good social environment [7]. It is important to integrate the education and management of student party members into the curriculum teaching, and integrate the knowledge imparting and value guidance through the recessive education to realize the synergistic effect of ideological and political education. Professor James A. Bans, a well-known American expert in science of culture and education, believes that in a sense, it is more important to reform the hidden curriculum of the school — that is, to transform various aspects hidden in the teaching, life, and environment of the school, which involves the "Untaught Lessons" such as the tolerance, understanding and coexistence of various nationalities, genders, religions, and cultures [8].

Story is an important carrier for nurturing, carrying and disseminating ideological and political education and plays a potential role in the intellectual freedom and self-empowerment of educational objects, and produces the "alienation effect". By praising Chinese stories and employing the transcendence factors in ordinary language, the content and effectiveness of the education and management of student party member will be separated, so that the party members' educators and student party members will reflect on themselves, and student party members can consciously follow the theory and the practice of Chinese models, Chinese road, Chinese experience, Chinese wisdom, and the undertaken mainstream values, principles, criteria and ideals of values.

The education and management of student party members is the process of interaction and mutual influence between party members' educators and student party members. It is a kind of relationship between people. The form of hidden and penetrating

ideological and political education is deeply rooted in the mind of people, with the purpose of cultivating good human nature. As a kind of cultural carrier, Chinese stories are characterized by strong penetration, long-lasting influence and vivid and intuitive images. The integration of the content of educational management of student party members and the Chinese stories allows the educational form to be more lively, attractive and easily accepted by student party members. The purpose of telling the Chinese stories is to spread the Chinese voice, reproduce the Chinese dream, elucidate the Chinese spirit, show the Chinese style, and convey the Chinese values [3]. Party members' educators should strive to give full play to their own advantages, regard culture as a carrier and the story as a dynamic process, integrate the Chinese stories and the education and management of the student party members in an excellent interaction, and grasp the "steering wheel" of the ideal and belief and build the "anchors" of theories and thoughts.

2.2. Telling Chinese Stories to Enhance the Dominant Position of Student Party Members

Marx and Engels once pointed out that "only when a human becomes his own master can he regard himself as an independent being, and only when he attributes his existence to himself can he be his own master" [9]. The contradiction between certain social political criteria and requirements grasped by party members' educators and the political quality level of educational objects is the basic contradiction in the process of ideological and political education [10]. The education and management of party members should adhere to the reality, strengthen the classification guidance, and respect the principal status of party members. The subjectivity of student party members is the actor of party members' education and management. It is not only in the practice of the education and management of party members and the social reality, but also in a opposite position.

Therefore, party members' educators must not only recognize themselves, but also recognize the objects of education (i.e. student party members), so that they can face reality, develop their independence, and shoulder responsibility together. Self-empowerment of student party members is an action process that builds subject consciousness, enhances ability and develops skills, and leads to more participation, more equality, and greater influence. The story listeners are always with the storytellers, and even readers share this friendship [11]. Great storytellers are always

rooted in the masses. In the process of practical education, the party members' educators should be shifted from the dominant position to the guiding position, and passiveness of student party members should be transformed into initiative, making them the dominant players of activities and inspiring student party members' awareness and desire for self-cultivation so that they can become the masters of their own thoughts and actions, and the acceptance and internalization of student party members' education and management can be promoted.

The task of the education and management of student party members is not to make student party members knowers, or even critical thinkers, nor is aimed at making them doers, but to make them "party members", so that they are able to maintain their advanced and pure nature in a world of change. In other words, the education and management of party members is a matter of one's education, and it is inseparable from the growth of student party members. In the process of the education and management of party members, it is necessary to turn the dominant position of party members' educators into guiding position, and the passiveness of student party members into initiative, so that student party members can consciously and independently make moral choices and value judgments through the active and rational thinking, thus the pertinence and effectiveness of party members' educational management can be strengthened.

The same is true of telling the Chinese stories. It is necessary to play and strengthen the principal status of the student party members and give the student party members full freedom. The statement is not directly projected into a certain environment or the overall language range of a certain representation, nor is it simply a certain component and linguistic law used by the subject being spoken [12]. In the process of party members' education and management, it is necessary to mobilize the subjective initiative of party members' educators, allowing them to play a leading role, and mobilize the consciousness and subjectivity of student party members, enabling them to play the role of self-education. Only by giving full play to the leading roles of party members' educators and the dominant roles of student party members, building communication and emotional resonance between party members' educators and educational objects can the party members' education and management be carried out subtly on the basis of humanized communication and the unity of education and self-education be achieved, so that student party members are able to gain experience and growth in self-education and self-management.

It is necessary for us to use Chinese stories to lead knowledge education and moral construction, and guide student party members to consciously practice diligence, cultivate morality, clear discrimination, and honesty, and actively integrate individual dreams into the Chinese dream of realizing the great rejuvenation of the Chinese nation, thus can use the socialist core values and the outstanding achievements of human civilization to nourish the people and the society.

3. THE EDUCATIONAL ROLE OF MASS MEDIA SHOULD BE HIGHLIGHTED IN TELLING CHINESE STORIES

As a Chinese saying goes, "it is necessary to have effective tools to do work". To do a good job in the education and management of party members and to tell the Chinese stories, it is necessary to have a deep understanding and accurate grasp of the development trend of the mass media, modernize the traditional educational management methods of party members, and give full play to the comprehensiveness and effectiveness of the new media technology. It is clearly understandable that the educational management activities of party members are not simple one-way teaching activities, but the "four-in-one" interactions among communicators, information, communication tools and communication objects.

The Chinese story is aimed at vividly describing the image of China, which is a symbol of the soft power of the Chinese nation and closes the gap between artistic reality and social reality. To tell the Chinese story is to explain China's historical traditions, basic national conditions, institutional advantages, people's wishes and development and progress, and dare to mention difficulties and problems in development; to actively help the Western world to organically put together their fragment impression on China, and to restore a clear and relatively complete Chinese image as truly as possible [13]. To tell the stories of China requires communicators to use new media as technological platform to strengthen the integration of information resources, give full play to the roles of carriers of ideological and political education and the party members' education management, and adopt scientific and humanized methods of education and management of party members to spread Chinese road, Chinese theory, Chinese system and Chinese culture to student party members.

The thinking of party members' educational management is inseparable from the senses, practice and emotional context. At present, due to the lag of communication means, the effect and functions of the education of party members in colleges and

universities is not fully reflected, and the control or persuasive mode of discourse dissemination is invalid. It is necessary to play the role of the mass media in disseminating information and guiding public opinion in the educational management of party members, organically combine the rigid teaching activities with fresh social life, and closely connect the time and space of party members' educators and student party members. By taking advantage of the globalization of online media, the diversity of communicators, and the interaction of communication ways, it can effectively overcome obstacles in cross-cultural communication and expand the depth and breadth of Chinese stories. Meng Wei, from the Institute of Journalism and Communication of the Chinese Academy of Social Sciences, pointed out that it is necessary to learn to tell the story of China in the language of the world, and to tell the story of the world in Chinese language. It is necessary to combine "storytelling" with "reason-telling" instead of relying on the powerful and blunt wording. Be good at expressing it vividly, rather than propagandizing it in a rigid manner.

President Xi Jinping pointed out it is necessary to use new media and new technologies to make ideological and political education alive, promote integration of the traditional advantages of ideological and political work with information technology, and to enhance the sense of the times and attractiveness. It is needed to adapt to the mass decentralization and differentiation trend, take initiative to use advantages of new media in spreading information, seize the opportunity, grasp the rhythm, pay attention to the strategy, and reflect the requirements for timeliness, moderation and effectiveness. Party members' educators must help student party members to find a balance between the "risk" and "opportunity" of new media technology, give full play to the positive influence of new media technology on student party members, establish a comprehensive new media network community, and shape student party members' national identity, cultural identity and identity in a new technology environment. At the same time, attaching great importance to the influence of the "double-edged sword" of mass media, earnestly strengthen the construction of new media technologies, firmly grasp the initiative of the network ideological and political education, and actively occupy the commanding heights of propaganda and education.

4. TELLING CHINESE STORIES TO ENHANCE THE ARTISTRY OF WORK OF PARTY MEMBERS' EDUCATORS

Kant once said, "Education is such an art: it can only be perfect through the practice of generations" [14].

President Xi Jinping emphasized that the purpose of education is to train builders and successors of the cause of socialism with Chinese characteristics, not bystanders and opponents. The teacher's words and deeds play a guiding and exemplary role. Therefore, teachers must conduct themselves, engage in scholarship and teach based on morality at any time. The artistry of the work of Party members' educators is a direct reflection of the effectiveness of educational methods. It is the ability of party members' educators to use methods and a long-term accumulation of the experience in the educational management of party members. It has distinct personality characteristics and personal style, mainly reflected in the witness, flexibility in the application of language, and ingenuity and creativity of dealing with emergencies.

To enable student party members to realize the true features of the contemporary world and China hidden behind the ideology and material, and realize ways of change, the story must break the sameness between educational objects and educational content, creating spacing and reflection. In the process of the education and management of party members, the goals of the story should be set focusing on the needs of student party members, the story content should be chosen based on confusion of the student party members, and the presentation method should be selected according to what student party members prefer.

The education and management discourse of party members is an important carrier for transmitting and transforming the educational management content or information, and is a participant in constructing party members' educational management practice activities and information power. When asked "Can the drama represent the contemporary world", Brecht responded that the reproduction of the contemporary world is possible only when the contemporary world is regarded as a changing world, that is, as a negative state to reproduce [15]. Therefore, in the process of constructing China's image and spreading the Chinese concept, the Chinese story plays an important role as artistic medium in the contradiction between "actual non-existence" and "actual existence" by displaying the demand for "Chinese meaning" through art, refuting legally the "actual non-existence" and reiterating the "actual existence" rationally.

The use of language skills can greatly broaden the spreading scope of the story and enrich the content of the story. Therefore, telling the true stories that happened in China's real life and cultural background, the emotional stories containing Chinese national character, value pursuit and realistic appeal, and spread "mass consciousness" and "profound truth" with "stories in ordinary life".

President Xi Jinping pointed out that propagandists should improve their business capabilities, study hard and exercise more, and strive to become experts in all aspects of media. Party members' educators and administrators, with the help of artistic means such as Chinese stories, should integrate the education and management of party members to the vivid and specific cultural and recreational activities and carry out the educational management through the forms such as literature and art to help student party members to improve their ideological understanding and moral standards through demonstrations of typical people or things. It is only through the collective practice of the majority that it is possible to change the ideas that govern our lives, because these ideas are deeply rooted in our actual actions [4].

Therefore, to tell the stories of China, party members' educators and administrators must improve their methods, skills and work abilities, make party members' education and management discourse conform to pragmatic principles "understandability, truth, correctness, and sincerity", improve their own ideological and political quality and consciousness, make the abstract theory perceptual, life-oriented and humanized, make the story persuasive and appealing so it can be understood and accepted by the student party members in the practice, and good effectiveness of education and publicity can be produced.

5. CONCLUSION

Ideal socialism requires well-educated people with high skills and excellent political qualities, and prosperous civic organizations, highly developed technologies, open-minded liberal traditions and democratic habits [4]. The discourse communication of socialist ideology should absorb the philosophical thoughts, humanistic spirit, enlightenment thoughts and moral concepts in the excellent traditional culture of the Chinese nation, and integrate contemporary to constantly expand influence of socialist ideology with "Chinese dream", socialist core values, "a community of shared future for mankind" as narrative carriers.

The education and management of party members in colleges and universities concern the fundamental problem of what kind of people are cultivated, how the people should be cultivated and for whom people are cultivated. At present, the research on party members' education and management needs to be strengthened in both theory and practice. It is urgent for the majority of party members' educators and administrators to actively participate, under the guidance of Marxist theory, hold high the banner of Xi

Jinping's new era of socialism with Chinese characteristics, adhere to the principle of seeking truth from facts, advance with the times according to the unique history, culture and national conditions to constantly enrich, develop and innovate the theory and methods of party members' education and management by praising the Chinese stories.

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