

Research on the Effectiveness of Ideological and Political Education in Colleges and Universities Based on Cultural Confidence

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Abstract: Culture has the attribute of free education, and it is an important dimension and carrier of Ideological and political education research. It is an important mission of Ideological and political education to educate people with culture, literature and morality. General secretary Xi Jinping delivered an important speech at the National Conference on Ideological and political work in Colleges and universities, emphasizing the need to integrate ideological and political work with the whole process of education and teaching. Based on the characteristics of contemporary ideological and political education, this paper explores the relevant contents of ideological and political education in colleges and universities, and studies the strategic and practical significance of enhancing the effectiveness of ideological and political education in colleges and universities. In addition, it makes a brief review of the research on the effectiveness of ideological and political education in colleges and universities in recent years, and points out that in the future, it is necessary to strengthen empirical research, multi-perspective and multi-disciplinary research, and further strengthen the discussion on its basic theory.

1. Introduction

Strengthening the effectiveness of ideological and political education in colleges and universities is an inevitable choice made by universities under new historical conditions. In recent years, the research on this issue has gradually deepened in Chinese academic circles. Especially since the promulgation of the Opinions of the Central Committee of the Communist Party of China and the State Council on Further Strengthening and Improving College Students' Ideological and Political Education, the discussion on the effectiveness of ideological and political education in colleges and universities has become a hot topic [1]. Cultural self-confidence is more basic, broader and deeper self-confidence. To integrate cultural confidence into ideological and political education in colleges and universities, we should pay more attention to educating people with culture and culture, carry out the establishment of civilized campus extensively, carry out campus cultural activities with various forms, good health and elegant style, and carry out various social practices widely [2]. This prompts us to think deeply about how to enhance the effectiveness of ideological and political education in colleges and universities.

For a long time, many experts and scholars have paid close attention to the effectiveness of ideological and political education in colleges and universities. Ideological and political education is a practical activity that advocates a high degree of theoretical consciousness and cultural consciousness. It is of positive practical significance to cultivate people with culture, culture and morality, to explore the value of culture in ideological and political education and to integrate cultural confidence into ideological and political education through various channels [3]. Deeply excavating the connotation of cultural self-confidence, integrating excellent Chinese traditional culture as the inexhaustible spiritual power and intellectual support into the ideological and political construction of college students is a great innovation in the use of cultural soft power to realize the student's value system.

2. The Necessity of Integrating Cultural Confidence into the Whole Process of Ideological and Political Education in Colleges

2.1 Cultural self-confidence is the source for college students to establish socialist core values, and is the result of the interaction between adherence to ideals and beliefs and cultural self-confidence

Chinese traditional culture is the crystallization of the wisdom of the Chinese nation, and it is the culture with the longest existing history and the most extensive influence on the people of the world. Clarifying the connotation of traditional Chinese culture and carrying forward excellent traditions can directly affect the moral needs and moral consciousness of college students and effectively improve the ideological and moral quality [4]. Contemporary college students, as successors and fresh troops in the construction of socialism with Chinese characteristics in our country, it is essential to cultivate their cultural self-confidence, which is the requirement and call of the spirit of the times. Culture can carry and advocate ideological and political education information. The unique and unique educational attributes of culture can be controlled and manipulated by educators. Cultural people, educating people and establishing people are the important mission of ideological and political education [5]. Cultural self-confidence fully reflects the scientific grasp of the Chinese Communist Party's cultural development orientation in the new historical period. It is an inseparable component of the theoretical system of socialism with Chinese characteristics, the basis for effectively strengthening the overall strength of the country, and the realization of the greatness of the Chinese nation. The spiritual power and source of strength for the revival.

2.2 Cultural self-confidence can effectively enhance college students' social awareness and moral responsibility

The influence of national culture is manifested in large part by the care and gratitude of college students for the motherland and the people. One of the important ways for ideological and political education to run through the education and teaching of college students is to use education as a means to enhance the self-consciousness and inheritance of college students' inheritance of excellent culture [6]. Chinese traditional culture is profound and profound, and the essence of traditional culture has profound and profound influence on later generations. It is necessary to attach importance to the education of traditional culture in the contemporary era. Today, building a socialist cause with Chinese characteristics, it is the foundation for building socialist morality with Chinese characteristics and the ideological source of building new morality [7]. Xi Jinping proposed that the Chinese Communists "should stick to the road of socialism with Chinese characteristics, theoretical, institutional and cultural self-confidence, and constantly push forward the great cause of socialism with Chinese characteristics". He believes that "cultural self-confidence is more basic, broader and deeper self-confidence" [8]. Through effective and rich educational means, they are urged to learn and master the essence of Chinese excellent traditional culture. The economic function of culture is becoming more and more important. A nation has the commanding heights of cultural development, and at the same time it has strong cultural soft power, which enables it to take the lead and win the initiative in international competition and cooperation. Therefore, strengthening cultural self-confidence and enhancing cultural soft power are inevitable choices for consolidating national soft power.

2.3 Adhering to the essence of cultural self-confidence means adhering to the ideals and beliefs of Marxism

The culture of any era has its duality, both historical progress and historical limitations, due to historical reasons. There is both essence and dross [9]. Cultural soft power is an important means to enhance a country's core competitiveness. A country's comprehensive national strength is not only reflected in its economic strength, technical strength and national defense strength, but also more importantly in many soft powers such as national cohesion, moral inspiration and public opinion guidance. The culture of any era serves the specific era. For example, loyalty to the country, filial

piety, and seeing the righteousness have played an important role in maintaining the rule of the feudal ruling class and ensuring national security and stability. Adhering to cultural self-confidence is a strategic measure to determine the theoretical quality of Marxism. It is the innovative theoretical result of Marxism in China. The essence of adhering to four self-confidence is to uphold the ideals and beliefs of Marxism.

3. The Present Situation of the Effectiveness of Ideological and Political Education

3.1 World outlook, outlook on life, values and overall science are positive and correct, but individual ideals and beliefs are not firm enough, and values tend to be diversified

World outlook, outlook on life and values are a person's basic and fundamental views on the world and life, and they are the most important spiritual support for people. Specifically, world outlook is people's general and fundamental views on the whole world. Values refer to people's understanding and evaluation of whether things are valuable or not. Under the condition of market economy, some negative things aggravate the difficulty of ideological and political education. The complex and changeable international environment makes ideological and political education face more severe situation. Multicultural conflicts have increased the difficulty of ideological and political education in colleges and universities. The rapid increase in the number of communication channels and the intensification of the “market” tendency in mass communication have significantly weakened the influence of traditional forms of ideological and political education in colleges and universities [10]. Among the many channels of social information dissemination, traditional ideological and political education, as one of the channels of information dissemination, is no longer as powerful as it used to be. Correct is that the world view can provide people with the right way to understand the world and transform the world. The wrong world view will bring choices to people's methods of practice. As a scientifically proven world view, outlook on life and values, Marxist theory guides the practice of life and learning of college students. The emergence and complexity of psychological problems in contemporary college students is not conducive to the healthy growth of students, but also brings difficulties to the ideological and political education of colleges and universities, hindering the improvement of the effectiveness.

3.2 The overall development of political quality is stable, healthy and upward, but individual needs to be improved

Political quality refers to the stable inherent quality of people's political psychology and behavior in the process of political socialization. College students, as future builders and successors of the socialist cause, shoulder the glorious mission of building socialism with Chinese characteristics and realizing the great rejuvenation of the Chinese nation. The effectiveness of Ideological and political education in Colleges and universities refers to the degree to which ideological and political education realizes its expected goals under certain historical conditions and social environment. After the baptism of socialist market economy, college students' subjective consciousness has gradually formed and been strengthened. At the same time, some college students overemphasize themselves, despise or do not care about the collective, oppose any restraint, and pursue absolute freedom. Secondly, the development of mass communication has affected and changed the general audience (college students) information acceptance mentality to a certain extent, this makes the traditional “preaching” mode of ideological and political education in colleges and universities pay less attention. A survey shows that contemporary college students all know something about the theory of socialism with Chinese characteristics, but less than 50% can tell the specific content in detail. In terms of value orientation and value standard, it shows the characteristics of self-determination, effectiveness and short-term. In their thoughts, they advocate the present more and think that only what is immediate and tangible is realistic. They pay more attention to immediate interests, local interests and material interests. This fully reflects the complex mentality of college students during the period of social and economic system transformation.

3.3 Mainstream moral consciousness is positive and healthy, but individual moral consciousness is weak

Moral consciousness is a relatively stable understanding formed by people in their long-term moral life and practice about the behavioral relations and the significance of phenomena among people and between people and things. Good moral cultivation and conscious moral standards are qualities that qualified college students should possess. In a sense, utility is a part of human nature, which is understandable. It is one of the driving forces to promote the development of human society. The establishment of a socialist market economy and Chinese accession to the World Trade Organization have greatly inspired contemporary college students, whose enthusiasm for positive progress has been improved unprecedentedly. On the other hand, some college students' value orientation is closer to utilitarianism in the purpose of studying and the concept of employment. However, the narrow pursuit of utility is a short-sighted behavior, reflecting that some college students still need to improve their outlook on life and value orientation. By contrast, the traditional way of Ideological and political education in Colleges and universities mainly relies on interpersonal communication and organizational communication. Its image in the minds of college students is really difficult to compare with modern mass communication. Therefore, in the ideological and political education in Colleges and universities, we must be realistic and pragmatic, focus on solving the difficult and hot issues that students are concerned about, and devote ourselves wholeheartedly to the improvement of students' ideological and political quality and the healthy and harmonious development of their body and mind.

4. Measures to Enhance the Effectiveness of Ideological and Political Education in Colleges and Universities

4.1 Strengthen the construction of the contingent of Ideological and political teachers

Colleges and universities should adopt various forms and channels, and through strict selection criteria and procedures, introduce a large number of outstanding talents with both ability and moral integrity who love education to the ideological and political education team. Xi Jinping pointed out: "through patriotic education, collectivism and socialist education through various forms such as school education, theoretical research, historical research, film and television works and literary works, we should guide our people to establish a correct view of history, national outlook, state and culture, and enhance the backbone and spirit of the Chinese people." Ideological and political education in Colleges and universities is a holistic concept and category. Only by establishing the holistic ideological and political education concept and further constructing the overall ideological and political education pattern, can we continuously enhance the effectiveness of Ideological and political education in Colleges and universities. A nation's culture embodies the nation's historical cognition and realistic feeling of the world and life, and accumulates the nation's deepest spiritual pursuit and code of conduct. An important channel to guide cultural self-confidence is an important platform to cultivate college students' socialist core values and lead the mainstream ideology in society. Ideological and political educators are the leading force of ideological and political education in colleges and universities. Their comprehensive quality directly affects the healthy growth of college students and the effectiveness of ideological and political education in colleges and universities. Therefore, it is imperative to strengthen the comprehensive quality of ideological and political workers in colleges and universities.

4.2 Advocate self-education of college students

Marxist philosophy tells us that the development of things is the result of the joint action of internal and external factors. External factors are the conditions for changes in things. Internal factors are the basis for changes in things and determine the development direction of things. The culture of any country has its inherent foundation, which is the foundation of cultural inheritance and development. The Chinese nation has created a broad and profound Chinese culture in its 5,000-year history of civilization. The mainstream of our college students' ideological and political

situation is positive, healthy and upward. “ However, we should also clearly realize that in the face of the new situation and new situation of Chinese reform and opening up and the construction of a socialist market economy, the current ideological and political education in colleges and universities is facing many new challenges and new problems. To enhance the effectiveness, we must adhere to the “people-oriented” principle and pay attention to human care. Specifically: First, we must establish a “people-oriented” educational philosophy in terms of concept; second, we must practice the “people-oriented” educational philosophy in the process of education; the ultimate realization of ideological and political education in colleges and universities must be externally educated. Initiating the internalization of college students' self-education. It is necessary to actively guide, train and develop college students to carry out self-education activities, actively transform their own ideas, and touch on their deeper psychological level. As the subjective consciousness of college students is fully respected, they actively seek and actively explore. Therefore, in the process of ideological and political education, if the subjectivity of the educated person is not achieved, the educational content taught by the educator cannot be truly recognized and accepted by the educator.

4.3 Improving educational mediators

The theoretical course of ideological and political education in colleges and universities has always been the key work in the ideological and political education of colleges and universities. It is the main channel for the ideological and political education of college students, and plays an important role in cultivating college students into builders and successors of socialism. In the view of humanism, the key to education is to pay attention to the individuality of human beings and to promote the advantages of human nature. Therefore, education must put respectful people, understanding people and caring people in the first place, and this is also effective in the ideological and political work. The key is. Chinese culture is the result of thousands of years of struggle and historical precipitation of the Chinese nation. It is the unique spiritual wealth of the Chinese nation and the spiritual home of our vast number of Chinese children. Without excellent cultural support, it is impossible to have a national spirit that is condensed by excellent cultural traditions. Cultural self-confidence, in its essence, reflects the self-confidence of national vitality. As far as the ideological and political education in Colleges and universities is concerned, the most important characteristic influenced by instrumental rationalism is the pan-political tendency of Ideological and political education in Colleges and universities, which leads to the knowledge and instrumentalization of education, and regards both educators and educatees as mechanical individuals, while eliminating subjectivity. Classroom teaching method is an important link in the process of teaching. Paying attention to the innovation of classroom teaching method is of great significance to improve the effect. To integrate Chinese excellent traditional culture into Ideological and political education, we should not only forget the national characteristics of excellent traditional culture, but also work hard on the contents and ways of integration. The most important thing is to accelerate the promotion of excellent traditional culture “into teaching materials, into the classroom, into the mind”.

5. Conclusion

In a word, it is an important goal of Ideological and political education to educate people with culture, culture and morality. Ideological and political education not only undertakes the mission of cultural inheritance, but also is an important way and way to cultivate college students' high cultural self-confidence. As the position of the Party's ideological and political education, colleges and universities should thoroughly carry out the general secretary's spiritual content of Ideological and political education throughout the whole process of education and teaching under the new situation. This paper enriches and develops the research on the effectiveness of Ideological and political education in Colleges and universities, and systematically and comprehensively discusses the relevant contents of the effectiveness of Ideological and political education in Colleges and universities. The ideological and political education of colleges and universities has a specific purpose of communication activities. The strength of its effectiveness is not only directly related to

the realization of the goals and contents of colleges and universities, but also to the extent of its realization. It is also related to the academic system of ideological and political education in colleges and universities. Perfect and scientific. The integration of excellent traditional culture, red revolutionary culture and socialist core values into the ideological and political education at the core of socialist core values will help to enhance college students' cultural self-confidence and cultural consciousness, and effectively improve the pertinence and effectiveness of ideological and political education.

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