

Research on the Impact of Major Events on College Students' Ideological and Political Education

Gongqiang Nie

College of Economics and Management, Yan'an University, Yan'an 716000, Shaanxi, China

Copyright: © 2025 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: Different from emergency incidents, major events have both positive and negative effects, and their occurrence will arouse widespread social concern. During their college years, students are in a critical period of growth and maturity in terms of ideology, behavior, psychology, and values. They are full of passion but lack social experience and have low ability to distinguish information. Colleges and universities can grasp effective information and form positive guidance immediately when a major event occurs. By leveraging the high attention brought by major events, they can develop effective strategies for college students' ideological and political education, ensuring that all links of such education achieve good results.

Keywords: Major events; Ideological and political education; College students; Effective strategies

Online publication: July 26, 2025

1. Introduction

The world today is developing at a high speed with constant changes. Especially with the popularization of the Internet, information exchange in human society has shown the prominent characteristics of being fast and convenient. Data shows that as of December 2024, the number of Internet users in China has exceeded 1.108 billion, and the proportion of people using mobile clients to access the Internet has reached more than 95%, making mobile phones the "sixth organ" of the human body. Consequently, people's lifestyles and cognitive patterns have undergone subversive changes. The means of disseminating various types of information have become diversified. Whether it is a major event or an ordinary incident, they fill people's information world and spread at an extremely fast speed, with an extremely wide scope and profound depth.

Major events usually spread rapidly, which makes it difficult for us to make normal judgments. At this time, publicity work becomes particularly important. The publicity of major events should not only be based on the overall situation and insight into trends but also focus on key priorities. It is necessary to accurately grasp the entry points and directions of efforts, promote the main theme, convey positive energy, gather the spiritual motivation of the whole society for unity and struggle, and assist in the development of various undertakings. Major events play an important guiding role in the development of history and the times, and at the same time, they are also an important basis for testing the maturity of college students' ideological growth. Using major events to carry out ideological and political education has long been a conscious ideological and practical act of our Party, and it is also an important starting point for colleges and universities to carry out patriotic education ^[1].

2. Connotation and impact of major events

Through searches on CNKI (China National Knowledge Infrastructure), it has been found that the terms “major events” and “emergency incidents” are conceptually similar, and many people often misinterpret or deviate in their understanding of them. Therefore, it is necessary to clarify the definitions of these two terms to a certain extent.

Regarding the specific connotation of major events, there is currently a lack of a relatively unified concept. However, there is a general consensus: they refer to events that occur within a certain time period, exert certain far-reaching impacts or attract great attention on a certain region, country, or even the international community, and have certain political, historical, cultural and other significances. These events involve fields such as politics, economy, military, and culture. Their characteristics include flexibility, continuity, and expansibility^[2]. One of their important features is the emphasis on the attention and influence of related events. Major events usually have a certain degree of temporal continuity and may even develop into historic events.

An emergency incident refers to an urgent event that occurs suddenly, beyond people’s expectations and without any mental preparation, which will cause certain negative impacts on society and requires emergency disposal measures to deal with it. It may usually cause heavy casualties, property losses, ecological environment damage and serious social harm, endangering public security. It is characterized by suddenness, continuity, objectivity and harmfulness^[3].

In terms of event attributes, sudden incidents are generally categorized as destructive events, whereas major events need to be evaluated based on their specific nature. Briefly speaking, major events can be divided into positive major events and negative major events. Positive major events generate beneficial effects, inspiring, encouraging, and uniting people. Examples include the successful convening of the Third Plenary Session of the 20th Central Committee of the Communist Party of China, the regular commercial operation of the domestically developed C919 large passenger aircraft, and the successful launch of the Shenzhou-19 manned spaceship. Conversely, negative major events refer to occurrences that hinder or disrupt people’s normal lives within a certain scope, typically having a negative and adverse impact. Such events obstruct social progress or cause widespread disruption to daily routines.

Different natures of events lead to different effects, and thus the influences formed among college students also vary.

2.1. Positive effects of major events on college students

Positive major events can exert a positive influence on college students’ daily thinking, guiding them to display an upbeat and proactive spirit in daily life, and fostering a strong sense of national pride and identity toward their motherland.

2.1.1. Strengthening beliefs and cultivating correct patriotic feelings and national awareness

With the continuous progress of society, China has entered a new era, with its comprehensive strength constantly growing and unprecedented achievements made in various undertakings. China’s “new four great inventions” have been increasingly admired worldwide, as the country strides forward to lead the trend of the times. This has further strengthened confidence in the path, theory, system, and culture of socialism with Chinese characteristics. The spirit of fighting against the epidemic and the spirit of the Chinese women’s volleyball team have once again made the Chinese people realize the country’s strong appeal, arousing an unprecedented sense of patriotism.

2.1.2. Enhancing confidence and guiding college students’ sense of mission to safeguard national unity and security

In early 2025, the domestic animated film *Nezha: Chaos in the Sea* broke into the global box office top 10. Many scenes and characters in the film are based on real historical backgrounds, and these hidden “surprises” allow people to appreciate the unique cultural charm embodied in Chinese cultural relics. It further demonstrates the appeal of Chinese culture rooted in a strong cultural background and profound historical heritage, sparking a global upsurge of interest in Chinese myths and time-honored history and culture.

2.2. Negative effects arising from major events

After a major event occurs, if there is no active and effective guidance or if there exists a certain information gap, public opinion may sometimes develop in the opposite direction. With the increasing popularization of internet technology, the number of self-media bloggers has been on the rise, while official authorities lack effective measures for online supervision. For example, regarding the nuclear radiation issue in a certain country, some lawbreakers or individual self-media outlets seeking traffic have spread false information and extreme remarks online, leading to a situation where people generalize from individual cases, completely negate facts, and even fall into panic. What's more, negative and extreme remarks have emerged. College students, with relatively weak ability to judge information and without positive guidance from schools and teachers, are prone to feeling disappointed with the country and the government, and may develop pessimistic emotions.

3. Problems faced by colleges and universities in conducting ideological and political education in response to major events

Major events serve as real and vivid materials for ideological and political education, providing authentic cases for college ideological and political work. It is necessary to take major events as entry points and important grasps, correctly distinguish their historical significance and practical value, eliminate negative impacts and passive effects, and cultivate college students' positive thinking attitudes and behavioral habits ^[4].

3.1. Insufficient timeliness

With the development of the internet, a major event can spread across the network within minutes. Due to educators' insufficient practical experience and systematic theories, they are unable to analyze, grasp, and characterize the event in the first place. They merely rely on traditional preaching methods, ignoring the uniqueness and subjective initiative of individuals, and lack practical analysis. The outdated educational concepts have suppressed college students' enthusiasm, leading to a disconnect between theory and practice, which affects the efficient implementation of ideological and political education.

3.2. Inadequate theoretical preparation

The effectiveness of ideological and political education in the face of major events depends on educators' solid theoretical foundation and accumulated practical experience. College students are passionate and highly motivated, but they lack social experience and are relatively emotional^[2]. If educators do not have systematic and comprehensive theories as support, cannot accurately grasp students' psychology, and fail to effectively guide students who are misunderstood by fragmented information, the effect of ideological and political education carried out in the context of major events will be greatly reduced, thus missing a crucial link in the positive guidance of students.

3.3. Lack of a collaborative mechanism for ideological and political education

College ideological and political education mostly relies on ideological and political theory teachers or counselors. Some professional course teachers engage in formalistic and perfunctory teaching, making the professional course education of ideological and political education a mere formality. Carrying out ideological and political education based on major events requires the joint support of different disciplines and professional backgrounds to form a "comprehensive ideological and political education" pattern. Therefore, it is necessary to create a good situation of internal and external linkage, coordination between superiors and subordinates, and full-staff, whole-process, and all-round education under major events.

4. The value of major events in college students' ideological and political education

4.1. Using education through major events to foster college students' firm belief in patriotism and love for the Party

As one of the four ancient civilizations, China boasts a 5,000-year-long history. It has always yearned for and cherished peace, giving birth to a wealth of excellent traditional cultures. Through the efforts of generations, we are living in an unprecedented era of prosperity, enjoying the good life brought by peace, which constantly ignites the patriotic passion of the younger generation.

Contemporary college students are in a critical period of growth. They should enhance their cognitive level, firm up the correct political orientation, and consciously establish great ideals through learning and practicing in the face of major events and important time nodes. They should integrate their personal development into the tide of the times, the country's development, and the cause of national rejuvenation ^[5].

4.2. Using education through major events to improve college students' ability to distinguish right from wrong

In today's information explosion, news spreads at an unprecedented speed and scale, with a flood of true and false information. However, college students generally lack the spirit of hard work and perseverance, and have insufficient social experience. A small number of college students may be disturbed by inappropriate remarks or ideas, leading to emotions such as confusion, perplexity, and panic.

The occurrence of major events allows college students to personally experience the actual changes and development of society, enabling them to promptly correct their cognitive deficiencies. In large-scale sports events such as the Winter Olympics and Asian Games, numerous post-2000s volunteers and staff have shown courage, taken on responsibilities, strived for excellence, and won honors for the country, continuously writing legendary stories of the younger generation. This is in stark contrast to the social phenomena depicted by some media outlets. These events effectively promote college students' positive social cognition, combat the so-called trends of hedonism and liberalism, and enable them to stand the test of major events and the people, thus better shouldering historical missions.

4.3. Using education through major events to cultivate sound personalities in contemporary college students

University is a journey in life, and one day, students will step into the "main battlefield" of life. However, all the accumulation and precipitation during college will become invaluable "tips" for entering society. Through correct guidance on major events during college, we can effectively educate students to distinguish right from wrong, respond rationally, and establish their critical thinking awareness ^[3]. In their life development, this helps cultivate their sound personalities, inspire a sense of urgency, foster a spirit of struggle, and temper their willpower.

At the same time, it is crucial to clearly recognize that only by integrating personal values into social development and national needs can one realize their own value in the process of achieving the Chinese Dream of national rejuvenation, cultivate a sound personality, and become a trailblazer who writes a glorious chapter in the noble mission of national rejuvenation.

5. Effective strategies for conducting college students' ideological and political education through major events

Major events have a profound impact on college students in terms of daily behavior, inner growth, and the formation of values. University is the most critical stage before entering society. It is essential to adopt active and effective measures, tailor to the distinct characteristics of college students in different eras and groups, use major events to carry out ideological and political education, provide positive guidance, generate positive energy from major events, and improve measures for

conducting ideological and political education through major events ^[6].

5.1. Enhance ideological and political educators' perception in responding to major events

The occurrence of major events exerts positive or negative effects on society, economy, and daily life, attracting widespread social attention. College students are in a critical period of life growth during their school years. Receiving good ideological and political education, establishing correct ideals and beliefs, and improving their comprehensive quality have become necessary links ^[7].

Ideological and political educators should strengthen their study of major theoretical and practical issues. Through relevant courses, they should enhance their political sensitivity and ability to distinguish right from wrong. At important junctures and when facing issues of right and wrong, they must dare to take responsibility, take initiative, and promptly understand the causes, nature, transmission channels, adverse impacts, and control strategies of events. This lays the groundwork for effective intervention and positive guidance on major events. Relevant superior departments should strengthen daily training and education for related personnel to improve ideological and political educators' ability to respond to various major events.

5.2. Innovate working mechanisms, establish early warning systems, and improve management systems

Major events often occur without warning and are random. However, the development of everything has a process. Establishing corresponding early warning mechanisms and handling systems for major events, along with scientific coordination and orderly guidance, can maximize the positive effects of major events and minimize their negative impacts to a certain extent ^[7].

With the popularization of self-media, the internet has become the main channel for the dissemination of major events. It is necessary to strengthen the construction of various propaganda platforms at all levels, form a converged media, and integrate traditional propaganda with new forms of communication. This ensures that ideological and political education work penetrates into students' hearts and minds, occupies the mainstream position and ideological front at the first time, expands its influence, and seizes the "first opportunity" in online media propaganda, preventing the spread of negative and false information among students during major events.

5.3. Provide platforms for participating in major events and create an upward and harmonious atmosphere

Major events can create a favorable overall environment for ideological and political education in society. Conversely, they can also further test the effectiveness of ideological and political education and guide its development path. For example, in the series of activities celebrating the centenary of the Communist Party of China, students, as participants and practitioners, were able to participate in the entire process through planning, volunteer services, and thematic learning. This further stimulated their patriotic enthusiasm and established their lofty ideals and aspirations.

Schools can build practical platforms in similar major events, create diversified channels for social practice through various new media platforms at all levels, and carry out diversified and multi-type propaganda. They should inspire people with excellent works, improve people's practical abilities, and create brand activities for ideological and political education, allowing college students to become the main participants. Through practical participation and training, students can truly feel the dynamics of national and social development, thereby elevating their emotions, firming their beliefs, establishing lofty ideals, and actively shouldering the responsibilities and missions entrusted by history.

Funding

Funded project of the 2022 Counselor Work Research Project of Yan'an University, "Research on the Impact of Major

Events on Ideological and Political Education of College Students”(Project No.: YD-FDY-KT2022007)

Disclosure statement

The author declares no conflict of interest.

References

- [1] Wang W, 2024, A Study on Colleges and Universities Using Major Events to Carry Out Ideological and Political Education for College Students in the New Era. Hebei Normal University, 2024.
- [2] Li F, Zhang L, 2019, Discussion on the Significance and Approaches of Carrying Out Ideological and Political Education for College Students Based on Major Events. Industrial and Science Tribune, 18(11): 156-157.
- [3] Wang J, 2012, Analysis on the Path of Integrating Socialist Core Values into Major Events Education. Journal of Higher Correspondence Education (Philosophy and Social Sciences Edition), 25(09): 37-39.
- [4] Wang L, 2020, A Preliminary Study on Strengthening Ideological and Political Education for College Students by Using Major Events. Journal of Liaoning Higher Vocational Colleges, 22(12): 88-92.
- [5] Xin H, 2018, A Study on College Students' Attention to Major Events and Countermeasures. Journal of Social Sciences of Colleges and Universities in Shanxi, 30(04): 71-74.
- [6] Li D, 2021, Functional Orientation and Implementation Strategies of Ideological and Political Education in Colleges and Universities in Responding to Major Public Emergencies. Education and Culture Forum, 13(02): 23-30.
- [7] Jiang Y, Tao L, Song S, 2022, et al. Functions and Innovation Strategies of Ideological and Political Education in Colleges and Universities in Responding to Major Emergencies. Journal of Chongqing University of Science and Technology (Social Sciences Edition), No. 274(03): 47-53.

Publisher's note

Whioce Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.