

Realistic Challenges and Practical Progress of Youth Thought Leadership in the New Era

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Abstract: *Youth is the future of the country and the hope of the nation, and the main force for realizing the great rejuvenation of the Chinese nation. If we want to win the bright future of the country and the nation, we must win the youth, and to win the youth, we must strengthen the ideological leadership of the youth. At present, China's youth thought leadership work faces certain challenges, such as some young people do not pay enough attention to current affairs, the youth themselves are weak in active participation, youth thought leadership work exists in the form of formalization, some young people's thoughts and behaviors with the separation of emotions, the lack of an effective evaluation system for the effect of youth thought leadership and other issues. Therefore, it is necessary to start from insisting on the leadership of youth work, casting the ideological foundation of young people, using role models to strengthen the ideological leadership of young people, giving full play to the leading role of the organization of the Communist Youth League, reinforcing the ideological guidance function of the ideological class, and creating a good network environment in order to better explore the path of strengthening the ideological leadership of young people.*

Keywords: New Era, Youth, Thought Leadership, Practical Paths.

1. Introduction

Strengthening the ideological and political leadership of young people is an important element of youth work, an essential way to cultivate new men of the times who are capable of assuming the great responsibility of national rejuvenation, and a matter of the country's future destiny. The ideological and political leadership of youth in the new era has distinctive characteristics of the times. Since the 19th CPC National Congress, China has attached great importance to the ideological and political leadership of young people, and has repeatedly made important speeches on strengthening the ideological and political leadership of young people, profoundly elaborating the important proposition of "strengthening the ideological and political leadership of young people". In the celebration of the 100th anniversary of the founding of the Communist Youth League of China, the speech mentioned that the Communist Youth League should "insist on educating people for the Party, and always become a political school to lead the ideological progress of Chinese youth" [1]. Strengthening the ideological and political leadership of young people is a fundamental plan for the future and destiny of the Chinese nation, as well as an inevitable requirement for the comprehensive development of Chinese youth in the new era. In the context of Chinese-style modernization, it is all the more important to recognize the extreme importance of strengthening the ideological and political leadership of young people, and to explore the way to strengthen the ideological and political leadership of young people.

2. Current Challenges of Youth Political Leadership in the New Era Practical Challenges

2.1 Insufficient Attention to Politics and Weak Initiative

in Political Participation by Young People

In the face of the market economy, profit-driven has become one of the dominant characteristics of youth, and value rationality may give way to instrumental rationality. First, the rapid changes in social development have made young people less concerned about politics. With the rapid development of science and technology and the economy, young people face many social problems and personal dilemmas, and they pay more attention to personal affairs and lack interest in political affairs. At the same time, the information explosion and fragmented social media environment make them susceptible to the interference of trivial information, and political issues are often drowned out by other content, leading to a low level of youth attention to political topics. Second, deficiencies in the education system have also led to a weakening of youth's initiative in political participation. The traditional education system is deficient in cultivating students' awareness and ability to participate in politics, and the content of education favors knowledge indoctrination, neglecting the cultivation of students' critical thinking ability and sense of social responsibility. This makes many young people lack basic cognition and participation awareness in the political field, and lack initiative in political activities. In addition, the lack of smooth channels for political participation also limits the active participation of youth. The political decision-making process is complex and cumbersome, and it is often difficult for young people to find suitable opportunities to participate in it, and their voices and demands are easily ignored. In addition, the high threshold for political participation and the lack of sufficient political resources and social networks among young people have led to limitations on their activism in political participation.

2.2 Youth Political Leadership is Formalized and Indoctrinated

For youth groups, the more they identify with political organizations and systems, the more likely they are to take the rules of the organization or group seriously and to commit themselves to defending the structural stability of the organization and group. And the loosening of political identity can easily generalize into disagreements over political systems, values and development paths. First, there is a problem of formalization of youth political leadership. Sometimes when political parties carry out youth political leadership activities, they pay too much attention to the form and neglect the content. Simply organizing activities such as symposiums and lectures and lacking customized measures to address the needs and actual situation of young people has led to activities that have become hollow and unattractive. This makes some young people lose interest in such activities and are unable to really participate in them, which affects the effect of political leadership. Secondly, there is the problem of indoctrination in youth political leadership. Some political leadership activities emphasize too much on theoretical indoctrination and lack opportunities for interaction, discernment and discussion with young people. This one-way transfer of knowledge easily makes young people resistant and feel indoctrinated rather than truly involved. What young people need more than anything else is an open, inclusive and interactive platform that can prompt them to think and express their views. In addition, insufficient attraction to youth is one of the challenges facing the Party in strengthening youth political leadership. Youth groups are diverse, and their needs and ways of political participation vary. However, traditional political leadership often lacks innovation and diversity and fails to meet the diverse needs of youth. Political parties should pay more attention to issues of concern to young people, provide them with more opportunities for practical participation, and develop their leadership skills and creativity, thereby increasing their appeal to young people.

2.3 Separation of Political Behavior from Political Feelings Among Some Young People

Some young people lack real emotional engagement in political behavior. They may participate in political activities, join party organizations and so on, but such participation is often motivated by nominal obligations or considerations of personal interest, rather than by genuine political emotions and convictions. This situation reflects the separation of young people's political behavior from their inner political emotions, making their political participation lack authenticity and durability. Second, the insufficiency of political education leads to the separation of youth political emotion and behavior. Traditional political education often focuses on the inculcation of theoretical knowledge and neglects the cultivation of youth political emotion. The lack of in-depth understanding of history and national development as well as reflection on values makes youth lack real emotional commitment to political affairs and make it difficult to form stable political beliefs and values. In addition, the influence of the social environment is also one of the reasons for the separation of youth political behavior and emotion. With the huge amount of information and fragmentation in modern society, youth are easily disturbed and influenced by various information and opinions, leading to the blurring and dilution of political emotions. Sometimes society's negative evaluation of political participation and the

complexity of the political environment also give some youth a sense of alienation and disappointment with politics, which in turn leads to their separation from political behavior.

2.4 Lack of an Effective Evaluation System for the Effectiveness of Youth Political Leadership

Existing evaluation systems often focus too much on qualitative evaluation and lack scientific quantitative indicators and data support. The evaluation of political leadership work often relies on subjective judgment and observation and lacks objective assessment indicators. This makes the evaluation results susceptible to subjective bias and individualism, and fails to comprehensively and objectively reflect the actual effects of political leadership work. Secondly, there is a lack of long-term tracking and continuous evaluation mechanism. Political leadership is a long-term process that requires continuous observation and evaluation of youth's political behavior and emotions. However, the current evaluation system is often fragmented, making it difficult to comprehensively understand and assess the long-term impact of political leadership. The lack of a long-term tracking and continuous evaluation mechanism limits a comprehensive grasp of the effects of political leadership. In addition, the evaluation system lacks feedback and participation from participants. The evaluation of political leadership should fully take into account the opinions and feedback of young people to understand their feelings and views on political leadership. However, in the existing evaluation system, young people often just passively accept the evaluation and lack participation and subjectivity in the evaluation process. This situation limits the comprehensiveness and effectiveness of evaluation.

3. Analysis of the Causes of the Problems of Youth Political Leadership in the New Era

3.1 Impact of Western Pluralistic Political Thinking

With the deepening development of economic globalization, political trends that are a mixture of good and bad are highly confusing and can easily mislead young people who are less capable of discernment, resulting in the wavering of the political thinking of a small number of young people and the blurring of their political perceptions. Western pluralistic political thinking emphasizes individual freedom and diversity. Under the influence of this trend, some young people may pay more attention to individual rights and freedoms, and emphasize individual independence and diversity, while relatively neglecting their responsibilities and participation in the country and society. This has led to a lack of interest in political participation on the part of some young people, who are reluctant to take the initiative to participate in political affairs. Pluralistic political thinking emphasizes relativism and skepticism, which believe that there are no absolute truths and values, leading some young people to be skeptical and confused about the formation of political beliefs and values. They may be skeptical of traditional political systems and authoritative views, making it difficult for them to form stable political beliefs and motivation for participation. In addition, the emphasis on individualism and democratic principles in Western pluralistic political thinking has led some young people to question them. They may prefer

autonomous and egalitarian forms of political participation and are reluctant to be bound by collective norms and organizations. This poses a certain challenge to the Party's efforts to strengthen its political leadership of the youth, and it needs to seek ways of participation that are more flexible and in line with the needs of the youth. It can be seen that the spread and impact of diversified political thinking in the West is one of the factors affecting the formation of a correct political outlook among China's youth.

3.2 Internet "Pan-Entertainment" Erodes Youth Political Leadership

Youth political leadership has also been affected by the impact of online "pan-entertainment", which has weakened youth political awareness, eroded youth political sentiment, diluted youth political trust, reduced youth political participation and dissolved youth political behaviour. On this basis, individualism, hedonism and other trends of thought make college students "in social role-playing, role between or within the role of contradiction, antagonism and resistance, hindering the smooth progress of role-playing." [2] Changes in the media environment are one of the most important reasons for the weakening of youth's political cognition. Traditional media such as television, newspapers and radio usually provide people with political news and discussion platforms to help them understand national affairs and political progress. However, amid the rise of the Internet and the popularity of social media, young people are more inclined to access information through social platforms, short videos and entertainment content. These platforms tend to focus more on entertainment and easy consumption, with relatively little political content. As a result of information fragmentation and overload, young people are more likely to fall into a state of entertainment flooding, while paying relatively less attention to and gaining a deeper understanding of political topics, leading to a weakening of political leadership.

3.3 Insufficient Breadth and Depth of Youth Political Leadership

Youth political leadership is a process of development, from passive to active, from spontaneous development to conscious, from emotional to rational. First, the breadth is insufficient. Youth political leadership tends to focus on the party's youth organizations and within the scope of school education, and lacks leadership for a broader group of young people. The college student group, though important, accounts for only a portion of the youth population. Other youth groups, such as rural youth, newly employed urban youth, and part-time students, often receive relatively limited attention and opportunities for participation in political leadership. This has led to a lack of political leadership for some young people, making it difficult for them to participate in the party's political construction and social affairs. Second, the depth is insufficient. Political leadership work is often limited to superficial content such as publicizing policies and organizing activities, and lacks in-depth guidance and ideological cultivation for young people. Some political leadership work focuses too much on form and ignores substance, and lacks the cultivation of young people's thoughts, values and sense of responsibility. This makes some young people's participation

in political activities merely mechanical behavior, lacking in-depth thinking and a real sense of political participation. In addition, the lack of breadth and depth of youth political leadership is also related to the social environment and mechanisms. Restrictions and obstacles to youth political participation in some social fields still exist, such as the opacity of policymaking and decision-making processes and the inequality of political opportunities. This makes young people face obstacles in political leadership and prevents them from giving full play to their talents and initiative.

3.4 Biases in Young People's Own Political Perceptions

Because of the differences among young people themselves in terms of age, education, political outlook and living environment, individual young people cannot avoid differences in their political cognitive abilities. Young people's knowledge of politics is one-sided and vague. Some young people's understanding of politics only stays at the level of competition for political power and the pursuit of political interests, and they lack a comprehensive understanding of politics. They may ignore the importance of politics to social development and personal life, and have insufficient understanding of political theories, policies and decision-making processes, making it difficult for them to form a scientific and objective political cognition. Secondly, there are deviations in the attitudes and values of young people towards politics. Some young people may hold a negative and indifferent attitude towards politics, or even harbor political indifference or opposition. Their misunderstanding and prejudice of politics lead to a lack of enthusiasm and initiative in political participation, limiting the effectiveness of political leadership efforts. In addition, social media and the proliferation of information have also had a negative impact on youth's political cognition. The political information that young people obtain on social media is often one-sided and biased, and they are easily misled by online rumors and fake news. This makes their political cognition lack objectivity and depth, making it difficult to form accurate political judgments and rational political participation. It can be seen that the level of young people's own political cognition is an important subjective factor affecting the formation of their political outlook, which also highlights the importance and necessity of exerting external forces to strengthen the political leadership of young people in China.

4. Path Construction of Youth Political Leadership in the New Era

4.1 Adherence to the Party's Leadership of Youth Work

Strengthening the Party's political leadership of young people requires that, on the premise of adhering to the important principle of the Party's management of young people, the Party improve its training system for educating young people, enrich the construction of the Party's team of associated young people, and standardize the Party's procedures for selecting young people for use by the Party. First of all, adhering to the important principle of party management of youth is the foundation of the party's political leadership of youth. As the vanguard and leading core of youth, the Party should always adhere to the principle of Party management of youth and

firmly establish the Party's leadership of youth work. By clarifying the Party's policies and guidelines, it strengthens the organization and leadership of youth work, ensures that youth work is always moving in the right direction, and realizes the goal of youth political leadership. Secondly, improving the Party's cultivation system for educating youth is the key to the Party's political leadership of youth. The Party should strengthen the ideological and political education of young people, and cultivate their political consciousness, sense of responsibility and values by carrying out various forms of educational activities. At the same time, it should establish a perfect organizational system, such as youth league organizations and party youth organizations, to provide a broad participation platform and opportunities for young people, and guide them to actively participate in political affairs to achieve the goal of political leadership. Third, consolidating the team building of the party-linked youth is an important direction for the party's political leadership of the youth. The Party should strengthen the training and selection of party cadres, improve their political quality and ability level, and ensure that party cadres are competent in political leadership. In addition, the Party should strengthen the training and guidance of grassroots youth cadres such as young volunteers and student cadres, so as to cultivate the backbone of youth political leadership. Finally, standardizing the selection procedures for youth used by the Party is a necessary means for the Party's political leadership of youth. The Party should establish a scientific and fair selection mechanism, follow the principles of openness and transparency, and assess the political ability, moral character and spirit of commitment of young people through the selection process. This will ensure that the Party's selection process for youth is fair and equitable, and that it selects outstanding young people who are truly capable of political leadership, providing a solid foundation for realizing the political leadership of youth.

4.2 Firming the Political and Ideological Foundations of Youth

First, firming up the political ideals and beliefs of young people is an important aspect of forging the foundations of young people's political thought. The Party should guide young people to establish high political ideals and beliefs through ideological education and typical examples. This includes emphasizing the importance of socialist core values, publicizing the Party's guiding ideology and Party theories, and inspiring young people's love and loyalty to the cause of the Party and the country. Second, improving young people's ability to discern political values is a key direction for realizing youth political leadership. The Party should strengthen ideological education for young people and cultivate their ability to correctly recognize political values. By providing a wide range of political information resources, it guides young people to understand the differences between different political concepts and viewpoints, and helps them establish correct political values and discernment abilities. Third, deepening young people's understanding of political theories is an important element in forging the foundation of young people's political thought. The Party should strengthen political theory education for young people, provide systematic political theory knowledge, and help young people gain a deeper understanding of Marxist political theory and

the Party's guiding ideology. Through studying the Party's program, the Party Constitution and other documents, it guides young people to master the basic principles of Marxism and enhance their political theory. Finally, enhancing the political and moral literacy of youth is a necessary condition for realizing the political leadership of youth. The Party should strengthen the political and moral education of young people and cultivate their correct political behavior and moral concepts. By publicizing the Party's glorious traditions and advanced deeds, it guides young people to set up correct moral standards, cultivate noble political and moral sentiments, and focuses on consciously abiding by the Party's discipline and regulations.

4.3 Utilizing Role Models to Strengthen Youth Political Leadership

The image of role models and their deeds are more intuitive than historical materials, and have stronger reality, demonstrability and imitability [3]. Youth political leadership should give full play to the demonstration power of role models to enhance the effectiveness of political leadership. Role models play an important role in strengthening youth political leadership. Young people are the future and hope of the country, and their political leadership ability is directly related to the development and prosperity of the country. Youth political leadership should be realistically guided by the use of exemplary demonstrations [4]. Through the use of role model demonstration, it can inspire and guide young people to actively participate in political activities, set up correct political concepts and behavioral patterns, and cultivate a cadre of young people with responsibility, commitment and pursuit. First of all, role model demonstration can inspire youth's enthusiasm for political participation. As youth is a key stage in the formation of personal values and political concepts, young people can be motivated to pay attention to and participate in politics by showing them those role model figures with outstanding political achievements. These role models can be outstanding politicians, social activists, scholars or typical representatives of ordinary youth. Their successes and positive images can inspire young people's desire to learn and their spirit of struggle, so that they can participate more actively in political activities and contribute to social progress and development. Secondly, role model demonstration can help young people establish correct political concepts and behavioral patterns. In youth, people's knowledge and understanding of politics are relatively shallow and easily influenced by external information. By showing young people those role model figures with noble qualities and correct political concepts, we can help them establish correct political beliefs and pursuits, and prevent them from going into extreme and wrong trajectories of thought and behavior. The moral integrity, just and upright qualities and spirit of fighting for the people's interests of role model figures can serve as models for young people to learn from and guides for their behavior, guiding them to adhere to correct principles and values on the political path. Finally, role model demonstrations can cultivate a cadre of young people with a sense of responsibility, commitment and pursuit. During the youth period, it is crucial to cultivate a group of young cadres with political vision and a sense of social responsibility. By showing young people those role models who have made outstanding political achievements,

they can be inspired to pursue personal and social responsibility, so that they can aspire to high ambitions and set ambitious political goals. These young leaders can play an important role in various fields, such as politics, economics and culture, to lead the development of the country and society, work for the well-being of the people and push the country forward towards greater prosperity and progress.

4.4 Give Full Play to the Leading Role of the Organization of the Communist Youth League

The Communist Youth League can innovate its publicity and advocacy methods in order to attract and guide more young people to participate in politics. Through modern means such as multimedia platforms and social media, it has actively disseminated and publicized the Party's policies and guidelines in order to encourage young people to pay attention to political affairs. In addition, various forms of publicity activities, such as lectures, seminars and theme salons, can be carried out to guide young people to gain an in-depth understanding of the Party's political theories and the Party's guiding ideology. Secondly, the Communist Youth League should adhere to the guiding principle of service and provide all-round services for young people. The Communist Youth League should actively organize all kinds of training, exchanges and practical activities, and provide services such as career development guidance, psychological counseling, employment and entrepreneurship support to meet the needs of youth groups. By providing personalized and professional services, the Communist Youth League can better contact and communicate with youth groups and promote their active participation in political affairs. Third, the Communist Youth League should enhance the effectiveness of supervision and oversight to ensure the quality and effect of political leadership work. The Communist Youth League should strengthen the education and management of party members, guide them to fulfill the rights and responsibilities of party members, and promote young people to maintain a high degree of consistency with the party in thought, action and responsibility. At the same time, the Communist Youth League should strengthen the supervision and oversight of party members' organizations to ensure that they actively participate in political activities and play a pioneering and exemplary role. By innovating the publicity and advocacy methods of the CYL, adhering to the service and guidance purposes of the CYL as well as enhancing the effectiveness of the CYL's supervision and oversight, the CYL's organizational leadership can be brought into full play to achieve political leadership of the youth. This will prompt young people to better understand the Party's guiding ideology, enhance their political awareness and sense of participation, and contribute to the development of the Party and the country. At the same time, the Communist Youth League should constantly reflect on and improve its own work, constantly adapt to the needs and changes of the youth in the new era, and promote the continuous innovation and enhancement of the Party's political leadership of the youth.

4.5 Strengthening the Political Guidance Function of the Civics Course

By updating the teaching concepts, enriching the teaching contents and enriching the teaching methods of the Civics

Class, the political guidance function of the Civics Class can be strengthened and the political leadership of young people can be realized. This will help young students better understand the party's policies and guidelines, cultivate their political awareness and participation consciousness, and form correct political thoughts and values. At the same time, it also provides them with solid political literacy and guidance in their future work and life. First of all, updating the teaching concept of the Civics Class is the basis for strengthening the political guidance function of the Civics Class. Civics classes should be guided by the Party's policies and guidelines, emphasize the cultivation of students' political awareness and political ability, and help them establish correct political thoughts and values. Teachers should guide students to actively participate in political discussions and thinking, and encourage them to use the political theories they have learned to analyze and solve practical problems. Secondly, enriching the teaching content of the Civics class is an important measure to strengthen the political guidance function of the Civics class. Civic and political courses should include the Party's theory, Party history, Party program, Party guiding ideology and other contents. These contents should be combined with the current social and international situation, focusing on guiding students to deeply understand the Party's policies and guidelines, and cultivating their political judgment and decision-making ability. At the same time, the Civics and Political Science course should also focus on important topics such as national development, social issues and global governance to help students understand and analyze contemporary political challenges. Thirdly, enriching the teaching methods of Civics Classes is an important means to strengthen the political guidance function of Civics Classes. In addition to traditional lectures, Civics courses can use diversified teaching methods, such as case studies, group discussions, role-playing, field trips, etc., to stimulate students' thinking and creativity. In addition, modern technological means, such as multimedia teaching and online learning platforms, are utilized to expand the coverage of the Civics and Political Science course and provide more learning resources and interactive opportunities.

4.6 Creating a Favorable Online Political Environment

Young people are the key group of people that they intend to attack and capture [5]. By improving cyberpolitical laws and regulations, promoting the construction of cyberpolitical culture and strengthening the supervision of cyberpolitical information, we can create a good cyberpolitical environment and realize political leadership for young people. First of all, sound cyberpolitical laws and regulations are the basis for creating a favorable cyberpolitical environment. The Party should strengthen the regulation of online political behavior, establish a sound legal system, and clarify the norms and boundaries of online political activities. This includes legal regulations on the management of online speech, the security and privacy protection of online information, and the integrity of online political activities. By clarifying legal responsibilities and penalties, online political behavior can be effectively regulated and a good online political order maintained. Second, promoting the construction of online political culture is an important way to create a favorable online political environment. The Party should strengthen the guidance of network political culture and cultivate a healthy

and positive network political culture atmosphere. By strengthening online political education, it should cultivate young people's correct values and moral awareness of online political behavior, guide them to abide by online political norms, and advocate rational and civilized online discussions and interactions. In addition, it is necessary to encourage and support the creation and dissemination of positive and valuable cyberpolitical content to form a favorable cyberpolitical cultural atmosphere. Third, strengthening the regulation of online political information is a necessary measure to create a favorable online political environment. The Party should strengthen the regulation and management of online political information to prevent the spread of online rumors, false information and other undesirable information. Supervision of online platforms and social media should be strengthened to ensure that they comply with laws and regulations, fulfill their social responsibilities, and provide users with true, accurate and credible political information. At the same time, cybersecurity protection should be strengthened to prevent cyberattacks and information leaks and to maintain the security and reliability of online political information.

5. Concluding Remarks

Strengthening the political leadership of youth in the new era is a positive action based on the call of General Secretary Xi Jinping for "political leadership of youth in the new era" in the new historical position of the new era, and it is a political responsibility and an important task that the Party's youth work and ideological-political education must shoulder at present. The study of the Party's political leadership of youth in the new era is a huge project with rich connotations and far-reaching implications, which is the crystallization of the practical exploration and experience of the Party's political leadership of youth and the deepening of the theory of the Party's political leadership of youth in line with the development of the times. At present, as socialism with Chinese characteristics enters a new era, it is necessary to start from adhering to the Party's leadership of youth work, casting the foundation of young people's political ideals, using role models to strengthen the political leadership of young people, giving full play to the leading role of the organization of the Communist Youth League, reinforcing the political guidance function of the ideology class, and creating a good political environment on the network in order to better explore the path of strengthening the political leadership of young people. In the political leadership of the Party, the majority of young people should always listen to the Party, follow the Party, plan their lives and dedicate their youthful strength in the historical process of realizing the great rejuvenation of the Chinese nation.

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