

# The Research on Integrating Campaign for “Staying True to Our Founding Mission” into Ideological and Political Education in Universities

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**Abstract:** The original aspiration and mission of the Chinese Communists is to seek happiness for the Chinese people and rejuvenation for the Chinese nation, which requires generations of Chinese (including college students) to relay it. In view of the fact that college students are the backbone of promoting the great cause of national rejuvenation, it is urgent for universities to strengthen Campaign for “Stay True to Our Founding Mission” (hereinafter referred to as CSTOFM) to cultivate new talents of the times. By searching the relevant literature in CNKI, it is found that there are not many studies on integrating CSTOFM into the ideological and political education in universities. 70.2% of students in some universities believe that the party's original aspiration and mission are not integrated into the ideological and political courses or professional courses. Aiming at the current situation of insufficient CSTOFM in the universities, it is necessary to accelerate the integration of CSTOFM into the ideological and political education of college students, and guide the college students to inherit and practice the original intention and mission of the party. We must grasp the era value of integrating CSTOFM into ideological and political education in universities from the perspective of cultivating college students to strengthen their ideals and beliefs, implementing the fundamental task of building moral education and gathering youth power for national rejuvenation. In the new era, the universities should promote the integration of CSTOFM into the ideological and political education through the path of curriculum education and teaching, practical education and teaching, and university culture construction.

**Keywords:** CSTOFM, Ideological and Political Education in Universities, Moral Education, Practice Path

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## 1. Introduction

Jinping Xi, general secretary of the Communist Party of China (hereinafter referred to as CPC) put forward in the report of the 19th National Congress of CPC that “the Party's original aspiration and mission is to seek happiness for the Chinese people and rejuvenation for the Chinese nation. This original aspiration and mission is the fundamental driving force that motivates the Chinese Communists to keep moving forward” [1]. One week after the closing of the 19th National Congress of CPC, Jinping Xi, general secretary led Member of the Standing Committee of the Political Bureau of the CPC Central Committee from Beijing to visit the Site of the First Congress of CPC in Shanghai and the Red Boat of Nanhu Lake in Jiaying, Zhejiang province, to relive the

original aspirations at the place where the party's dream set sail. He emphasized: “The Chinese Communists can realize the great rejuvenation of the Chinese nation only if they Stay True to Our Original Aspiration, Stay True to Our Founding Mission and strive for ever [2]. On May 31, 2019, delivered an important speech at a key meeting to launch a campaign for “staying true to our founding mission” (CSTOFM) among all Party members. The whole party held CSTOFM, which was carried out in two batches from top to bottom nationwide, and gradually advanced to colleges and universities. In October 2019, the Fourth Plenary Session of the 19th central committee of CPC proposed for the first time to establish a system of Stay True to Our Original Aspiration, Stay True to

Our Founding Mission to consolidate the achievements of CSTOFM. January 8, 2020, Jinping Xi, general secretary said at the summary conference for CSTOFM that “Stay True to Our Original Aspiration, Stay True to Our Founding Mission is not a matter of a while, but a lifetime. We must take it as the eternal task of strengthening the party's construction and the lifelong issues of all party members and cadres are often unremittingly” [3]. There is no doubt that Chinese communists must Stay True to Our Original Aspiration, Stay True to Our Founding Mission, and the newcomers of the era trained by our party should also keep their original aspirations and missions in mind. In view of this, the universities, as the main body of “cultivating people for the party and cultivating talents for the country” must integrate CSTOFM into ideological and political education, which is of great significance for cultivating the builders and successors of the cause of socialism with Chinese characteristics.

Searching CNKI literature with the theme of “Stay True to Our Original Aspiration, Stay True to Our Founding Mission in universities” found that there were 231 related literatures since 2019, of which Juan Chen proposed to integrate CSTOFM into the education and teaching of ideological and political theory courses in universities [4]. Haiming Chen, Guozhen Feng, Guilong Wu and other scholars proposed the establishment of a long-term education mechanism for CSTOFM in universities to promote the system of CSTOFM takes root in colleges and universities [5-7]. Jinzuo Han, Wenwen Liu and Dandan Jiang, Hui Wei and Jiwei Han and other scholars proposed to strengthen grass-roots party building, mainly to educate teachers and students of party members and leading cadres on their original aspiration and mission [8-10]. Yun Zhang survey and research found that 70.2% of students believe that the party's original aspiration and mission is not integrated into the ideological and political courses or professional courses in universities [11].

The above research shows that: in terms of research methods, the survey data objectively reflects the insufficient of college students' original aspiration and mission education. In terms of education and research objects, the majority of teachers and students are party members and cadres, but all teachers and students have not yet been covered. In terms of research content, there are many studies on the mechanism of CSTOFM in universities, and there are fewer studies on the integration of CSTOFM into the ideological and political education in universities.

Therefore, universities need to mobilize the resources and advantages of school party building, and integrate CSTOFM into the ideological and political education of universities. Especially, party members, teachers and leading cadres need to pass the learning results of CSTOFM to all ordinary teachers and students in the following ways. It will definitely improve the effectiveness of talent training in universities, and truly cultivate new talents who can shoulder the responsibility of national rejuvenation for the party and the country.

## **2. The Era Value of Integrating CSTOFM into Ideological and Political Education in Universities**

### ***2.1. The Need for College Students to Strengthen Their Ideals and Beliefs***

Jinping Xi, general secretary emphasized that “the ideals and beliefs of the Chinese Communists are never illusory, but are always reflected in the original aspiration and mission of seeking happiness for the Chinese people and rejuvenation for the Chinese nation” [12]. If the Chinese Communists should strengthen their ideals and beliefs, college students as a new force to inherit the party's original aspiration and mission, must also strengthen their ideals and beliefs. The original aspiration and mission of the party is to guide college students to strengthen their ideals and beliefs with textbooks and nutritional supplements that supplement the calcium of college students' spirit for continuously injecting ideological power into the growth and development of college students, and providing method guidance and experience for their struggle, and helping college students establish lofty ideals and beliefs.

### ***2.2. The Universities Implement the Fundamental Task of Building Moral Education***

Jinping Xi, general secretary pointed out that “the foundation of universities is to build morality and cultivate people” [13]. The universities undertake the mission of educating people for the party and the country, which is related to the successor of the party's cause, and the future and destiny of the country. It can be said that the integration of CSTOFM into the ideological and political education of universities is to constantly explore the value of the party's original aspiration and mission, and to give full play to the key role of CSTOFM in realizing moral education, and educating people for the party, and cultivating talents for the country, and guiding the new era college students “integrate the small self into the big self” and link the realization of their own values with the development of the country to practice their original aspirations and missions.

### ***2.3. The Need to Gather Strength for Realizing the Great Rejuvenation of Chinese Nation***

Jinping Xi, general secretary emphasized that “the Chinese dream of the great rejuvenation of the Chinese nation will eventually become a reality in the relay struggle of generations of young people” [14]. Today, our party has achieved its first centenary goal, who is striving towards the second centenary goal of building a great modern socialist country. College students in the new era are the new force of realizing the goal of socialist modernization and the backbone of promoting the great rejuvenation of Chinese nation. CSTOFM can strengthen the awareness of the original aspiration and mission of the college students, gather the strength of the college students to forge ahead together,

and cultivate the students to take the attitude of masters with devoting themselves to the cause of modernization and the great cause of national rejuvenation.

### **3. The Important Content of Integrating CSTOFM into Ideological and Political Education in Universities**

#### **3.1. Integrating into Ideal and Belief Education**

Integration CSTOFM into the ideal and belief education of college students is mainly guided from the following aspects. The first is to guide college students to strengthen their personal ideals. On the road of life development for college students, it is easy to get started, but it is always rare. At present, under the background of economic globalization, information networking and knowledge diversification, some college students easily lose their way forward, while others hesitate to move forward when encountering difficulties, and even give up their original goals and aspirations. Therefore, integrating CSTOFM into the education of ideals and beliefs will help to lead the college students to stick to the direction of moving forward, and follow the correct development track to complete their initial goals and tasks. The second is to guide college students to stick to social ideals. At this stage, the common ideal of socialism with Chinese characteristics is to build our country into a modern socialist country that is prosperous, strong, democratic and civilized, which can not only prepare for the great rejuvenation of the Chinese nation in the future, but also lay the foundation for the realization of the lofty ideal of communism. Strengthening the theoretical education of Marxism and its Chinese characteristics innovation can help college students in the new era to understand the theoretical essence of Marxism, guide students to strengthen their belief in Marxism and achieve high aspirations, and improve the personal value of college students by integrating into the Chinese dream and the communist dream.

#### **3.2. Integrating into the Education of Revolutionary Spirit**

The revolutionary spirit refers to the spirit of fearless sacrifice and heroic struggle formed by the revolutionary predecessors to realize the original mission of the party, such as the Red Boat Spirit, Jinggangshan Spirit, Long March Spirit, Yan'an Spirit, Xibaipo Spirit and so on. These great spirits span time and space, and carry the original mission of the Chinese Communists, which are the precious spiritual wealth of the party and the country. "Stay True to Our Original Aspiration, Stay True to Our Founding Mission, that is, don't forget that we are communists and revolutionaries, and don't lose the revolutionary spirit" [15]. Contemporary college students have grown up in the new era and have not experienced the days of hard struggle. It is difficult for them to understand the fighting spirit of the revolutionary predecessors who were not afraid of danger and charged forward in order to realize the original mission of the party. Today, our country has completing the building of a moderately prosperous society in all respects, but the task of

completing the second centenary goal is still arduous, which requires contemporary college students to inherit and carry forward the party's revolutionary spirit. CSTOFM is integrated into the revolutionary spirit education, which is to guide college students to always be prepared for danger in times of peace and carry forward the spirit of hard work of the communists to cultivate the spirit of bearing hardships, and guide college students to integrate knowledge and action, in practice to hone their revolutionary will and improve their fighting skills for contributing to the realization of the party's second centenary goal.

#### **3.3. Integrating into Responsibility and Mission Education**

"As a definite person, a realistic person, you have rules, you have a mission, you have a task" [16]. As the builders and successors of socialism with Chinese characteristics, college students in the new era need to fulfill their life responsibilities and undertake the mission of the times. CSTOFM is integrated into the responsibility and mission education, which is to educate college students to learn from their revolutionary predecessors, heroes and role models, and to be firm believers, active communicators and model practitioners of the common ideal of socialism with Chinese characteristics and the lofty ideal of communism, and to guide college students to be self-disciplined, and to cultivate their sense of urgency, responsibility and mission in learning for mastering real talents and practical learning and enhancing practical skills, and to seize the life opportunities of making achievements in the new era, and to be a newcomer in the era of the great rejuvenation of the Chinese nation.

### **4. The Practical Path of Integrating CSTOFM into Ideological and Political Education in Universities**

#### **4.1. Integrating into Curriculum Education and Teaching**

Integrating CSTOFM into curriculum education and teaching is to integrate the party's original aspiration and mission into the education and teaching of ideological and political courses, specialized courses and general courses. On the one hand, give full play to the synergistic education effect of ideological and political courses and curriculum ideological and political courses. Teachers of different course need to combine the characteristics of each course, excavate the elements of their original mission education, innovate the curriculum education and teaching system and method of educating people, enrich the teaching content, and continuously improve the attractiveness, appeal and persuasion of educating people with the original aspiration and mission of each course. On the other hand, give full play to the role of the main channel for ideological and political courses to integrate into the original aspiration and mission of educating people [17]. For example, "Marxist beliefs, ideals of socialism with Chinese characteristics and lofty ideals of communism" are integrated into the ideal and belief education topic of

“Ideological and Moral Cultivation and Legal Basis”, and the spirit of “practicing the original aspiration and undertaking the mission” is integrated into the topic of values, and in promoting the “Red Boat Spirit, Long March Spirit, Yan’an Spirit” and other revolutionary spirits are incorporated into the theme of Chinese spirit. In the “Outline of Modern and Modern History of China” and “Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics”, teachers of ideological and political courses are required to explain clearly why the Chinese people choose and adhere to the leadership of CPC, Marxism, the road of socialism, reform and opening up, building socialism with Chinese characteristics and entering a new era in the course of revolution, construction, reform and development socialism, so that college students can truly understand how the red regime in new China came about and how to create a happy life today”, which will improve communication with each other, enlighten their minds, inspire their fighting spirit, awaken college students' awareness and determination for national rejuvenation, and cultivate college students' sense of social responsibility and historical mission.

#### ***4.2. Integrating into Practical Education and Teaching***

“Practical teaching is an important way to improve the teaching quality and effectiveness of ideological and political courses in universities” [18]. Teachers of different courses can lead college students to go deep into communities, factories, rural areas, memorial venues, etc., and guide college students to realize the spiritual essence of their original mission in the large social classroom by means of on-the-spot investigation, social practice, and practical training. Teachers of ideological and political courses take students to local red scenic spots to inherit the party's revolutionary traditions and red genes. For example, at the site of the party's first congress, they can learn about relevant representatives and their old residences, and experience the source of the revolutionary predecessors' mission to establish their original aspirations, and have a deep understanding of the significance to seek original aspiration and mission of happiness for the people and rejuvenation nation from the very beginning of CPC establishment. Professional class teachers lead engineering students to the factory workshop for practical training, guide students to improve the quality and safety of product processing to the height of satisfying the people's happiness, educate students to make high-quality products to meet the needs of the people as their original aspiration, and cultivate students' spirit of excellence as a great country craftsman, inspire students' scientific spirit and mission to serve the country through science and technology. Agronomy students can go deep into the countryside to understand the current situation about agriculture, the countryside and farmers, to be cultivated students' feelings of big country agriculture, the countryside and farmers, and enhance the sense of mission and responsibility of college students to serve the overall revitalization of the countryside. In short, strengthening the education of the original mission in practical teaching can guide college students to choose employment direction, cultivate their professional ethics,

temper their practical character, help them establish the ideal of striving for the happiness of the people, and strengthen their belief in devoting to national rejuvenation.

#### ***4.3. Integrating into the Construction of University Culture***

The party's original aspiration and mission is an important part of Jinping Xi Thought on Socialism with Chinese Characteristics for a New Era, which always represents the direction of China's advanced culture. The original aspiration and mission culture is integrated into the construction of the campus material culture, spiritual culture, institutional culture and network culture, which can nurture the minds of teachers and students on a daily basis and externalize them in practice. One is to integrate into the material culture of the university. There are many material carriers for universities to transmit the original aspiration and mission culture. For example, the construction of landmark buildings, garden landscapes, stadiums, libraries, school history museums, laboratories, etc. on the university campus should be planned as a whole to highlight the original mission culture. The second is to integrate into the campus spiritual culture. The campus spiritual culture is also known as the “school spirit”, which is a campus culture embodied in the school spirit, teaching style, study style, class style, and school interpersonal relationship. Relying on the construction of college students' class activities and party group activities to carry out various competitions, recitations, essay writing, performances, photography and other positive campus cultural activities to enhance students' sense of responsibility and mission. The third is to integrate into the university system culture. Institutional culture plays an important role in guiding college students to transmit positive energy and regulate human behavior. Integrating the era value and spiritual connotation of the original aspiration and mission into various rules and regulations is an important guarantee for universities to inherit and carry forward the original aspiration and mission. The fourth is to integrate into the university network culture. With the wide application of emerging media such as the internet and smart phones, network culture has become an important part of university culture. Universities can regularly push the cultural resources of their original aspiration and mission with the help of the campus network, China University Students Online, the National College Ideological and Political Work Network and other platforms, and use new media such as MicroBlog, WeChat, Tik Tok, Kwai, etc. to spread the original aspiration and mission culture. In a word, integrating the original aspiration and mission culture into the material culture, institutional culture, spiritual culture and network culture of the campus not only plays a role in spiritual inspiration and ideological guidance for all teachers and students, but also inspires college students to pass on good behavior habits and high-quality cultural temperament to outside the school, so that the general public can consciously inherit and practice the original aspiration and mission of the party, and build a strong spiritual support and practical motivation for the great rejuvenation of the Chinese nation.

## 5. Conclusion

"A generation has a long march for a generation, and a generation has the responsibility of a generation. Building a powerful modern socialist country and realizing the great rejuvenation of the Chinese nation is a relay run, and every generation must achieve good results"[19]. Today's world is undergoing profound changes unseen in a century, and contemporary college students have a mission at the right time. Because we are closer than any period in history, have more confidence and ability to realize the great rejuvenation of the Chinese nation, so college students should make unremitting efforts to realize the Chinese dream of the great rejuvenation of the Chinese nation, and shoulder heavy responsibilities in the historical trend. We believe that integrating CSTOFM into the ideological and political education in universities, which will definitely be able to train college students in the new era to become newcomers of the era with ideals, skills, and responsibilities required by the construction of a powerful modern socialist country for contributing to the realization of the Chinese dream.

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