

# *Research on the Optimization Path of Guiding the Thought of the Communist Youth League in Universities in the New Era*

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**Abstract:** The implementation of ideological guidance work is the key for the Communist Youth League of universities to fulfill its basic functions and undertake its core mission. The Communist Youth League of universities should be committed to providing effective ideological and political education for young students, combined with the educational concept of cultivating morality and talents in universities, and provide guarantees for universities to cultivate talents needed by society on the basis of reforming their own work. In order to better achieve the above goals, the Communist Youth League of universities needs to work in a new era and environment, based on past work experience, and explore optimization methods for ideological guidance paths.

## **1. Introduction**

The work of the Communist Youth League has a political nature and is also closely related to the young people. While closely connecting with the vast number of young people, the Communist Youth League plays a very important role in guiding ideology for both members and non members of the Communist Youth League, and the function of ideological guidance is also a basic function proposed in the process of building the Communist Youth League. As a gathering place for outstanding young people, the importance of the Communist Youth League work in universities is self-evident. At the same time, universities have also become an important base for the Communist Youth League's ideology to play a leading role.

## **2. The importance of giving full play to the leading role of the Communist Youth League thought in universities**

### **2.1. The ideological guidance of the Communist Youth League is an important way of ideological and political education in universities**

The main function of universities is to cultivate professional talents, and students' daily learning is mainly focused on professional courses. However, maintaining the four-year continuous line of ideological and political education has become a consensus among all universities.[1] However, relying solely on basic theoretical courses such as ideological and political education, Ma Yuan, and

Mao Zedong is not sufficient for ideological and political education. On the one hand, the reason is that the knowledge in books is relatively rigid and outdated, not close to students' lives. The second reason is that the main purpose of students taking these courses is to take exams and obtain credits. Most students are not focused enough on their studies and mainly memorize them before exams, which undermines the ideological and educational role of these courses. Therefore, ideological and political education in universities needs to be supplemented by other means, and the ideological guidance of the Communist Youth League is an important way.

The Communist Youth League organization is close to young students, and its branch offices are distributed in various classes. Various daily League education activities can be organized at a very low cost, allowing students to subtly and continuously receive League education. The Communist Youth League can also transmit the latest ideological and political theories to young students, as advanced ideological and political theories are also constantly developing in the new era.[2]

## **2.2. The ideological guidance of the Communist Youth League is the key content of moral education and talent cultivation in universities**

The college entrance examination can only screen students based on their grades, but it cannot measure their moral qualities to a certain extent. As an important base for cultivating talents in China, education in moral education is particularly important. Because talent cultivation cannot only focus on talent, quality is also an important standard, and it is also the responsibility of higher education.

During the basic education stage before the college entrance examination, college students generally live a life of being on the front line of school and family, with academic pursuits as the main focus. Most of the time, they are strictly controlled and have less contact with the outside society. However, after entering the period of higher education, students' autonomy in their own lives and studies increased, and they began to come into contact with the internet, browse massive amounts of information, and be filled with various ideas and values. The values of young students are not stable in the process of forming, and they are easily influenced and lost.[3] At this time, the ideological guidance role of the Communist Youth League can provide students in confusion with a clear path in their thinking, and timely rectify the confusion of students who have gone astray in their thinking, thereby ensuring the effective implementation of moral education and talent cultivation in universities.

## **2.3. The ideological guidance of the Communist Youth League is a practical requirement for the reform of the Communist Youth League in universities**

The ideological guidance role of the Communist Youth League, as one of the basic functions of League building, has been established for a long time. However, with the development of the times, the work of the Communist Youth League is not static. The environment, positions, and methods of ideological guidance have undergone significant changes.[4] For example, in recent years, the Internet has increasingly become the main battlefield for people's ideological and cultural exchanges. However, the voice of the Internet is complex, and many opinions lack correct guidance, which can have a negative impact on young students in universities. In this situation, the Communist Youth League in universities plays a leading role in ideology, not only serving young students and promoting the work of moral education and talent cultivation in schools, but also providing practical value due to the reform of the Communist Youth League itself and the advancement of its own work with the times. This is also a new requirement put forward by the new era for the work of the Communist Youth League, which can only be achieved by continuously reforming and optimizing itself.

### **3. Guiding and optimizing the thought of the Communist Youth League in universities**

#### **3.1. Adhering to the correct concept of youth and establishing the subject status of students**

The target of the Communist Youth League's ideological guidance is young people, so the premise of ideological guidance work is to establish a correct view of youth. The correct concept of youth should include the following aspects: firstly, we should recognize the vibrant stage of life that young people are in, and that young people are the successor force of social development. Therefore, the work of the Communist Youth League is particularly important due to the social position of the work object. With the development of society, the quality of young people's success is becoming a key factor in the future development of society, so the work of the Communist Youth League in the new era is also more challenging. Secondly, it is important to recognize that caring for young people is the guarantee of all work. Young people lack the sedimentation of time, and if they do not receive sufficient care, they are prone to losing confidence and enthusiasm. Therefore, the work of the Communist Youth League should establish the basic principle of caring for young people. Thirdly, it is necessary to recognize the plasticity of youth and clearly guide and cultivate them. Because the values of young people are still in the process of formation, only with correct guidance can we prevent mistakes and mistakes, and being good at cultivating can cultivate young people into the people needed by society. The clarity of the above concepts is the foundation for the effective guidance of the Communist Youth League's ideological work in universities, and is also a prerequisite for establishing the dominant position of young students.

The ideological guidance of the Communist Youth League in universities also belongs to a part of higher education, and since it is education, it is necessary to respect the subject status of students. In the previous work of the Communist Youth League, the responsible teachers often only conveyed requirements to students through the League branch letter, such as completing the youth major on time every week and submitting screenshots for viewing. If there are delays or other situations, teachers will directly criticize the Youth League branch and related students. This approach falls under the category of not respecting the dominant position of students and formalizing the work of the Communist Youth League. To respect the dominant position of young students, it is necessary to find ways to exert their initiative. When students experience negative cooperation, they should not be hasty in criticizing or directly labeling themselves as having low ideological awareness. Instead, they should analyze the reasons from the perspective of the students and patiently guide them. This is not only a change in behavior, but also an overall optimization of the ideological guidance work of the Communist Youth League in universities.

#### **3.2. Clear leadership goals and role models**

The highest goal of the ideological guidance of the Communist Youth League in universities can actually be summarized as making young students take national rejuvenation as their own responsibility, contribute their own strength to social development, and strive to be the proud son of the family, the essence of the school, and the pillar of the UK. This goal should not only be clear for the relevant teachers of the Communist Youth League, but also for the vast number of young students. Because ideological guidance needs to be subtle but not aimless, it can easily make students feel at a loss for the guidance work of the Communist Youth League if they are not clearly aware of this. Therefore, it is difficult to truly move students' hearts and naturally cannot change their behavior. However, many students who recognize this goal do not experience a state of mental stimulation and enthusiasm, but instead feel that the goal is too high and difficult to achieve, or that their future is the most important, lacking dedication. In this situation, the ideological guidance of the Communist Youth League needs to be gradual, and through various propaganda and guidance, young students

need to be subtly influenced.

In terms of subtle influence, a very effective way is to set an example. The power of role models and real deeds will be more effective than the output of pure theory. The practices and achievements of some excellent young people will make college students of their own age envious, thereby encouraging them to stimulate their own potential. One thing to note here is that the selection of role models does not necessarily require the selection of very classic cases, because if the standards of role models are too high, students will feel far away from themselves, which will affect the effectiveness of motivation. Role models can be chosen from the students of our school. These students are not only close to other students, but also have more in common. Other students can easily find their own learning areas in them, so as to continuously improve and enhance themselves. This also achieves the goal of guiding the ideological work of the Communist Youth League.

### **3.3. Keeping up with the times, creating and develop the online Communist Youth League**

In the new era, the working environment of the Communist Youth League in universities has changed, and the popularization of the internet has gradually become the main battlefield for ideological exchange and discussion. The most typical manifestation is that in order to optimize the ideological guidance work path of the Communist Youth League in universities in the new era, keep up with the times, and creating and continuously developing the online Communist Youth League is a necessary measure. The Communist Youth League of each university should establish their own website and introduce information related to the work of the Communist Youth League from various channels and strictly review the information. Then guide and require students to browse the website regularly, which will make it easier for students to have more exposure and understanding of the ideas of the Communist Youth League.

Because the information on the internet is massive, it often allows people to unconsciously consume time on it. Although Communist Youth League websites may not be as easy to attract students' attention as entertainment websites, as long as they are reasonably designed and good at guiding, they can achieve better results than the prescribed group classes. At the same time, the characteristic of the internet is that it can gather opinions from multiple parties, publish some news and topics on the website for students to discuss, analyze students' comments and responses to understand their common thoughts, and intervene in a few extreme or even obvious wrong remarks in a timely manner. Therefore, the online Communist Youth League is also a platform for timely understanding of students' thoughts and in-depth communication. In addition, students can also evaluate the work of the Communist Youth League through the internet. This exchange can make the Communist Youth League closer to the masses and also benefit the optimization of its work. At the same time, the online Communist Youth League should also strengthen its own management, strictly review the information on the website to increase political sensitivity, avoid bad guidance caused by incorrect information, and use network announcements, prohibition functions, etc. to establish website rules to ensure the orderly operation of the Communist Youth League website. Only in this way can the online Communist Youth League become an effective path for ideological guidance work.

## **4. Conclusion**

To sum up, the ideological guidance of the Communist Youth League in colleges and universities is the basic function of the Communist Youth League and an important part of college education. In the new era, the working environment of the Communist Youth League is also changing. The progressiveness nature of the Communist Youth League also requires that the Communist Youth League must keep pace with the times, change its own work, and seek a better way for the Communist Youth League in colleges and universities to play the role of ideological guidance in the new era, so

as to better serve young students, Better leverage the value of the Communist Youth League in universities.

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