

# Research on the Interaction of Ideological and Political Education and Campus Culture Construction in Colleges and Universities

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**Keywords:** Ideological and political education, Campus culture, Construction, Interactive.

**Abstract:** In recent years, the status of ideological and political education in colleges and universities has gradually become prominent. At the same time, with the increasing number of college enrollment expansion, the construction of campus culture plays an increasingly important role in the ideological and political education of colleges and universities. Strengthening the construction of campus culture has become one of the main contents of the teaching work in colleges and universities. Based on this, this paper first studies the role of ideological and political education in colleges and universities, as well as the value of campus culture construction, and then studies the relationship between the two. The study found that the two are complementary and can be integrated and coordinated.

## 1. Research background

### 1.1 Literature review

Under the current situation, it is of great significance to strengthen the ideological and political education of college students. Therefore, many schools have paid more and more attention to the construction of campus culture in order to promote the work related to ideological and political education. Campus culture, as a hidden course, can guide college students to establish a correct outlook on life and values (Pu, 2017). In response to this, Xu Wei and other scholars pointed out that ideological and political education and campus culture construction have certain relations in terms of goals and principles, and form an internal linkage mechanism (Xu et al., 2018). Zhang Yifei pointed out that campus culture can also carry out ideological and political education for college students. Therefore, many colleges and universities use campus culture construction work to carry out ideological and political education for students. Therefore, the role of campus culture in the ideological and political education of colleges and universities is obvious (Zhang, 2017). Meng Xiaoping pointed out that the construction of campus culture is an important link in the ideological and political education, which can make the ideological and political education of colleges and universities more time-sensitive. Meng further pointed out that it is of great practical significance to study and strengthen the construction of campus culture in the new period and to lead ideological and political education in colleges and universities (Meng and Xia, 2019).

### 1.2 Research purposes

Under the background of rapid development of the Internet, the role of ideological, ideological and political education in colleges and universities has become more and more prominent. Campus culture has played an active role since the birth of the university. In recent years, with the continuous expansion of colleges and universities, the role of campus culture in the development of campus has become more and more prominent. Under the new situation, in the process of building campus culture, colleges and universities have gradually integrated ideological and political education. Therefore, the relationship between campus culture construction and ideological and political education has become a key research area in academia. Studies have shown that under the background of the Internet, campus culture construction has become one of the important ways of ideological and political education in colleges and universities. Based on this, this paper further explores how the two interact and how they interact with each other in order to provide a theoretical

basis for subsequent research.

## **2. The important role of ideological and political education in colleges and universities**

### **2.1 Promote the internationalization of college education**

With the continuous development of the social economy, domestic science and technology have undergone major changes, and the regional economy and the globalization of the world economy have become increasingly prominent. Therefore, the global culture is becoming more and more diverse, and the international political culture is showing a multi-level trend. In response to this, in order to adapt to the current global cultural development trend, universities need to constantly change the way of ideological and political education to meet the teaching needs of colleges and universities in the new era (Zhan and Luo, 2018). In this process, the trend of college education modernization and internationalization has become one of the main ways of ideological and political education in colleges and universities. Therefore, in the ideological and political education of colleges and universities, advanced education concepts should be gradually introduced, combined with traditional teaching methods, and innovative new teaching methods should be created to cultivate useful talents with international ideas for the society.

### **2.2 Determine the main construction direction of campus culture**

In recent years, colleges and universities have become the main force after 00, and all have the following characteristics: First, born in the 21st century, most of them are only children, with strong personality. Second, it has a unique understanding of traditional moral concepts, but it has an irrelevant attitude towards bad social phenomena. Third, due to the serious impact of the new era, more emphasis on self, self-interested thinking is more serious, in the aspect of self-awareness, there is a phenomenon and society that is out of touch with society. Fourth, it is able to handle complex interpersonal relationships and has a strong ability to accept new cultures, but there are blind phenomena in the process of acceptance. Fifth, there is a clear career planning path, but in many cases there is a self-centered phenomenon, often overlooking the spirit of teamwork (Wang, 2017). Since the current college students have the above viewpoints, in the process of building campus culture, it is necessary to strengthen the ideological and political education of current college students, taking the actual situation of students as the starting point and the foothold, and taking the socialist spirit as the main guiding ideology for the construction of college students' campus culture. .

### **2.3 Promote the effective implementation of the strategy of teaching students in accordance with their aptitude**

The main teaching task of colleges and universities is to educate people, cultivate more talents that meet the needs of the society, and promote the rapid development of the economy.

At the same time, with the continuous development of the economy, the society has put forward new requirements for the needs of talents, and it is necessary for students to carry out comprehensive development in areas such as morality, intelligence, and art. Therefore, colleges and universities must adjust their talent strategies in a timely manner, accept social changes, and cultivate new talents that meet the needs of society. In this process, ideological and political education plays an important role. Only when students have good ideas can they make contributions that are conducive to social development. It can be seen that ideological and political education will, to a certain extent, promote the effective implementation of talent training strategies in colleges and universities and improve the teaching level of colleges and universities.

## **3. The value of campus culture construction in colleges and universities**

### **3.1 Promoting the Incentive Function of College Ideological Education**

Campus culture is the product of the development of colleges and universities to a certain extent.

It embodies the fine style of the school and is the spiritual manifestation of the development of the school. Therefore, as an invisible driving force, campus culture can promote ideological and political education in colleges and universities and achieve better results. It can be said that the campus culture of colleges and universities will promote the development of ideological and political education to a large extent. In this context, it is required that in the process of building campus culture, it is necessary to use the latest teaching methods to motivate teachers and students, fully mobilize the enthusiasm of the two teachings, and ultimately achieve the goal of efficient teaching and education. At the same time, campus culture is generally a culture that has gradually formed in the course of school development. In the context of rapid socio-economic development, campus culture needs to break the original habits, keep pace with the development of the times, and provide a favorable teaching environment for ideological and political education.

### **3.2 Optimizing College Ideological and Political Emotions**

In order to improve ideological education in the education of colleges and universities, we should constantly optimize and improve the campus culture of colleges and universities. Therefore, colleges and universities should create an active and healthy campus culture, which mainly includes sports, fun, academic and innovative campus culture. In the subtle influence, teachers and students are provided to provide an environmental foundation, and cultivate new socialist talents with positive positive emotions and strong cultural will. In this context, the rich and colorful campus culture can not only enrich the ideological and political education emotions of teachers and students, but also help students develop a healthy body and mind. Therefore, campus culture can not only enrich students' lives, but also create a good spiritual world for students.

### **3.3 Improving the teaching value of ideological and political education in colleges and universities**

Campus culture is an important way of ideological and political education in colleges and universities, so active campus culture can enhance the teaching value of ideological and political education in colleges and universities. A good campus culture can be edified to help teachers and students establish correct values and world views, so that students can constantly improve and improve themselves in the learning process. At the same time, through the vigorous construction of campus culture, Enke gradually allowed students to recognize the role and function of ideological education. In addition, the combination of ideological education and campus culture to achieve the two of you have me, I have your cultural atmosphere, and promote the rapid improvement of college teaching quality.

## **4. Research on the relationship between ideological education and campus culture**

### **4.1 Campus culture and ideological and political education are complementary**

At present, there is a great complementarity between campus culture and ideological and political education. The two are mutually reinforcing and mutually reinforcing. Therefore, in order to promote the harmonious development of the two, we need to improve from the following aspects. First of all, relevant departments of colleges and universities should carry out multi-style campus culture, enrich the teaching methods of ideological and political education in colleges and universities, integrate the core teaching ideas of ideological and political education in colleges and universities into the process of campus culture construction, so that students can get happiness in the teaching process, and finally learn use. Second, attach importance to the construction of campus culture and create a good campus environment for ideological and political education in colleges and universities. The campus culture with its own characteristics and charm Jiangda can greatly enhance the campus brand effect and promote the rapid and healthy development of college teaching quality. Therefore, colleges and universities should combine their own characteristics to formulate talent training goals. Create a campus culture with its own characteristics while meeting the requirements of the times. In the process of creating a campus culture with its own

characteristics, colleges and universities must cultivate students with excellent academic style and high moral character as an important way of ideological and political education. Third, comprehensively implement the work of building campus culture in colleges and universities, and lay a solid foundation for carrying out ideological and political education. On the basis of the rapid development of ideological and political education, it can promote the campus culture to gain more essence in the process of continuous development, to falsify the truth, and to create a harmonious and healthy campus environment for students.

#### **4.2 Campus culture and ideological education work together to build a harmonious campus**

Establishing a harmonious campus is the common starting point of ideological and political education and campus culture construction in colleges and universities. All of the combination of the two will help promote the healthy development of college students. In this process, relevant departments are required to vigorously promote socialist core values such as democracy and justice. At the same time, relevant departments should combine the specific conditions of school teachers and students, carry out orderly management work, achieve the purpose of improving the comprehensive strength of colleges and universities, and ultimately promote the harmonious development of colleges and universities. Specifically, colleges and universities can introduce advanced management models, strictly examine the process of organizing campus-related activities, improve the efficiency and quality of campus culture, and stimulate students' initiative in learning, with a view to implementing ideological and political education into specific aspects of campus culture, making campus cultural activities More individuality and democracy, providing a cultural and ideological foundation for building a harmonious campus.

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