

Educational Management Model of Ideological and Political Courses in Colleges and Universities Based on Anthropological Linguistics

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Objectives: With the constant improvement and development of the ideological and political educational system in our country, colleges and universities pay more and more attention to the ideological and political education for students in the teaching process. However, there is still a lack of effective management methods in the process of ideological and political education. **Methods:** Based on the above considerations, in this paper, the research on the educational management model of ideological and political courses in colleges and universities based on anthropological linguistics was put forward. Firstly, the relevant theories of anthropological linguistics were elaborated and a detailed introduction was carried out to the educational management methods; based on this, the intervention mechanism of using anthropological linguistics for educational management was proposed; then, by adding the counseling function of cognitive science to management means, the initiative of students in the teaching process was further mobilized. **Results:** This teaching management can provide reference value for a wide range of applications in the future. In order to verify the feasibility of the study, the test of practical educational management model of ideological and political courses was used. **Conclusion:** By comparing with the traditional way, it is concluded that it is feasible to study the educational management model of ideological and political courses in colleges and universities based on anthropological linguistics.

Keywords: linguistics; ideological and political courses; educational management
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In recent years, the development of college education is very rapid, and the educational idea of ideology and politics is also deepening. In the traditional ideological and political educational development model in colleges and universities, there is less research on teaching¹. Besides, there is still a certain gap on the degree of attention between the ideological and political education and the culture class. And there is some lag in the whole teaching mode. With the continuous development of computer science, major breakthroughs have been made at the

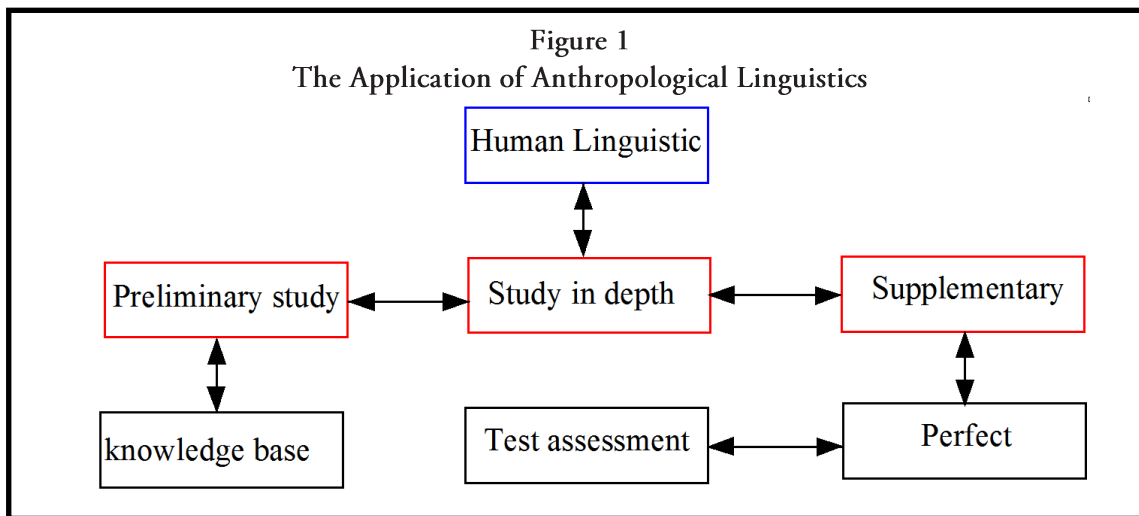
aspect of using the cognitive science to address the construction of teaching management². The proposition of the method of anthropological linguistics can make the teaching mode fit with the student's actual development needs. The first is to count students' specific needs according to the Internet function, and then further subdivide the overall demand, thus achieving the transition to the data level³. In the traditional model of ideological and political education, the instillation education that people pay more attention to can only unilaterally impart knowledge theory to students, while it is hard to lead them to think

independently. On the one hand, the ideological and political educational model designed on the basis of anthropological linguistics theory in this paper combines students' specific needs; on the other hand, the model captures the real-time ideological and political news, and formulates a set of real-time ideological and political teaching model by combining the theory and practice⁴. The characteristic of this model is that it makes full use of the Internet information sharing and cognitive science data analysis to improve the monotonicity of traditional ideological and political education, so as to realize the teaching model of ideological and political education with higher requirements⁵. Nowadays, it has become a feasible and highly effective approach to the teaching in colleges and universities for integrating the ideological and political education into students' field of vision in the form of innovative development models through the linguistics⁶.

The teaching effectiveness research model based on linguistics first appeared in the relatively developed countries in Europe and the United States⁷. Due to the rapid development of the cognitive science theory and the relatively great impact on the whole model of education and teaching, the necessary linguistic theories have been added to the reform of ideological and political education to make the entire ideological and political education more rationalized⁸. The application of this theory depends on the development of data models and advances in human psychology. In the United States, the progress of the psychoanalytic theory is fast due to the earlier start of psychological research and the support of strong computational technology. At the beginning of this century, the theory of psychoanalysis has been applied to the actual education and management, which has provided great convenience for the students' life⁹. In the ideological and political educational model in colleges and universities, the purpose of this

study is to use the anthropological linguistics to improve the innovativeness of ideological and political educational management, add the infiltration teaching of ideological and political education into the tools that are widely welcomed by students, such as blogs, Weibo and WeChat, and use the psychology to convey the educational material policy by cooperating with database management¹⁰. Amplifying the characteristics of cognitive science and integrating it into the real-time content of ideological and political education to perform educational disaggregation and restructuring can provide the basic form for this research in content¹¹.

In view of that the research on anthropological linguistics started earlier. The anthropological linguistics is mainly divided into linguistics and anthropology, which form an important foundation for development, furthermore, the satisfactory results are also gained in interaction¹². With the continuous development of people's ideological and political education system, the anthropological linguistics is mainly divided into three parts to study. The first level is the relationship between a simple language system and culture, and the linguistics based on a culture is established. After the first level, there is the second level of the development of anthropological linguistics, which is mainly the general relationship between language and culture. After the initial impact, the relationship between the two has been further developed¹³. The development level of anthropological linguistics is about the relationship between linguistics and anthropology. From the perspective of human beings, the harmony and unification of anthropology and linguistics can be realized. Therefore, on the basis of the development of anthropological linguistics, the cognitive process of the teaching method cognition is constructed. The cognitive process is shown in the following diagram.



It can be seen from the figure above that the research on the system of ideological and political education is started by the method of cognitive teaching. In view of the complexity of the research, the cognitive theory of human linguistics makes the study simple. Then, the main teaching method obtained by using anthropological linguistics is shown as follows: the understanding of teaching methods, teaching method services and teaching purposes can be discovered¹⁴. Any teaching method has different teaching contents from assisting teachers in the course of teaching. The purpose of using teaching methods is to complete the task of teaching first, and achieve the teaching services; then, from a deeper perspective, the implementation of teaching methods is to enable educatees to obtain knowledge, and achieve the internalization of knowledge and normalization of behavior of educatees, thereby ultimately achieving the ultimate goal of all-round development of educatees¹⁵.

When constructing the model by using relevant theories, the first is to use the cognitive science theory to conduct the data pre-processing to the collected data, that is, the statistical results of converting the data into the psychological cognition¹⁶. Due to a large amount of existing data, there are a large number of people in colleges and universities in our country, so the information needs to be converted through the formula. This will speed up the calculation speed

of this cognitive data. Then, the calculation is carried out through iterative steps of cognitive science. The calculation formula is shown as follows: before iterating and applying data, the calculation way for the data that needs to be standardized and normalized is shown below:

$$I^{\cdot}(j) = (I_i(i) - \mu) / H \quad (1)$$

I^{\cdot} and I in the above formula respectively represent the standardized front and back data obtained from the calculation of the front and back data calculation method. The iterative process is derived from the theory of cognitive science. The first step of probability calculation density is shown as follows:

$$g_{k,i,l}[I_i(l)] = \frac{\left(\frac{(I_i(l) - \alpha_i s(l) - \beta_i)^2}{2\sigma_{k,l}^2}\right)}{\left(\frac{(I_i(l) - \alpha_i s(l) - \beta_i)^2}{2\sigma_{p,i}^2}\right)} \quad (2)$$

In the development and application of anthropological linguistic theory, the calculation is carried out through this way, and the conditional distribution density of parameters is calculated in the case of given original data of parameters. Then, the values in the [-1, 0, 1] that contains parameters are selected to calculate, as shown below:

$$S(l) = \sum_{i=1}^q \omega_i I_i(l) \quad (3)$$

In the above formula, $\omega_i = 1/q$ is the

coefficient for each data to balance, then, a local data analysis model is obtained by conducting the above calculation. By correcting the current college students' ideological and political education learning experience and the new teaching model needed, college students can be more interested in ideological and political education. Moreover, teaching and evaluation of the teaching model of ideological and political education can be better conducted through the network platform¹⁷. The profit and loss value obtained by each program in various natural states is marked at the right end of the result node. At the time of branching attributes, it is necessary to pay attention to the following calculation formula of the information gain and to gain a deeper understanding. The formula is shown as follows:

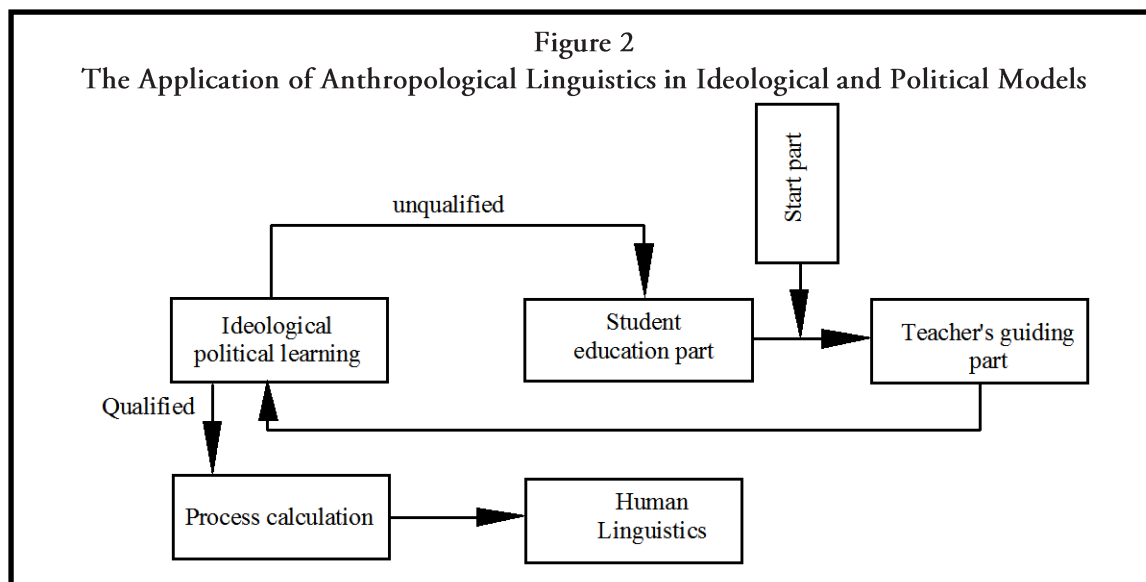
$$H = -\sum_{i=1}^n p(x_i) \log_2 p(x_i) \quad (4)$$

n in the above formula represents that there are n different grades of classification categories. By

classifying these samples, the existing characteristics of these data and their current status can be seen intuitively, which is a very convenient way of data statistics¹⁸. After the data classification processing, it is also necessary to perform linear regression processing on the data. The processing formula is shown as follows:

$$\hat{\omega} = (X^T X)^{-1} X^T \gamma \quad (5)$$

According to the above data, the linear regression processing is carried out to the data model. Then, after the perfect treatment is done for the information obtained and the concrete classification indexes are obtained, a scientific and reasonable appraisal can be made to the present ideological and political education in colleges and universities. The theoretical application based on anthropological linguistics is specifically shown as follows:



METHODS

The main purpose of the development and application of anthropological linguistics is to improve the cognition of ideological and political teaching. The ideological and political teaching method also changes based on the time and situation. In order to adapt to the change of objecti

ve factors such as policy promulgation, teaching environment and teaching means, the teaching method of ideological and political courses will also change. This is a crucial aspect of the development and change of teaching methods in ideological and political courses¹⁹. This change is the self-change caused by external requirements. This change is generally a large degree of development change, and is a change from outside

to inside, which requires many factors to cooperate actively. In this paper, aiming at the demand of ideological and political assessment models in colleges and universities in China, a new teaching model which is different from the traditional assessment model has been established²⁰. Formulating a teaching method based on cognitive science can make personal data analysis and overall data analysis to the teaching examination data, and collect and preserve the examination results. Recording each student's

information individually can help the ideological and political teaching work in colleges and universities improve the work efficiency and accuracy, which solves the drawbacks of the existing models and improves the standardization of ideological and political teaching management. The following table shows the parameter coefficient value of the ideological and political teaching data based on the theory of cognitive science.

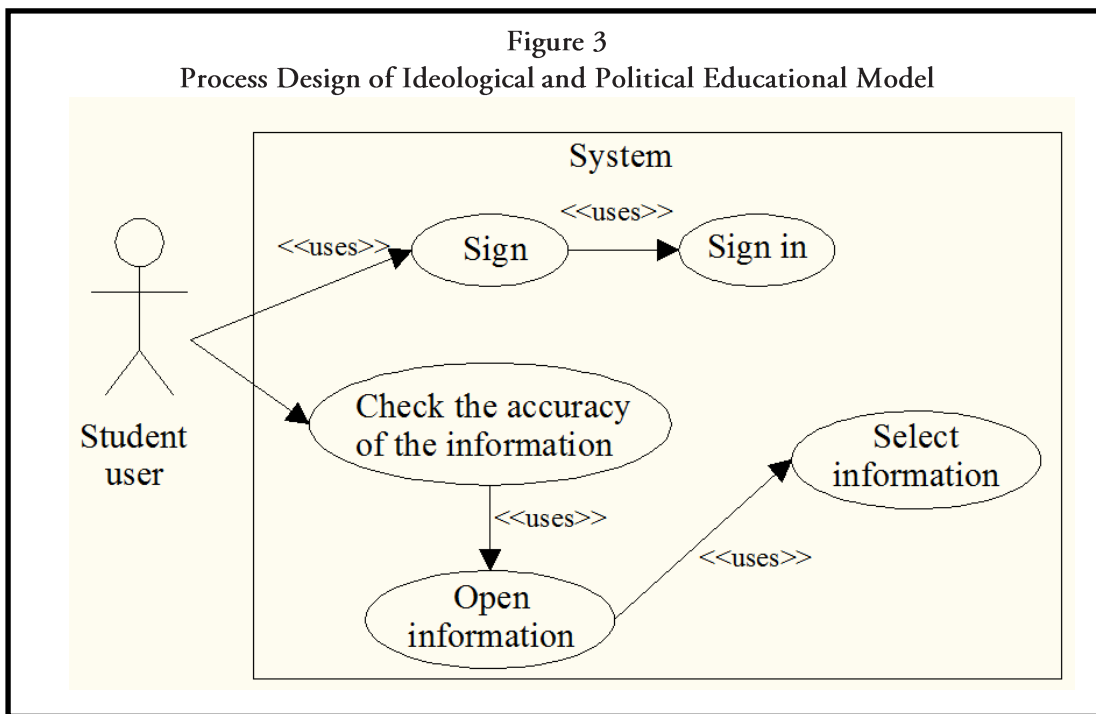
Table 1
The Parameter Coefficient Value in the Teaching Data of Ideological and Political Education

Parametric assembly data based on anthropological linguistics	Data structure representative coefficient value		
	X1 (%)	X2 (%)	X3 (%)
< 10	10	3	2.5
10~ < 50	3	1	3
50~ < 80	2	0.5	1
≥80	4	0.8	1

Under the theory of cognitive science, the content of students' ideological and political teaching should be in four aspects: morality, energy, diligence and performance. Each aspect has different teaching methods and standards, which can't be generalized. For the overall performance, the course has an overall weighted evaluation. According to the assessment of the scores of each part and the assessment of the total scores, different evaluations are given to each student. For students who have failed in teaching, the information will be automatically passed to the teacher model. In addition, the model should record students' outstanding aspects and commend the students who have achieved excellent results through teaching, so as to show that the school attaches great importance to the cultivation of students' ideological and political aspects. The ideological and political teaching system established by using anthropological linguistics should fully conduct

the targeted and paperless teaching and assessment. Educational management is the gateway for the ideological and political courses, which occupies an important position, teachers can inquire the student's performance and the appraisal in the database, and find the weak point of the student's ideology and politics, which facilitates teachers to carry on targeted teaching to the student's ideological and political teaching later. In addition, according to the cognitive development process, there are strict requirements on the use of authority in the assessment of ideological and political teaching performances. And meanwhile, there is also a clear division of labor and authority for students, ideological and political counselors and model administrators. Students can only conduct ideological and political assessment and query their performances and comments, ideological and political teachers can view all students' information, including performance reviews and other information, and write the teacher's comments on the students. The

model permissions set is shown in Figure 3 below.

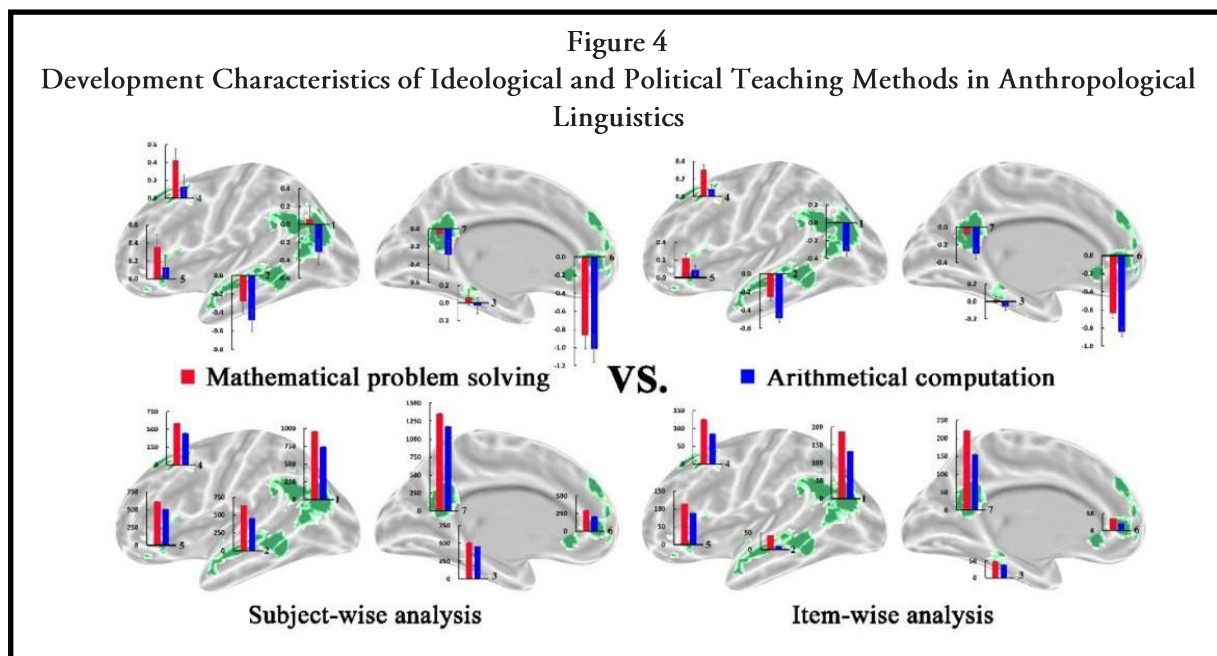


For the choice of middleware, designers agree that Apache is the most reasonable, because it has a lot of advantages. Firstly, Apache is completely free, which reduces design costs, and its stability and security are also very excellent. The model that students receive teaching and performance evaluation has high requirements on the data management, otherwise, once the information storage errors or accidents happen, it will cause great trouble for students. In the attitude of being responsible for users, the relational database MySQL is selected. This database is not only safe and secure, but also has many advantages: it does not require specialized configuration of complex environment variables, which is easy to operate. The market price of the database is generally relatively high, however, because this database is maintained by the public organizations, it is completely free, and the operating efficiency can meet the use requirements. The ideological and political assessment model in colleges and universities is used in the school network, which is mainly used by students and teachers, so it's not necessary to

access to the external network. Furthermore, this database can meet any use requirement of people, and the database security is very well, which avoids the graphical operation interface. In addition, after analyzing the user's use requirements, the normalization of the model is strictly controlled, which not only facilitates the classification and storage of files, but also facilitates students and teachers to query and use the model information, and meanwhile, it also ensures that all kinds of information can be searched conveniently and quickly. Moreover, the normative nature of the model also meets the use requirements of the assessment model, thus making the ideological and political examination become standardized and accurate.

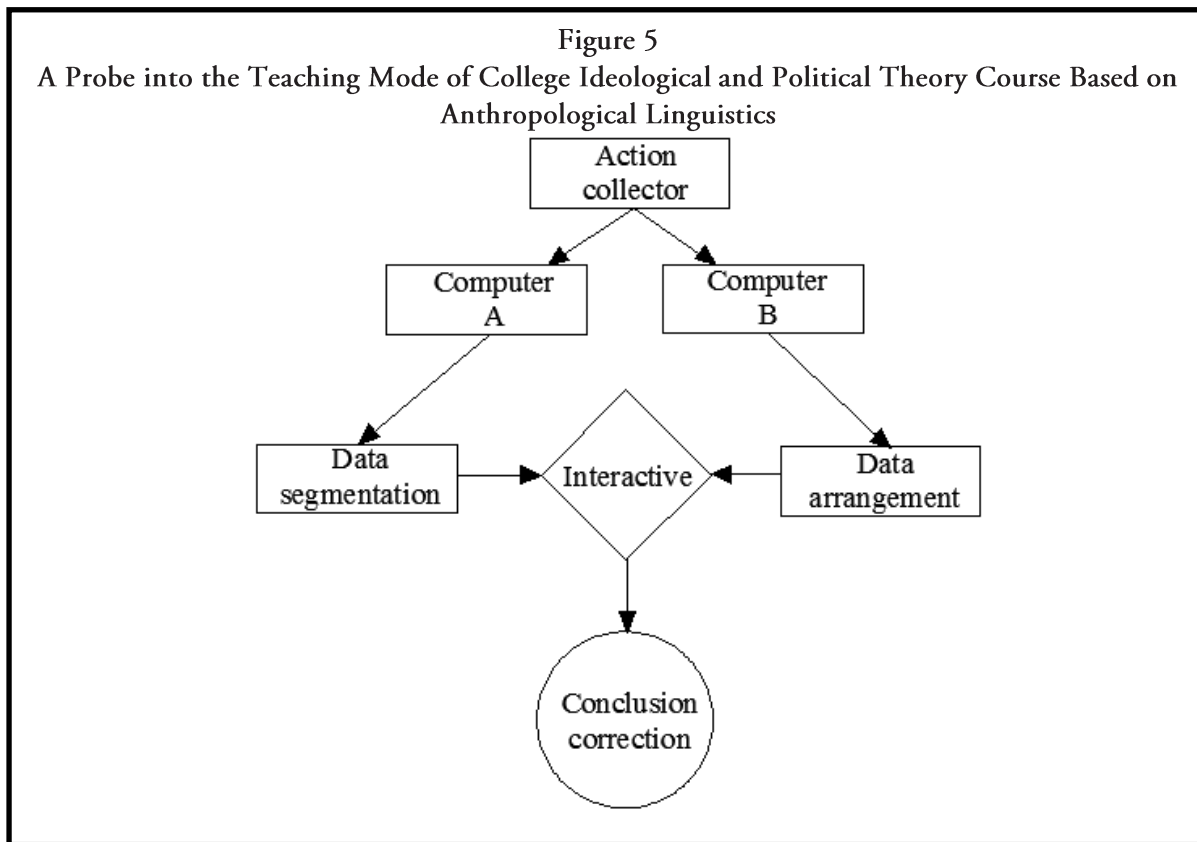
Anything has its own characteristics, which is the fundamental difference between things themselves and other things. As a practical process, the development of ideology and political teaching method is no exception. By combing the reform and development process of the teaching methods of ideological and political courses, it can be found that the development of the teaching methods of ideological and political courses mainly has the following characteristics, as shown

in the following figure.



According to the characteristic development of ideological and political teaching and research, the anthropological linguistics theory is used to express. Through the calculation and integration of information and data, people will focus on the lapping between the content of ideological and political education and the specific subdivision of the curriculum in the design process. As the development of the course has not obtained the authoritative data in the science field, people can only carry out the data calculation and integration based on computing models and system simulation. In the data computation and collection, terminal infiltration theory is adopted to perform the systematic classification design to the contents of the ideological and political aspects, and then, it is divided into three major aspects: target data, scattered data and unit data

volume. By arranging the target data, a big integration direction can be drawn, and then, it is taken as a big title of each complex data to perform the first step of work of turning complexity into order, thereby carrying out scattered data insertion, and fitting it with the target data, so as to get the top part of the innovative development model based on ideological and political education. As the middle cohesion, the design accuracy requirement of the scattered data must meet the construction principle of teaching model, and its accuracy must be determined. The last is the finishing work of this session, the unit body is collected. As can see from the front, by numbering the unit body, each unit body takes the above scattered data as a big framework.



At the same time, the scattered data is the expansion form of the target data, so that the rationalization integration is conducted to the

complex data. The process of teaching implementation is understood through the following table.

Table 2
Intervention Measures and Process in Ideological and Political Teaching

Cognitive aspects of students				
Activity goal	Warm up	Recognize emotions	Emotional impact on people	Emotional control methods
Understanding linguistic theories				
Activity goal	Interpersonal assistance	learning process	improve process	process of progress
learning method				
Activity goal	method	step	in conclusion	to sum up
psychological				
Activity goal	Psychological suggestion	Exchange studies	Lessons Learned	Proper guidance
Ideological and political teaching system				
Activity goal	cognition process	improvement process	application process	check procedure

$X1$ is used to represent the cognitive science model total data system composition, $X2$ is used to represent the dispersed data composition on the Y axis, $X3$ is used to represent the coefficient composition of small data units, α indicates the unit factors, A represents the type, F represents the longitudinal data, B represents the horizontal data, so as to facilitate the frame filling in the next step.

$$X = AF + B \quad (6)$$

The weighted calculation is carried out to the parameter results under the theory of cognitive science, and the 3D architecture in all directions is arranged, among them, Var represents the average value, x_i, y_i respectively represent the lateral unit cardinality and the longitudinal unit cardinality, k, P represent the horizontal and vertical quantity levels, g_j, β_j represent the surface coefficients, i, j represent the number of each level, β_i represents the horizontal cardinality, the weighted integration is carried out to the composite frame, and then the average value is taken. The calculation results are shown as follows:

$$Var(x_i) = \sum_{j=1}^k g_j^2 + \sum_{i=1}^p \beta_i^2 \quad (7)$$

$$Var(y_i) = \sum_{j=1}^k g_j^2 + \sum_{i=1}^p \beta_j^2 \quad (8)$$

The teaching methods formulated in accordance with the linguistics in cognitive science are restrained by the contents of teaching, the teaching methods and teaching contents are inseparable, and there is an essential and necessary relationship between teaching methods and teaching contents. Different natures of the teaching content determine what kind of teaching methods teachers should take. In other words, the application of teaching methods must

be flexibly selected and applied in accordance with the pertinence of the course content and teaching methods. If the method of teaching is chosen properly, the teaching effect is very good when it is applied to the actual teaching; on the contrary, the effect will be unsatisfactory.

RESULTS

In this paper, the application of anthropological linguistics in the ideological and political educational teaching is analyzed and introduced. However, the effect of the application of anthropological linguistics is still uncertain. A few tests were started below. And the effectiveness of students' ideological and political teaching in colleges and universities was proved through the contrast test. Firstly, an experimental scheme needed to be established. This study included five factors: cognition, psychology, attitude, concentration and assistance. The higher the score of each factor component table and total table was, the higher the quality of the ideological and political teaching was. A coefficient of the total scale table was 0.85, and the retest reliability was 0.83, the internal consistency coefficient was 0.92, and the five factor coefficients were all greater than 0.7.

Firstly, two teams needed to be set up to conduct test. Group 1 was an experimental group, which was the ideological and political teaching based on anthropological language cognition; group 2 was a control group, which did not carry out intervention experiments. In order to prove the accuracy and reliability of the experiment, it was necessary to test the students in two groups before the experiment, so as to ensure that the psychological conditions of the two groups were average. Table 3 shows the result of the previous test.

Table 3
Results Table of Previous Test

Test name	Grouping	n	M	SD	t	p
Cognition	test group	8	13.75	3.01	0.17	0.870
	Control group	8	13.50	2.98		
Psychology	test group	8	15.63	4.31	-0.06	0.951
	Control group	8	14.75	4.21		
attitude	test group	8	12.88	3.70	1.29	0.218
	Control group	8	12.13	3.65		
Concentration	test group	8	14.75	4.21	0.99	0.338
	Control group	8	14.75	4.23		
Assistance	test group	8	12.63	4.55	-2.21	0.044
	Control group	8	12.25	4.60		
The total scale	test group	8	73.75	7.21	-0.07	0.945
	Control group	8	74.00	7.34		

According to the analysis and comparison of the data of the above table, it can be seen that in the items tested in the above table, the scores of each item of the experimental group and the control group are almost the same, and the overall level is relatively average, which ensures the accuracy and universality of the test results.

The anthropological linguistics introduced in this paper was adopted to interfere with eight students in the experimental group, then, the

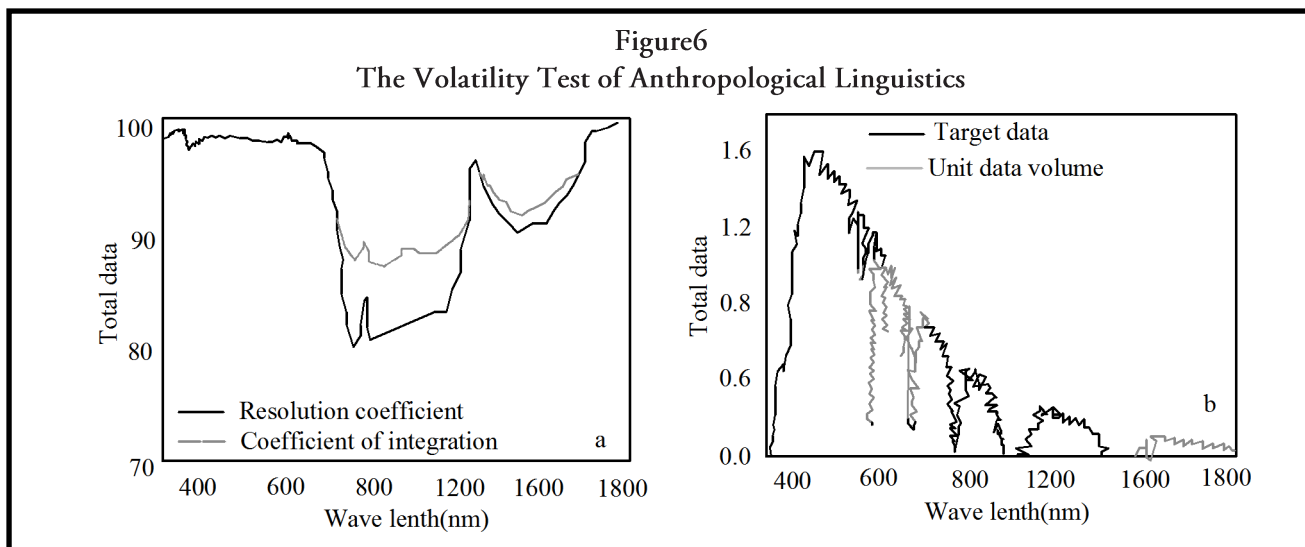
ideological and political education examination was carried out. Next, the relationship between the two groups of data was compared and the effectiveness of intervention measures was studied. The test results are displayed in Table 4 below. Through the test, it is found that the test results of the control group basically do not change, so only the data of the experimental group are arranged and introduced.

Table 4
Comparison of Two Experimental Results

Test name	n	M	SD	t	p
Cognition	8	18.13	4.64	2.26	00.4
Psychology	8	21.63	4.93	2.35	0.031
attitude n	8	16.88	2.95	2.61	0.028
Concentrati on	8	22.88	4.88	1.63	0.128
Assistance	8	23.25	5.21	4.41	0.001
The total scale	8	102.75	8.34	4.45	0.001

According to compare the date the data in Table 3 and table 4 above, it can be found that for the students in the experimental group, the students' change is not large, and the results of various tests are basically flat. But for the control group, the effectiveness of the intervention is proved by two contrasts. Firstly, the data of the experimental group was compared before and after the experiment. According to the data before and after the experiment, it is found that the M value increased by about 4. SD increased by about 2. This is a very big change, which proves the feasibility and excellence of the model. Moreover, scores in the total scale and other 4 sub-scales have significant increase ($p < 0.05$), which once again indicates that the application of anthropological linguistics effectively improves

the level of college students' ideological and political education. Before and after using the anthropological linguistics cognition, the total scale of the intervention group, as well as the psychology, attitude, focus and assistance such four sub-scales are significantly improved ($p < 0.05$), only the positive cognitive sub-scale does not change significantly ($p > 0.05$), which illustrates that the application of anthropological language can effectively improve the level of ideological and political education for college students. In order to further verify the stability of the application, in the management of 100 people, the model used in this paper was used for test. The results of the test are shown in the following figure.



The above experiments prove that anthropological linguistics has a good application value in the educational management of ideological and political courses in colleges and universities, and it can accurately and perfectly handle the results. Furthermore, according to the test, it is also found that in the test of 1800 projects, there is no offset sample in the test results, and the model is a very stable model. In addition, the calculation error kernel is also audited. Then, it is found that the horizontal error is 0.00090, and this error can be ignored. The theory can be used as corresponding idea guidance. However, for the model, technical means can be used to reduce the error of educational management. In the future, people will use a lot of time to make improvement.

DISCUSSION

With the continuous development of ideological and political education in colleges and universities, in the future development, people should keep moving towards cognitive science to further study the ideological and political educational management system. Therefore, in this paper, according to the corresponding theory, the research on the educational management model of ideological and political courses in colleges and universities based on anthropological linguistics was put forward. Firstly, the relevant theories of anthropological linguistics were studied; then, on the basis of this

theory, the construction of the ideological and political educational management model was realized, and the model was mainly aimed at college students' education and assessment management, so as to further optimize the teaching management. In the application test of anthropological linguistics, a comparative test was taken; at the same time, by comparing with the traditional model of ideological and political education management, and comparing the data before and after the experiment, it can be found that the M value increased by about 4, and SD increased by about 2. This is a very big change, which proves the feasibility and excellence of the model. Moreover, scores in the total scale and other 4 subscales were significant increased ($p < 0.05$). This once again indicates that the application of anthropological linguistics effectively improves the level of college students' ideological and political education. However, this study does not conduct the understanding to the actual learning status of students, and the subsequent research will focus on this aspect.

Human Subjects Approval Statement

This paper did not include human subjects.

Conflict of Interest Disclosure Statement

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