

## Research on Multi-dimensional Value of Moral Education Culture Integrating into Ideological and Political Education System in Universities

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**Abstract:** This article focuses on the ME (moral education) culture and the IPE (ideological and political education) system in universities, and probes into the related issues of integrating ME culture into the IPE system. This article comprehensively analyzes the related concepts and theoretical basis, and deeply digs into the necessity, multi-dimensional value and specific strategies of the integration of ME culture. The integration of ME culture into the IPE system is of great significance, which can meet the needs of the times, improve the IPE system and promote the integrated development of students, and has shown remarkable value in culture, education, society and individuals. By optimizing the curriculum, strengthening the construction of the teaching staff, and creating a campus cultural atmosphere, the deep integration of ME culture and IPE system can be effectively promoted. This can provide strong support for universities to cultivate high-quality talents with noble moral quality and correct values, and then inject new vitality into the development of IPE in universities.

### 1. Introduction

With the impact of multiculturalism and the increasing demand of society for talents' comprehensive quality, how to optimize the IPE (ideological and political education) system and cultivate talents with noble moral quality and correct values in the new era has become an important issue to be solved urgently in the field of education [1]. ME (moral education) culture, as an important force in shaping individual moral concepts and behavioral norms, is integrated into the IPE system, which is of great significance for improving the quality of IPE and promoting the integrated development of students [2].

The research on the integration of ME culture and IPE system is helpful to enrich and improve the theoretical system of IPE [3]. Although the current theory of IPE has made some progress, it still needs to be continuously expanded and deepened in the face of the complicated and changeable social environment and the diversified needs of students [4]. Bringing ME culture into the research category can inject new vitality into the theory of IPE and provide a more comprehensive theoretical perspective from the perspective of cultural roots and moral inheritance [5]. At present, there are some problems in IPE in some universities, such as relatively simple content and traditional methods, which are difficult to fully stimulate students' interest and enthusiasm in learning. The rich connotation and diverse forms of ME can add new content and vitality to IPE and innovate educational methods [6]. Students are influenced by various ideological trends during their growth. The integration of ME culture helps to guide students to establish correct values, enhance their ability to resist bad ideas, and promote students' integrated development in moral quality and social responsibility.

The integration of ME culture into the IPE system is also an important way to inherit and carry forward excellent traditional culture and enhance cultural self-confidence. ME culture bears the long-standing moral wisdom and cultural essence of the Chinese nation. Integrating it into the IPE system is conducive to cultivating students' sense of identity and pride in traditional culture, so that excellent traditional culture can glow with new vitality and vitality in the new era [7]. This article

deeply studies the multi-dimensional value of integrating ME culture into the IPE system, which has far-reaching practical guiding value for the practice of IPE in universities.

## 2. Core concept interpretation and theoretical cornerstone exploration

ME culture, as a specific cultural form, takes ME as its core content and transmits moral concepts, values and behavior norms through various cultural forms and activities. It has a clear orientation and leads the development direction of individual morality; It also has obvious permeability, which affects individual thought and behavior invisibly. The IPE system consists of curriculum teaching, practical activities, teachers and other elements. Curriculum teaching is the main channel to impart knowledge such as Marxist theory; Practice is to expand the platform and improve students' moral practice ability; Teachers are the key guarantee, and their literacy determines the effectiveness of educating people. The system aims to cultivate students' correct world outlook, outlook on life and values, and improve their ideological and moral and political literacy.

## 3. The necessity of integrating ME culture into IPE system

Today's society is in a period of rapid transformation, scientific and technological progress is changing with each passing day, and multi-cultures collide with each other. In this context, the society has put forward higher requirements for the ideological and moral quality of college talents. According to a survey (see Table 1) on the quality requirements of college graduates by employers in different industries, among many ideological and moral quality indicators involving innovation consciousness, teamwork spirit, social responsibility and professional ethics, the demand for social responsibility and professional ethics is particularly prominent.

Table 1 Proportion of Employers' Demands for the Ideological and Moral Qualities of College Graduates in Different Industries

Industry Category	Proportion of Demand for Social Responsibility	Proportion of Demand for Professional Ethics	Proportion of Demand for Innovation Awareness	Proportion of Demand for Teamwork Spirit	Proportion of Demand for Integrity Awareness
Manufacturing Industry	75%	70%	60%	65%	68%
Service Industry	80%	78%	68%	72%	75%
Technology Industry	72%	73%	75%	70%	73%
Education Industry	85%	82%	62%	78%	80%

Although the current IPE system has achieved certain results, there are still some shortcomings. The integration of moral culture can effectively improve these problems. It enriches the content of IPE, integrates moral stories in traditional culture and moral model deeds in modern society into teaching, and makes IPE more attractive and infectious. ME culture pays attention to the transmission of moral concepts through practical activities, cultural experience and other diversified ways, which promotes the IPE mode in universities from single to multiple, thus perfecting the whole IPE system.

The growth of students in universities is not only the accumulation of knowledge, but also the shaping of personality and the improvement of moral character. With its unique charm, ME culture plays a key role in promoting students' integrated development. It helps to shape students' sound personality and guide them to establish correct values, outlook on life and world outlook. By participating in activities related to ME culture, students can better understand the relationship between people, people and society, and people and nature, and cultivate empathy, responsibility and cooperation spirit. This all-round exercise plays an irreplaceable role in improving students'

comprehensive quality and integrated development.

#### **4. Multi-dimensional value of ME culture integrated into IPE system**

##### **4.1. Cultural values**

ME culture contains profound cultural connotation, and its integration into the IPE system is of great significance to the inheritance and promotion of excellent traditional culture and the enhancement of cultural self-confidence. ME promotes the exchange and integration of multiculturalism on campus and enriches the connotation of campus culture. The cultural characteristics of different regions and nationalities can be fully displayed through ME and cultural activities, creating an inclusive campus cultural atmosphere. As shown in Table 2, after participating in the cultural activities of ME with the theme of cultural inheritance and communication, up to 85% of the students indicated that their sense of identity with traditional culture was significantly enhanced, and their acceptance of multiculturalism was also greatly enhanced.

Table 2 Statistics on Changes in Cultural Literacy of Students Before and After Participating in Moral and Cultural Activities

Survey Item	Proportion Before Participation	Proportion After Participation	Change Difference
High Identification with Traditional Culture	50%	85%	+35%
High Acceptance of Multiculturalism	60%	90%	+30%
Strong Willingness to Actively Participate in Cultural Inheritance Activities	40%	75%	+35%
Self-assessment of Improvement in Cultural Knowledge Reserves	35%	70%	+35%
Self-assessment of Improvement in Cultural Aesthetic Ability	42%	78%	+36%

##### **4.2. Educational value**

From the perspective of education, the integration of ME culture can effectively improve the effectiveness of IPE. The traditional way of IPE is sometimes simple and the content is a little boring, so it is difficult to fully mobilize the enthusiasm of students. The integration of ME culture brings a variety of educational forms, such as cultural competitions, keynote speeches and case studies. This kind of interactive learning can make students internalize knowledge in their hearts more than simple theoretical indoctrination. Moral culture enriches the content of IPE, integrates pioneering deeds of the times and social hot moral issues into teaching, makes IPE more suitable for students' real life and enhances the attraction of education.

##### **4.3. Social value**

Universities are the cradle of cultivating talents, and the integration of ME culture into the IPE system has created high-quality talents, which is an important force to promote the progress of social civilization and promote the harmonious development of society. With good moral quality and social responsibility, these talents can transmit positive energy in various positions and lead the social atmosphere after entering the society. From a macro perspective, by integrating ME culture into the IPE system, universities have strengthened their close ties with society and delivered pillars with both ability and political integrity to the society.

##### **4.4. Individual value**

For individual students, the integration of ME culture meets their growth needs and promotes the good development of individual morality. In the process of growing up, students face many puzzles and choices, and ME culture can provide them with clear value orientation. By participating in

cultural activities of ME, students learn to self-examine and self-regulate, and gradually develop good moral character and behavior habits. ME culture helps students to establish correct "three views", improve individual comprehensive quality, and lay a solid foundation for students' future career and personal happy life.

## 5. Strategies of integrating ME culture into IPE system

Curriculum is the main position of IPE, and optimizing curriculum is the key link to realize the integration of ME culture. On the one hand, universities should organically integrate the cultural content of ME into ideological and political courses. On the other hand, professional courses should also play the role of educating people and tap the elements of ME in professional courses. In order to better understand the effect of integrating the curriculum into ME culture, the school conducted relevant surveys (see Table 3). The survey results show that more than 70% students think that the course content is more interesting and their understanding of knowledge is more profound, and about 65% students say that their moral cognition and behavior have changed positively.

Table 3 Student Feedback Survey after Integrating Moral and Cultural Education into College Courses

Survey Item	Feedback	Proportion of Significant Improvement	Proportion of Some Improvement	Proportion of No Obvious Change	Proportion of Decline
Richness and Interest of Course Content	Think it has significantly improved; Think it has somewhat improved; Think there is no obvious change; Think it has declined	72%	23%	5%	0%
Depth of Understanding of Knowledge	Think the understanding is deeper; Think it is somewhat helpful; Think there is no impact; Think it is more vague	75%	20%	5%	0%
Changes in One's Own Moral Cognition and Behavior	Think there are positive changes; Think there are slight changes; Think there are no changes; Think there are negative changes	68%	22%	10%	0%
Improvement in Learning Interest	Think it has greatly improved; Think it has somewhat improved; Think there is no change; Think it has declined	65%	25%	10%	0%
Degree of Influence of the Course on Values	Think it has a great influence; Think it has a certain influence; Think the influence is small; Think there is no influence	58%	32%	10%	0%

Teachers are the implementers of the integration of ME culture into the IPE system, and their literacy directly affects the integration effect. Therefore, it is very important to strengthen the construction of teachers. Universities should regularly organize teachers to participate in training related to ME culture, so as to improve teachers' understanding and application ability of ME culture. The training content can include the study of traditional cultural classics and the study of modern ME theory. Universities need to encourage teachers to carry out teaching research and practical exploration of the integration of moral culture and IPE, and share teaching experience and achievements. By organizing teaching seminars, teaching competitions and other activities, teachers' enthusiasm and creativity are stimulated. In addition, universities should also introduce talents with professional background in ME or rich practical experience in ME to enrich the teaching staff.

A good campus cultural atmosphere has a subtle educational effect on students. Universities can create a campus environment rich in ME culture by carrying out a variety of campus cultural activities. At the same time, universities should also pay attention to the construction of campus cultural landscape, set up cultural corridors and moral model sculptures on campus, so that students can be infected by ME culture at any time on campus. Using the campus media platform,

universities can publicize ME cultural knowledge, report campus ME cultural activities and expand the influence of ME culture.

## 6. Conclusions

This article focuses on the in-depth study of the integration of ME culture into the IPE system, aiming at revealing its multi-dimensional value and exploring effective integration strategies. By explaining the related concepts and theoretical basis of ME culture and IPE system, it is clear that the integration of the two has solid theoretical support.

It is necessary to integrate ME culture into the IPE system. Under the background of the development of the times, the society puts forward higher requirements for the ideological and moral quality of college talents, and the integration of ME culture can make the trained talents better meet this demand. At present, there are some shortcomings in the IPE system. The integration of ME culture can enrich the IPE content, innovate the education methods and improve the system. More importantly, ME culture helps to shape students' sound personality, meet their individual growth needs and promote their integrated development. Further research shows that the integration of ME culture has multi-dimensional value. On the cultural level, it promotes the inheritance and promotion of excellent traditional culture, promotes multicultural exchange and integration, and enriches the connotation of campus culture. On the educational level, it enhances the effectiveness and attractiveness of IPE and stimulates students' learning enthusiasm. On the social level, it transports talents with both ability and political integrity to the society and promotes the progress and harmonious development of social civilization. On the individual level, it helps students to establish correct three views and improve individual comprehensive quality.

In order to realize the deep integration of ME culture and IPE system, this article puts forward some strategies, such as optimizing curriculum, strengthening the construction of teachers and creating campus cultural atmosphere. Through these strategies, we can give full play to the role of ME culture in IPE in universities.

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