

## **Exploration on the Innovation Path of College Students' Patriotism Education Discourse under the "One Hundred Years of Great Changes"**

**Zhou Xiuxin**

*Nanning College of Technology, Nanning, Guangxi, China*

**Abstract:** "To promote the spirit of patriotism, we must take patriotism education as an eternal theme." In the face of the accelerating evolution of the world in a century, and in the face of China is undergoing extensive and profound social changes, it is of important and far-reaching significance to strengthen patriotism education in the new era. Colleges and universities should do a good job in patriotism education, help students to establish the correct world outlook, outlook on life and values, and improve students' ideological and political accomplishment, which is of great significance to cultivating students' patriotism. Colleges and universities need to combine the characteristics of The Times, the characteristics of youth and the laws of education, give full play to the ideological guiding role of ideological and political teaching for students, cultivate students' ideological and political literacy, stimulate students' patriotic feelings, and cultivate more comprehensive talents with all-round development of morality, intelligence, physical, beauty and labor for the society. In this regard, under the background of the great changes in the past hundred years, the innovation of college students' patriotic education discourse needs to focus on the theme of The Times, and explore new ways and methods in the process of innovative patriotic education discourse, in order to better cultivate the patriotic feelings of college students.

**Keywords:** Centennial Changes; College Students; Patriotism Education; Discourse Innovation

"To carry forward the spirit of patriotism, we must take patriotism education as an eternal theme. In the face of the accelerated evolution of the world unseen in a century and in the face of

China is undergoing extensive and profound social changes, it is of important and far-reaching significance to strengthen patriotism education in the new era. For the Chinese youth in the new era, loving the motherland is the foundation of life and success." New era of patriotism education should be based on cultivating builders and successors to the socialist cause, the most energetic, the most dynamic and most plastic youth group as a key, hold youth stage "jointing stage" key period, the patriotism spirit throughout the school education process, promote patriotism education into the classroom, into the teaching material, into the mind, in the teenagers deep, lasting, vivid in patriotism education. Under the background of great changes unprecedented in a century, the innovation of college students' patriotic education discourse needs to explore new ways and methods by combining the characteristics of The Times, the characteristics of youth and the laws of education. The following is the specific innovation path exploration:

### **1. Based on the Background of The Times, to Build the Patriotic Discourse from the Perspective of Globalization**

#### **1.1 Integrate into a Global Governance Perspective**

China's participation in global governance, such as the "Belt and Road" initiative, "UNFPA UPower: Influence of Youth Model" and climate change, so as to enhance the global competitiveness of young people and the global discourse ability of young people, and cultivate high-level global talents with global vision and human feelings. In the activity, emphasize China's role and contribution in the century of changes, and enhance students' sense of national pride and sense of mission.

#### **1.2 Responding to the Challenges of the**

### **Centennial Changes**

Since the beginning of the new century, the international situation has undergone profound and complex changes. Kissinger called this change as "a major change unprecedented in centuries", and Russian Foreign Minister Sergei Lavrov believed that "it is a geological plate change". The world has ushered in a new era of peaceful development unprecedented in human history. The major strategic thought of "great change" is a scientific judgment of the evolution of the world strategic pattern, an overall grasp of China's security environment, and a strategic conception of accelerating the process of the multi-polar world. Great change calls for great change, great adjustment to promote great development. We should guide college students to rationally view the opportunities and challenges of China's development, and enhance their sense of danger and the spirit of struggle. Focusing on the theme of The Times, combining with the development of science and technology, especially artificial intelligence, big data and other emerging technologies, showing China's achievements in the field of science and technology through the comparison of Chinese and foreign development models, to help students understand the unique advantages of the path of socialism with Chinese characteristics, so as to stimulate students' sense of pride and mission.

## **2. Close to the Needs of Students, Enhance the Affinity and Appeal of Discourse**

### **2.1 Story-based Expression, and Tell Chinese Stories Well**

With real and vivid stories to convey the spirit of patriotism, such as Zhang Dingyu, the hero fighting against the epidemic, even if he is suffering from ALS, the action inconvenience, facing the sudden epidemic, he did not hesitate to stand on the front line of the fight against the epidemic to work day and night. He used his own actions to explain what is responsibility and responsibility, and what is patriotism. His story inspires countless people to go forward to the country and people; technology pioneer Nan Rendong, Chinese astronomers. He devoted all his life to the research and construction of radio telescopes, which has made remarkable achievements in the field of astronomy. Known as the father of "China's Eye"; grassroots striver Huang Wenxiu for the people, the poverty

alleviation road as the "long March", she showed extraordinary dedication and deep feelings to the people in her short life, is a national model of poverty alleviation. The patriotic education conveyed through these stories is intricately intertwined with the Thought on Socialism with Chinese Characteristics for a New Era, the Chinese Dream, and the core socialist values, thereby enhancing the discourse's affinity and resonance. Enhance the sense of The Times and practical significance.

### **2.2 Focus on the Concerns of Young People**

Starting from the emotional needs of college students, combined with the confusion of college students in employment, college admission, social fairness and other aspects, patriotism education is combined with personal development to help students understand the relationship between "ego" and "greater ego". Combine patriotism education with social responsibility consciousness in the employment guidance of colleges and universities. As a kind of civic moral code, patriotism is a kind of behavior inevitable and consciousness sublimated by a series of social responsibility consciousness. Contemporary young students in colleges and universities shoulder the strong consciousness of realizing the great rejuvenation of the Chinese nation. The existence of individuals is not isolated, but always maintains a close connection with the surrounding social environment. Only by being responsible for our behavior and actions and the past and future can we better open up the path of life development, only by following the laws of environmental development and social moral principles to realize our life value, and only by connecting the future and destiny of our personal ideals and the perfect unity of our own value and national interests. The employment guidance center of colleges and universities should raise patriotism education to the height of social responsibility and national consciousness, so that young students can deeply understand that the individual is related to the destiny of the country. Patriotism education for young students is a long-term process, through the usual career guidance and employment guidance to students for long-term rational patriotism education, make the young students to face patriotism to its own development and social contribution, patriotism and young students outlook on life, values and social concept, graduated into the society in the

future, patriotism sentiment will accompany his life.

In the era of "highly developed Internet", it has become normal for college students to "eat melons" in the Internet craze. In order to respond to hot social issues in a timely manner, guide students to think rationally and enhance their sense of national identity, educators need to make efforts in many aspects. Through timely attention and screening social hot issues, guide students to rational thinking, combined with social hot issues to enhance national identity and use a variety of education resources and methods, we can effectively cultivate students' critical thinking, patriotism and civic responsibility, for the future development of the country cultivate more sense of responsibility, bear talents.

### **3. Innovate Discourse Forms to Enhance the Attractiveness and Sense of Participation of Education**

#### **3.1 Use of New Media Technology**

Create short videos with patriotic theme: make a series of short, concise and emotional patriotic theme short videos based on current events, historical events and heroic deeds. For example, telling the heroic deeds of revolutionary martyrs, showing the development achievements of modern China, and recording the patriotic feelings of ordinary people, using the platform to promote it on the active social media platforms such as TikTok, Kuaishou, Weibo and B station, and using the algorithm recommendation mechanism of the platform to expand the scope of communication. Interactive guidance: encourage users to thumb up, comment, share, set topic challenge or question and answer activities, increase user participation and form patriotic atmosphere; animation reproduce history: using two-dimensional or three-dimensional animation technology, reproduce important historical events, historical stories, such as the heroic deeds of the Anti-Japanese War, liberation war, and the construction process of new China. Teaching and fun: integrate interesting elements, such as humorous dialogue and knowledge quiz, to make the audience learn historical knowledge in a relaxed and happy atmosphere; multi-channel distribution: in addition to online video platform, can also be introduced into classroom, or made into DVD to community, library and other public places; develop WeChat mini program or H5

page, set up interesting patriotic knowledge quiz to attract college students to participate actively. Use wechat, Weibo, TikTok and other platforms to create interactive education scenarios, such as patriotic theme challenge, online discussion, etc.

#### **3.2 Immersive Experience**

Using advanced technologies such as VR (virtual reality) and AR (augmented reality) to allow students to "experience" historical events, such as the Long March and the Anti-Japanese War, which is a very innovative and educational teaching method. This immersive experience can greatly enhance students' historical perception and emotional experience, allowing them to gain a deeper understanding of historical events and characters. Enhance the immersion and appeal of college students' patriotism education.

Through the search for red memory study, volunteer service activities, patriotism education base visit and other activities, let the students feel the spirit of patriotism in practice.

### **4. Integrate Multicultural and Enhance the Inclusiveness and Depth of Discourse**

#### **4.1 Combination of Traditional Culture and Modernity**

The integration of excellent traditional Chinese culture, especially Confucianism, into patriotism education is a way of profound significance. Traditional culture such as Confucianism and Taoist philosophy emphasizes the spirit of patriotism and loyalty, which is in line with the core concept of modern patriotism. Telling the stories of historical Confucian sages such as Confucius and Mencius can make students realize that their personal moral cultivation is closely linked to the rise and fall of the country, and stimulate their sense of national responsibility and mission. The Confucian concepts of "benevolence" and "propriety, righteousness, integrity and shame" can be transformed into specific patriotic education content, and students can deeply understand and practice them through the narration of the story of "loyalty and filial piety" and classic interpretation. Integrating Chinese excellent traditional culture into patriotism education is an effective way of education. It can not only cultivate students' patriotic feelings and social responsibility, but also carry forward the traditional culture and enhance the national cohesion and cultural confidence of college

students. However, in the process of implementation, it is also necessary to pay attention to maintaining the scientificity and objectivity of education, and avoid overrendering or distorting traditional culture.

#### **4.2 International Comparative Perspective**

From the perspective of international comparison, China's development achievements and uniqueness have been fully reflected in terms of economic growth rate, achievements in poverty reduction, scientific and technological innovation, green development and social governance. These achievements not only showcase China's strong strength and potential, but also provide valuable experience and inspiration for global development, showcase China's development achievements and unique advantages, and enhance students' national pride. However, it still requires many efforts to correctly guide students to view the differences between China and foreign countries rationally. By objectively presenting the differences between China and foreign countries, cultivating cross-cultural communication ability, emphasizing the value of local culture, cultivating a global vision and local feelings, and setting an example, we can help students to form a correct world outlook and values, and avoid the tendency to blindly exclude or worship foreign affairs.

### **5. Build a Practice-Oriented Discourse System to Enhance the Effectiveness of Education**

#### **5.1 Education Through Practice**

Organize students to participate in voluntary service, social research, rural revitalization and other practical activities, so that they can experience the connotation of patriotism in practice. Students are encouraged to participate in scientific and technological innovation, entrepreneurship and other activities, and closely integrate their personal ideals with national development.

#### **5.2 Role Models Lead**

Set a young example, such as alumni hand in hand plan, scientific and technological innovation talents, etc., with people around, things around to encourage students. Outstanding representatives and alumni from various fields are invited to communicate with students and share their patriotic feelings and struggle stories.

### **6. Construct Multiple Discourse Subjects and Enhance the Synergy of Education**

#### **6.1 Multi-Party Collaborative Participation**

Colleges and universities, families and society have different advantages in patriotic education. Only by strengthening cooperation can we form a joint educational force and achieve better educational results. To establish a communication mechanism: colleges and universities, families and the society should establish an effective communication mechanism, regularly exchange information, and jointly study the new methods and new ways of patriotism education. Resource integration: make full use of all resources to realize complementary advantages, and jointly create patriotic education brand activities. For example, the school invites industry elites and members of professional experts to give lectures, and help college students grow as student lecturers. Joint participation: encourage universities, families and people from all walks of life to actively participate in patriotic education and practice activities, and form a good situation in which the whole society cares about, supports and participates in patriotic education. Therefore, only by strengthening the multi-party cooperative participation, can we form a joint educational force, deeply plant the spirit of patriotism in the hearts of every Chinese people, and contribute to the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

#### **6.2 Students' Principal Status**

College students are encouraged to actively participate in discourse construction, such as organizing patriotic keynote speeches, debate competitions, literary and artistic creation, and "Red Classic" stage play creation and performance, etc., so that they can become the creators and disseminators of discourse. Through student associations, interest groups and other forms, to promote the autonomy and normalization of patriotism education.

### **7. Pay Attention to Emotional Resonance, Enhance the Appeal of Discourse**

#### **7.1 Affective Expression**

Emotional elements are integrated into the discourse, such as national feelings, national pride, etc., to stimulate students' emotional

resonance. For example, we are telling the stories of those heroes, from Yue Fei's "loyalty to the country" to Qian Xuesen resolutely returned to China to join the space industry, behind each name, is a touching legend. They use their own actions to interpret what is the feelings of the country, what is the backbone of the nation. These stories are not only the memory of history, but also the power that inspires us to move forward, so that college students understand that a person's fate is always closely linked to the rise and fall of the country, and their every effort is to make this home more beautiful. College students in the new era stand at the forefront of the new era and face the changes of the world, but they should carry the sense of family and national pride and bravely shoulder the responsibility of The Times. Whether it is the forefront of scientific and technological innovation, the field of rural revitalization, or the stage of international exchanges, every contribution is the best expression of deep feeling for the country and the country, and the best inheritance of the national spirit.

Create patriotic songs: write songs reflecting the national history, national spirit and times, such as "March of the Volunteers", passionate melody and inspiring lyrics can quickly inspire the audience; Concert and chorus activities: through large concerts, red song chorus competitions, let more people participate in singing patriotic songs, form collective resonance, deepen the experience of modern elements: on the basis of maintaining the traditional spirit, integrate pop, rock and other modern music elements, make patriotic songs closer to young people's aesthetic, and enhance the transmission.

Create patriotic literary works: including novels, poems, essays, etc., to describe the beauty of the mountains and rivers and the courage of the people's struggle, and to convey patriotic feelings and positive energy.

Classical re-reading and new work promotion: organize college students to reinterpret classical patriotic literature works, such as Lu Xun's "The Scream" and Mao Dun's "Midnight", etc., and encourage and support contemporary writers to create patriotic works that reflect the spirit of The Times.

Literature lectures and reading groups: Organize literature lectures, reading groups and other activities, invite writers and scholars to share their creative experiences, and guide the public to deeply understand and feel the patriotic

feelings in literary works.

Through these art forms, we can convey the spirit of patriotism and enhance the appeal of the discourse.

## 7.2 Create a Sense of Ritual

Through the flag-raising ceremony, memorial day activities and other important time node activities, it can effectively enhance the students' sense of ceremony and sense of belonging. These activities can not only cultivate college students' patriotism and the sense of collective honor, but also stimulate their sense of responsibility and mission, laying a solid foundation for the all-round development of contemporary college students.

## 8. Conclusion

In the context of great changes unprecedented in a century, the innovation of college students' patriotic education discourse needs to be based on The Times, close to students, integrate multiple cultures, and enhance the attraction and effectiveness through new media technology and practical experience. Only by building a discourse system with both depth and temperature, can we truly stimulate the patriotic feelings of college students and cultivate new people to shoulder the responsibility of national rejuvenation.

## References

- [1] Research on patriotism education of college students from the perspective of all media. ZhiHang; Cheng Juanjuan Cheng. Chinese Journal of Multimedia and Network Teaching (China), 2022 (04)
- [2] Research on patriotism education ideas for college students in the new era —— Review of National Identity and Patriotism Education. Qi Bin. People of Yangtze River, 2023 (03)
- [3] Patriotism in the excellent Chinese traditional culture: origin, connotation and characteristics [J]. Liu Shuijing; Wei Wei. School Party Building and Ideological Education, 2020 (17)
- [4] Research on the implementation strategy of patriotism education for college students in the new era. Sun Chuang; Zhang Hao. China, 2023 (24)
- [5] Patriotism education for young college students from the perspective of cultural identity. Chen Jiqing. Qin Zhi, 2024 (06)