

A Study on the Leading Power of Ideological and Political Courses in Higher Education Institutions towards Social Thoughts from the Perspective of Economic Narrative

Dongmei Fu

School of Marxism, Anhui University of Finance and Economics, Bengbu, Anhui 233030, China
22798376@qq.com

ABSTRACT

In the digital age, the diversification of social thoughts brings up new challenges to the dominant position of socialist ideology, and also puts forward new requirements for ideological and political courses in universities. Consolidating and developing socialist ideology, and enhancing the leadership of ideological and political courses in social thoughts require new ideas. The article attempts to innovate the narrative teaching method of ideological and political courses from the perspective of "economic narrative"; Dig deep into economic practice cases and construct the narrative logic of socialist economy; Utilize the advantages of online communication to cultivate the narrative logic of socialist economy.

KEYWORDS

Economic narrative; Ideological and political courses; Social thoughts; Leading power.

1. INTRODUCTION

Consolidating and developing the construction of socialist ideology in the new era is an important component of Xi Jinping's cultural thought, which determines the direction and development path of China's socialist culture. Xi Jinping's cultural thought places ideological issues in the broad vision of socialist cultural construction, and places them in the 5000 year history of Chinese civilization to develop, which reflects the systematic strategic thinking and deep sense of history of the CPC. Since the 21st century, with the deepening of China's economic and social transformation, the deepening adjustment of interest patterns, and the increasingly obvious trend of diversification in the field of ideology and culture, various social ideologies are diverse and diverse, competing to speak out. This has posed new challenges to the dominant position of socialist ideology and also put forward new requirements for ideological and political education.

2. NEW IDEAS ARE NEEDED TO ENHANCE THE LEADERSHIP OF IDEOLOGICAL AND POLITICAL COURSES IN UNIVERSITIES TOWARDS SOCIAL THOUGHTS

2.1. Building a socialist ideology with strong cohesion and leadership is the primary task of Xi Jinping's cultural thought

The issue of "cohesion" and "leadership" of socialist ideology was first raised in the report of the 19th National Congress. The report of the 20th National Congress directly regards "building a socialist

ideology with strong cohesion and leadership" as the first outline of "promoting cultural confidence and self-improvement, and forging new brilliance of socialist culture". "Cohesion" and "leadership" have been elevated from the specific content of the report to a "outline style" expression, It can be seen that the ideological work of the CPC has shifted from traditional external constraints to theoretical innovation and guidance in the new era. Among them, the soul of Marxism and the root of excellent traditional Chinese culture are the foundation of theoretical innovation, which cannot be lost at any time.

2.2. Strengthening ideological governance in the new era Requires new ideas

Standardizing social thoughts and strengthening ideological governance are essential for advancing the modernization of the national governance system and governance capacity. The diversification and competition of social thoughts in the new era are still evident, with the Internet being the largest variable, and the opportunities and challenges of ideological governance coexist. How to handle the dialectical relationship between "one" and "many" in the process of socialist cultural construction is the core of socialist ideological governance in the new era. The construction of socialist culture requires a hundred flowers to bloom and a hundred schools of thought to contend. It is definitely not advisable to resist the spread of traditional or western social thoughts in a one size fits all manner. In the face of various social thoughts, we must use Marxism to analyze, distinguish, and criticize their ideological content and expression methods. Not only that, we also need to analyze the reasons and ways in which diverse ideological thoughts spread, truly achieving self-awareness and mutual understanding, innovating and enhancing ideological cohesion and leadership through reference and inheritance. Standardizing social thoughts and optimizing ideological governance from the perspective of "economic narrative" is an innovative exploration based on this logic.

2.3. Enhancing the leadership of ideological and political courses in universities towards social thoughts also requires an economic narrative perspective

Ideological and political courses are an important battlefield for enhancing the leadership of socialist ideology, and guiding and criticizing diverse social thoughts has always been an important content of ideological and political teaching research. Most scholars have paid attention to the reasons for the development of diversified social thoughts, such as ideological confrontation, practical problems caused by social transformation, innovation in communication channels and methods, diversification of thinking subjects, and relative lag in ideological and political education work; The main impact is more focused on distorting and impacting socialist ideology, weakening the effectiveness of ideological and political education, and causing confusion and confusion in the cognition of college students; The relevant countermeasures often start from the perspectives of theory, system, practice, platform, technology, or methods. Overall, there is a lack of macro analysis and micro operation in the current research on the leading force of ideological and political courses in universities towards social thoughts; The problem of excessive emphasis on theory and insufficient attention to narrative, especially the absence of economic narrative, is more obvious. Western Marxist Gramsci, when comparing and summarizing the reasons for the success or failure of the October Revolution in Russia and the Italian Revolution, pointed out that the more mature the civil society, the stronger the dominance of Western mainstream ideology, and the civil society has become an important component of bourgeois political rule. How did the mainstream Western ideology form this spiritual dominant position? Gai originated from the process of promoting the capitalist market economy, where bourgeois scholars were rooted in Western traditional culture and spread mainstream ideology through economic narrative logic, truly enabling the people to achieve daily use without realizing it. From this, it can be seen that enhancing the effectiveness of ideological and political courses and consolidating the dominant position of socialist ideology in China not only lies in theoretical innovation and interpretation, but also in integrating it into the historical bloodline of excellent traditional Chinese culture in a "pleasing" way, and integrating it into the construction practice of

socialist market economy. Based on the background of socialist market economy, this article attempts to analyze the impact of social thoughts on young people from an economic narrative perspective, and explore new ideas for enhancing the leadership of ideological and political courses in the new era.

3. THE MAIN CHALLENGES FOR IDEOLOGICAL AND POLITICAL COURSES IN UNIVERSITIES IN THE NEW ERA TO LEAD DIVERSIFIED SOCIAL THOUGHTS

The ideological and political course is a key course for implementing the fundamental task of cultivating morality and nurturing talents. Compared to professional courses or other public courses, ideological and political courses have their own distinct characteristics, such as strong political guidance; High degree of popularization, strong connectivity between primary and secondary education, etc. It is precisely because of the above characteristics that the teaching of ideological and political courses in universities faces higher requirements, such as the organic combination of political propaganda guidance and deep theoretical explanation, the coordination of ideological guidance and professional learning, and the hierarchical design of ideological and political courses in large, medium, and small schools. On the other hand, the teaching objects, namely young people who have received socialist ideological education for a long time, have a strong attraction to them due to the novel and diverse social thoughts.

3.1. How to handle the dialectical unity relationship between unitary dominance and diverse competition

The construction of socialist culture requires a systematic environment dominated by Marxism and characterized by the competitive development of diverse social ideologies. Marxism is the foundation of building the Party and revitalizing the country. Socialist culture must adhere to Marxism as the leading force, which is an inherent requirement to ensure that the socialist system with Chinese characteristics does not deteriorate and the culture does not deviate. At the same time, the diversification of social thoughts and value orientations in China is becoming increasingly evident, which is an important manifestation of the openness and inclusiveness of socialist culture in the new era, and also an important foundation for achieving competitive development of socialist culture. The dissemination of various social ideologies is double-sided in consolidating and developing socialist ideology. On the one hand, the diversity of social thoughts can provide college students with more diverse perspectives, ideas, or new thinking. Multiple social ideologies are intertwined, which is beneficial for college students to actively pay attention to social reality and shift their social participation from traditional "bystander" to modern "participatory". On the other hand, the complexity of social thoughts also makes it difficult for college students to effectively distinguish right from wrong, and to avoid the implicit influence of erroneous social thoughts. In the era of new media, negative social thoughts have a stronger impact on mainstream ideology, which can easily lead to a crisis of faith among young people. This double-sided effect puts higher demands on the teaching of ideological and political courses, which means that ideological and political teachers should not only respond to students' curiosity about diverse social thoughts, but also use Marxist theory to analyze and distinguish various thoughts. In other words, it is necessary to fully demonstrate the truth power contained in socialist ideology in the dialectical relationship between "one" and "many", reflecting the superiority and profundity of Marxism.

3.2. How to handle the dialectical unity relationship between theoretical dissemination and narrative dissemination

Compared with the teaching of ideological and political courses in primary and secondary schools, the teaching of ideological and political courses in universities has a certain degree of coherence and unity, but also has obvious characteristics such as advancement and theoretical nature. Due to its inherent value guidance requirements, the teaching effectiveness of ideological and political courses in universities is prone to forming two poles. One pole is a mixture of chicken soup and chicken blood, and the classroom is interesting, arousing students' passion but difficult to truly guide them to think rationally; One pole is a theoretical indoctrination that combines rationality and boredom. The classroom has depth but lacks enthusiasm, and students have poor learning enthusiasm. Any form has invested the efforts of ideological and political education teachers, but the results are not satisfactory, which is also the biggest problem in current ideological and political education. Unlike the input of ideological and political courses, the dissemination of social thoughts often does not rely on the integrity of the theoretical system, and even their inherent consistency needs to be proven. However, they can attract widespread attention among student groups through a short online video. This reflects the obvious characteristics of social thoughts spreading in the internet age: firstly, the coexistence of fragmentation and focus. Social thoughts do not need to rely on system theory, but often focus on social reality issues, especially catering to the social and psychological concerns of the audience. The second is the resonance between narrative and theoretical aspects. Social thoughts have a certain theoretical foundation, but pay more attention to effective narrative methods, often relying on a simple case or a historical fact (such as the micro interpretation technique commonly used in historical nihilism) to input the world view and values based on abstract human nature theory to the audience. The third is the coexistence of criticality and guidance. The spread of social thoughts of thought is often not simply critical of the real society, but has its clear value orientation. In particular, the spread of bad social thoughts of thought is often more critical and less constructive, aiming to arouse the audience's dissatisfaction with social reality, thus questioning the socialist road and the leadership of the CPC. As the saying goes, spreading rumors is easy but difficult to refute. Faced with the characteristics of social thoughts, ideological and political education faces various challenges in terms of Marxist theoretical output and innovative teaching methods.

3.3. How to handle the dialectical unity relationship between economic narrative and political narrative

Carrying out Marxist theoretical education and arming young college students with the ideology of socialism with Chinese characteristics in the new era is the core task of ideological and political courses in universities. According to the materialist view of history, a grand narrative with strong political connotations is an important way for Marxists to analyze problems, and it is also the main way for universities to carry out ideological and political courses. The narrative style that integrates political, theoretical, and historical perspectives has a clear sense of distance from the interests of young people. By comparison, the dissemination of mainstream Western ideology has taken a different path, closely related to the actual operation of the economy and society. As Rosan Walloon mentioned, "Modern thought seems to have gradually expanded and spread in society from the initial regions and dispersed 'sprouts' in a progressive development model of commerce and commodity exchange." [2] Louis Dumont proposed the concept of "economic ideology," and Smith was a key figure in implanting economic ideology into Western society. "The fact that his (Smith) works almost immediately gained consensus among his contemporaries indicates that his ideas were immediately seen as an ideology. Therefore, the Western values of freedom, equality, and individual supremacy were engraved in the hearts of everyone in capitalist society with the advancement of market economy and the gradual improvement of political economy.". From a formal perspective, the diverse social thoughts in the West are diverse in content and focus on a wide range of fields. However, fundamentally, Western social thoughts still revolve around liberalism. Since the 20th century, the

neoliberal school has placed Smith at the core of ideological debates, creating the so-called "Smith Myth" and using him to endorse liberalism. For example, Hayek regarded Smith's ideas as a "true individualism," and Smith's economic ideas had a much greater impact on individualism than Locke's political arguments. History has proven that the effectiveness of ideological dissemination is highly correlated with the essential characteristics of the society it belongs to. Traditional Chinese society, with Confucianism as its ideology, is in line with the social characteristics based on "blood ties" and "families". The dissemination of mainstream Western ideology is also closely related to the economic characteristics of modern society. Therefore, whether it is to consolidate and develop socialist ideology, or to enhance the leadership of ideological and political courses in social thoughts, it is necessary to study the characteristics of current Chinese society and find communication methods that are suitable for social characteristics.

4. CONSTRUCTING THE NARRATIVE LOGIC OF SOCIALIST ECONOMY AND ANALYZING THE PATH TO ENHANCE THE LEADERSHIP OF IDEOLOGICAL AND POLITICAL COURSES

4.1. Utilize economic narrative logic to innovate the narrative teaching method of ideological and political courses

"Narrative is a way of presenting or analyzing a situation or series of events, which reflects and promotes a specific viewpoint or set of values." [4] Robert Schiller, a Nobel laureate in economics in 2013, noted the close relationship between "narrative" and economic behavior and events, and analyzed narrative communication as an important mechanism and predictive variable of economic change. In his book "Narrative Economics," he shows readers how popular stories change over time, thereby influencing economic outcomes. Among them, long-term and changing narrative carriers will have a significant impact on people's psychology and ideological concepts, which is a typical manifestation of the "moistening effect" of narrative on people's ideological views. Schiller paid attention to the systematic impact of "narrative constellations" and "narrative intersections" on people's ideological concepts and behavioral choices. "Large scale economic narratives are usually composed of a series of smaller scale narratives." [5] Each small narrative is a part of the big story, and the complete theme is identified through the complete combination of narratives. The narrative constellation not only lies in the collection of narratives, but also in its ability to self construct and self prove. If economic narratives can influence people's psychological expectations and behavioral choices in daily life, can ideological and political education use this logic to achieve ideological transformation or value shaping? Of course, the innovation of narrative teaching in ideological and political courses should not simply gather new stories, but rather create "narrative constellations" that connect small narratives into big stories. Looking back at the century long history of the founding of the Communist Party of China and focusing on the grand practice of the new era, there are many good stories in socialist China. The key lies in how to form a scale narrative with internal connections from each good story, and thus create an ideological communication logic with internal attraction and digestion ability.

4.2. Digging into economic practice cases and constructing the narrative logic of socialist economy with Chinese characteristics

Chinese path to modernization is the modernization of pursuing common prosperity, and the modernization of pursuing the coordination of material civilization and spiritual civilization. Therefore, material production practice has always been the most important part of the struggle of the Chinese people led by the CPC for more than 100 years. Whether it is base construction or socialist construction and reform, economic practices in different historical stages have the same axis: seeking happiness for the people and rejuvenation for the nation. During the New Democratic period, not only

was land reform implemented to achieve "land for the tiller", but also private economy was guaranteed to develop within the legal framework, state-owned economy was developed, cooperative economy was advocated, and several economic forms advanced side by side, aiming to better meet the needs of national interests and people's interests. "The guiding principles of the new democratic national economy must closely follow the overall goal of developing production, prospering the economy, balancing public and private interests, and benefiting both labor and capital. After the reform and opening up, Deng Xiaoping pointed out that the planned economy system ignored the legitimate economic interests of individuals and enterprises, lacked competitive mechanisms, and lacked innovative vitality." Innovatively proposing "more plans, more markets, not the essential difference between socialism and capitalism", and exploring the path of socialist market economy with Chinese characteristics. The deepening development of socialist market economy not only provides broad space for the construction of "economic narratives", but also has advantages such as grounding and easy dissemination in the context of market economy. The market economy not only provides people with a new production and living environment, but also creates a new situation and miracle of socialist economic development, fully reflecting the superiority of the socialist system. After the 18th National Congress, the new Central Committee of the Communist Party of China has launched a new layout for socialism with keywords such as "new economic normal", "supply side structural reform", "new development pattern", "poverty alleviation", "carbon peak and carbon neutrality", all of which are in line with the growing needs of the people for a better life. To sum up, the socialist economic practice of the CPC is truly guided by Marxism, always based on national and social conditions, adhere to the problem orientation, and meet the needs of the people and national rejuvenation.

4.3. Utilize the advantages of online communication to find growth points for the narrative logic of socialist economy

With the acceleration of the pace of life and the increasing maturity of information technology, the network communication in the new era is presenting characteristics such as short, frequent, and fast. Based on the inherent need to maximize audience coverage, the popularization, life oriented, and narrative oriented phenomena of online communication are also prominent. Combining the current development characteristics of economy as the center and information as the means in society, "economic narrative" is closer to people's production and life, and also more in line with the needs of online communication. Economic narrative network communication should achieve the following points: firstly, it should have principles and systematic methods. We should not only adhere to the leadership of the CPC, create a clean and upright cyberspace, but also learn to respond to the doubts or concerns of the people with the logic of economic life, so that the network can truly become a platform for the people to understand policies and actively communicate. Emphasize the network lattice effect of economic narrative. For example, there is a clear difference between Chinese path to modernization and western modernization. When building the economic narrative logic, we should not only grasp the keywords such as "population", "wealth", "green", "spirit" and "peace", but also build a logical concentric circle centered on each keyword on this basis. Over time, through narrative constellations or narrative intersections, economic ideology will gradually amplify its cohesion and leadership in the cyberspace. The third is to leverage the advantages of the internet to build a socialist economic narrative resource library and cultivate the logic of socialist economic narrative. Narrative is an important way of cultural dissemination, and the dissemination of narrative is often the core factor of social change. For example, the economic construction of base areas is an important component of the New Democratic Revolution, and systematic research is relatively weak. There is insufficient exploration of typical cases, which has become a clear weakness in constructing the narrative logic of socialist economy. Therefore, leveraging the advantages of online communication and focusing on mining and promoting economic cases during major transformation periods can not only achieve the integration of historical data and value guidance, but also contribute to the true

formation of narrative constellations. For example, red finance narratives, green mountains and clear waters narratives, and so on, are all very valuable narrative growth points.

ACKNOWLEDGMENTS

This study was funded by Anhui Province Social Science Innovation and Development Research Project: Research on the Dissemination of Network Social Thoughts and Ideological Governance from the Perspective of "Economic Narrative" (2020CX003); This study was also funded by Anhui Province's Provincial Quality Engineering Project: Research on the Leading Power of Ideological and Political Courses in Higher Education Institutions towards Social thoughts from the Perspective of "Economic Narrative"(2022sxzz001).

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