

# Ideological and Political Work of College Trade Unions in an Online Environment

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## **Abstract:**

The network, whose rapid development today has had a huge impact on the ideological and political work in colleges, has become an important environment where everyone on campus studies, works and lives. Therefore, more importance should be attached to the perfection and innovation of college trade unions' services and their management in an online environment so as to promote deeper OMO, improve the overall service quality of the unions, give full play to its role as the intermediary, safeguard rights and interests of faculty and staff, mobilize their intrinsic motivations and boost cohesion of the unions. Based on the above reasons, it is practically significant that in this paper, the ideological and political work of trade unions in colleges is explored in an online environment.

**Keywords:** *Online environment, College trade unions, Ideology and politics.*

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## I. INTRODUCTION

In this paper, the types and characteristics of ideological and political education of trade unions in Chinese and Western colleges and universities are compared, and the basic historical context of the development of ideological and political education in China combed. Then, the overall ideas of innovating such education in the Internet age are expounded by focusing on three aspects — the environment in which ideological and political education takes place in the Internet age, the current situation and characteristics of cyber security, and the means to create a clear cyberspace.

## II. PROFESSIONAL OPERATION: ENSURING PROFESSIONAL PERSONNEL FOR THE CONSTRUCTION OF THE SYSTEM FOR IDEOLOGICAL AND POLITICAL WORK

The perfection of services and management of Internet plus trade unions in colleges and universities requires professional operation. That is, professional personnel are to be ensured for the construction of the system for ideological and political work. It is necessary to persist in professional management, and achieve structural optimization towards professionalization, innovation and scientification<sup>[1]</sup>. First and foremost, a broad vision must be cultivated, and a regular study tour that allows ideological and political workers take turns to visit academic and research institutions of trade unions in universities at home and abroad established. Selected core members for the job should participate in regular training to carry out ideological and political theoretical research as well as practical work in the hope of providing broad

theoretical thinking and practical perspectives and reinventing the team for ideological and political work. Second, the weak links must be strengthened. That is to say, in the new era, university trade unions' ideological and political education workers' theoretical literacy shall be improved. Trade unions in colleges and universities should coordinate their participation in related disciplines as a whole, provide an effective carrier as well as platform for the perfection of their professional competence, step up their understanding of major national policies, and enhance their theoretical literacy and practical ability to deal with emergencies and problematic issues raised by students. Besides, the system of "weekly discussion and monthly exchange" focusing on sensitive and thorny issues in the growth and development of college students shall be carried out in order to transform practical problems into research topics which are to be discussed on a regular basis. Meanwhile, colleges and universities should set up a number of projects under the themes of "great ideological and political thoughts" such as "ideological and political workshops" on a yearly basis to guide ideological and political workers to carry out research in their daily routine and deepen their daily work in research. Third, integration and cohesion must be promoted. All ideological and political personnel in trade unions in colleges and universities should have shared goals, team up with each other, enhance cooperation, and learn from one other. On rules and regulations as well as daily ideological and political education courses, all faculty should be ready to make mutual compromises. And trade unions in colleges and universities shall arrange ideology and politics teachers from higher normal schools to take temporary part-time jobs in the Student Affairs Department, the Publicity Department and the Home Affairs Department, and select high-achievers from frontline education workers to guarantee successful cross-aggregation and integration of the faculty in teaching, main channels and posts of curriculums. There is also a need to promote the cross-employment among the heads of relevant functional departments of government organs and that of grass-roots organs and departments in the hope of promoting deep integration and improvement between the two, and to coordinate the resources of related disciplines and research institutions in order to explore a collective system for lesson preparations.

For instance, to better implement the above plan, federation of trade unions in colleges and universities should establish a comprehensive reform plan, such as specific schemes for the construction of a new system of ideological and political work and skills upgrading in the new era, reform schemes of building a new mechanism of Internet Plus trade unions' work, reform schemes of promoting social trade union workers in colleges and universities, specific schemes of the participation of university trade unions in grassroots social governance, and reform schemes of the new university employment trade unions. In the cause of building a pilot demonstration trade union, it is crucial to understand its significance and background from a higher perspective, design its general requirements, objectives and tasks from a higher standard, and draw an overall planning on main tasks, specific measures and action plans for it against the backdrop of the Internet. In order to promote the programmatic document of trade union work in colleges and universities in the new era, trade unions in colleges and universities should check the basic data of trade unions at all levels in the process of preparing and planning, conduct subject surveys, and insist on full democracy. Unions at all levels should set up implementation teams for the plan as well as formulating implementation plans for the tasks involved, and report to the federation of trade unions for the record to ensure that the plan are completed as planned. Unions at all levels should also ensure the financial support and personnel guarantee for the work involved, conduct performance appraisal, supervision and inspection,

and ensure the execution of the plan to the maximum extent.

### **III. INTEGRATED LEADERSHIP: GUARANTEEING SOUND INSTITUTIONS FOR THE CONSTRUCTION OF THE SYSTEM FOR IDEOLOGICAL AND POLITICAL WORK**

The perfection of services and management of Internet plus trade unions in colleges and universities needs an integrated leadership that offers institutional guarantee for the construction of the system for ideological and political work. It is of significance to deeply understand the current situation of the work and implement unified leadership, that is, under the unified leadership of the Committee, a leadership structure of unified arrangement and shared education is to be established within or among subjects, contents and objects of the work. And the key to integrated leadership is to strengthen top-level design. Attention and plans shall be focused on problem-orientated concept and system innovation, and on fully mobilizing students' enthusiasm, initiative and creativity in all aspects. <sup>[2]</sup> First, teaching should be problem-oriented. However, that endeavor failed to provide actual results in practice. Ideological and political education of teachers and that of students are poorly aligned as it focused on students while ignoring teachers in most cases, especially young teachers. Consequently, the awareness to cooperate between the two is insufficient. The above issue also involves the definition, classification and reorganization of multi-disciplinary, multi-organ and multi-unit teaching in the field of ideological and political education of university trade unions, as well as the innovation and development of teachers' daily routine. Therefore, coordinating diversified courses, condensing multi-teaching resources and multi-elements are crucial to the creation of teaching synergy. Second, the concept of "political deliberation" must be constructed. However, the composition and inner mechanism of ideological and political education have determined that university trade unions in China can only form the educational concept of the so-called "big political thinking". Effectively overcoming lack of synergy from the height of personal ideological and moral construction and social behavior guidance is essential for university trade unions to truly realize their innovation of services as well as management. <sup>[3]</sup> Third, institutional innovation is to be carried out. As far as the ideological and political work of trade unions in colleges and universities is concerned, it is difficult to solve the problems of fragmentation, internal strife and lack of coordination if scattered and detailed measures are the only ones taken. Based on the integrity of students' ideological and political education, trade unions in colleges and universities should start with top-level design and institutional innovation, overhauling the institution towards integration of student affairs, scientific research and education. In order for students to speak clearly and understand, all union cadres should bear in mind that they should learn to understand first. They should also develop the habit of regular studying and thinking so as to better carry out their work in actual circumstances. Besides, leading organs should set up relevant departments for school-level student affairs, teaching and scientific research, personnel, organization and publicity, including the ones giving full play to effective comprehensive leaderships. They should also design a system of student affairs as a whole, hold regular work meetings to sum up experience, solve practical problems, deploy tasks, promote students to carry out ideological and political work in depth, perfect the functions and mechanisms of the Faculty Affairs Department of the Committee, and make full use of research competitiveness and resources of trade unions in colleges and universities.

For example, ideological and political construction can be strengthened, and teaching style as well as learning style improved through continuous completion of democratic management and an open system of college affairs such as teaching conferences, joint conferences, etc. The unions should also use the Internet to constantly perfect all-round assistance for faculty and staff as well as the mechanism for them to help people in straitened circumstances, and constantly expand the connotation of high-quality services — for the government care for faculty and staff who are favored by the masses. Safety and security for all kinds of employees should be improved, and 100% of the renewal/participation rate of emergency mutual assistance and mutual insurance, union membership card, and supplementary medical insurance is to be reached so as to construct “smart trade unions”. What’s more, the working system supporting the participation of all parties that the Committee and the government attach great importance to shall be consolidated in the hope of building the “foundation road” for the ideological and political leadership of employees. Continuous improvement should be made to the system of faculty publicity, education and meritorious services, to the system of faculty vocational education led by trade unions, and to the system of honoring model workers. Extensive and in-depth labor contests and skill contests are to be carried out. There is also a need to refresh the reform and innovation system for developing grass-roots trade unions, to comprehensively promote the reform of grass-roots trade union federations, to promote the development of grass-roots trade union federations in colleges and universities following the example of “the best model federation”, to enhance the role of junction trade union federations as platforms, to give full play to the functions of trade unions’ rights organizations at the grass-roots level, and to revamp new form of education in order to better carry out trade union work. It is necessary to continue to improve the system of safeguarding workers’ rights and interests, strengthen participation at the source, establish a multi-form and multi-level collective consultation system, earnestly ensure open and democratic management of affairs, offer legal aid, and strengthen labor protection, mental health protection for female workers. In addition, it is imperative to speed up the construction of Internet Plus employee service system, create distinctive and high-quality brands of trade unions’ wholehearted “five-star” services, build a specific network of employee service posts, improve the service quality of unions, and promote the above brands. It is also imperative to vigorously strengthen the construction of trade union support system, put forward measures to improve the overall quality and capability of their leading bodies and cadres, promote the socialization of trade unions, expand their assets, and strengthen their theoretical research.

#### **IV. COLLABORATIVE EDUCATION: PROVIDING IMPLEMENTATION APPROACHES FOR THE CONSTRUCTION OF THE SYSTEM FOR IDEOLOGICAL AND POLITICAL WORK**

The perfection of services and management of Internet plus trade unions in colleges and universities needs collaborative education that provides implementation approaches for the construction of ideological and political work system. We should adhere to the idea of comprehensive and systematic construction from the dimensions of curriculums, daily lives, disciplines, cultures, networks and the faculty. First, the construction of ideological and political courses must be promoted, and its educational pattern revamped. The construction of ideological and political education in curriculums should focus on the system and structure of trade unions in colleges and universities, and include the fundamental task of moral education into all courses to improve the effectiveness of such education. Take, for example, the introduction of

selective courses with distinctive value-oriented characteristics, as well as the most competitive courses and demonstration courses of ideology and politics. <sup>[4]</sup> Second, it is needed to focus on building an ideological and political education platform and to construct ideological and political disciplines, as well as to solve major theoretical and practical problems of moral education by joint efforts from a multi-disciplinary perspective through research projects, which is of critical importance for the formation of college students' Marxist theoretical literacy and scientific socialist values <sup>[5]</sup>. We must be problem-orientated, take students' all-round development as the final purpose, pay attention to the coordination of teaching objectives, create a benign soft environment for education, use the Internet to promote the Red culture and further cultivate its creativity so as to contribute to the development of China. We must use the Internet to exhibit our characteristics and further exert the positive effects of cultural education in accordance with the features of each university. For instance, higher normal schools should promote teachers' ethics in an all-round way, create a benign atmosphere of respecting teachers and learning, carry forward the dedication of teachers, and cultivate two generations of teachers in a mutual way. Third, colleges and universities should level up the effectiveness of publicizing political thoughts on the Internet and occupy this invisible key battleground. The Internet enjoys a dominant position in the transmission of educational information. <sup>[6]</sup> Therefore, the key is to build a new educational media platform. Trade unions in colleges and universities should collaborate with traditional media and emerging media to build high-quality official Weibo and WeChat accounts, and make full use of platforms such as xuexi.cn and China Education Publishing App to make them a banner for carrying forward the theme of the time and positivity. On the flip side, it is necessary to improve the development of Internet ideological and political contents, to encourage and support teachers and students to create more infectious and educational cultural products on the Internet. Forth, it is needed to deepen political awareness of the faculty, focus on improving teachers' ethics, strengthen the leading role of teachers' ideological and political work, and balance the development of the two subjects of the work, which is indeed critical to the building of the ideological and political work system of trade unions in colleges and universities. It is also needed to establish and improve the management with clear responsibilities and strengthen bottom-line thinking constantly. <sup>[7]</sup>

Case in point, in the Internet environment, the ideological and political education of university trade unions requires the basic principles of keeping pace with the times and being far-sighted. From this perspective, we need to start from the major conflicts facing Chinese society and implement the basic principles of unity and cooperation. We need to practice integrated thinking and overall implementation, and achieve constructive interaction and coordination in the subject, the form and the method of ideological and political education. However, the following five major tasks remain unfinished: First, as for ideological and political education for primary and secondary school students, we should start with the leading role of ideological and political education in colleges and universities, and at the same time carry out the education of basic Marxist theory, Chinese national spirit and the latest situation and policy. <sup>[8]</sup> Second, as for the ideological and political education of the faculty, we should start by focusing on ideological and political education endeavors, and on the overall goal of cultivating "teachers with faith, ethics, knowledge and kindness", put emphasis on the education of ideals and beliefs, pay attention to ideological and moral cultivation, help the faculty be more dedicated to education, and strengthen guidance

of the faculty's words and deeds. Third, we should let ideological and political thinking infiltrate all curriculums and form a circular effect from "ideological and political curriculums" to "ideology and politics in all curriculums". Fourth, we should implement the idea of "ideology and politics in disciplines".<sup>[9]</sup> Fifth, we should ideologize and politicize the environment, and cultivate and explore spiritual cultures in campuses. At the same time, trade unions must also cooperate with epidemic prevention and control, strengthen service assurance, promote self-construction, boost key strategic poverty alleviation, and achieve remarkable results in all work for the comprehensive modernization of education. Unions should hold model worker lectures, shoot micro-movies, compile documentaries etc., to vigorously carry forward the spirit of model workers. They also should take ideological building work as a guide, give full play to the role of its members as principal fighting forces and pioneers and build models through all posts. Moreover, trade unions at all levels must firmly grasp the theme of the times, strive to build the achievements of teachers in a broader context, choose pacesetters and examples, sharpen basic skills and improve teaching capabilities.<sup>[10,11]</sup>

## V. CONCLUSION

Trade unions in colleges and universities must go beyond the conventional wisdom and manage with Internet Plus unions, combine the overall situation of educational reform and development, analyze new missions, tasks, situations and difficulties of the trade unions, make scientific plans for union work in the education system, point out directions for grass-roots trade unions, and constantly elevate political status. They must also carry out information construction, understand the characteristics of the current situation, perform ideological and political work closely to the actual Internet, widen people-oriented application of information, build various online ideological and political platforms according to local conditions and give full play to their advantages, connect with quality-oriented education, accomplish the tasks of Internet Plus education, provide a balanced development of ideological and political work in colleges and universities to meet the inherent requirements of Internet Plus.

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