

## An Interactive Study on Ideological and Political Education and Campus Culture Construction in Colleges and Universities

Xiaofei Wu

School of Marxism, Guangdong Pharmaceutical University, Guangdong, Guangzhou, 510006, China

wusophie79@163.com

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**Abstract:** It is well known that ideological and political education in colleges and universities have a very close relationship with campus culture. In the process of management and construction of colleges and universities in our country, the ultimate goal is to realize the promotion of students' humanistic quality, ideological and moral character and science and culture. In order to achieve this goal better, we need to build a harmonious, democratic and healthy campus culture for students. This paper first analyzes the interactive status of ideological and political education and campus culture construction in colleges and universities, and then discusses the interactive measures between ideological and political education and campus culture construction in colleges and universities, hoping to provide favorable reference for relevant scholars.

### 1. Introduction

The ideological education of colleges and universities in our country contains very rich contents, which is a kind of ideological education work which is related to students' life concept, value concept and moral concept, and restrains students' behavior. And college campus culture construction, in a sense, is a subtle ideological and political education activities. What sparks will emerge from the ideological and political education and the construction of campus culture, and the relationship between them, are one of the key issues in the construction of colleges and universities in our country at present. Only on the basis of understanding the relationship between the two, can we find out the corresponding interactive principles and interaction mechanism, and finally explore the interactive strategies of ideological and political education and campus culture construction in colleges and universities.

### 2. The Interactive Status of Ideological and Political Education and Campus Culture Construction in Colleges and Universities

#### 2.1. Working Mechanism to be Improved

As for the interaction of ideological and political education and campus culture construction in colleges and universities, it is a long-term systematic project, which needs a perfect working mechanism to ensure the smooth progress of the interaction. However, in view of the interaction between ideological and political education and campus culture construction in colleges and universities at present, some colleges and universities pay less attention to them, which not only have a bad effect on the interaction between ideological and political education and campus culture construction, but also make the relevant mechanism in a imperfect state.



Figure 1 Culture wall

## **2.2. Operational Design to be Improved**

The interaction between ideological and political education and campus culture construction in colleges and universities, besides the work mechanism needs to be improved, its operation design also needs to be improved, and the problem of operation design is very closely related to the imperfect work mechanism, in other words, it is a chain reaction, which has a negative effect on the operation design to some extent[1]. Due to the influence of these factors, the goal of ideological and political education and campus culture construction in some colleges and universities is not clear enough, the lack of a systematic interactive mechanism and the establishment of a perfect evaluation index directly affect the overall interactive effect of ideological and political education and campus culture construction in colleges and universities.

## **2.3. Lack of Coordination in the Construction of Interactive Teams**

The interaction between ideological and political education and campus culture construction in colleges and universities is not a simple project, but a time-consuming and complicated systematic project, which requires the whole teachers and students to participate together, and this requires the establishment of an excellent teaching staff. However, from the current interactive research of ideological and political education and campus culture construction in colleges and universities, it can be clear that most colleges and universities pay less attention to this aspect, which leads to the serious shortage of construction personnel and the lack of coordination of the whole team, which will eventually have a certain impact on the improvement of students' comprehensive quality.

## **2.4. Lack of a Sound Investment Guarantee Mechanism**

At present, the elite education in China's higher education has been gradually replaced by other education, such as mass education. In order to get more students than ever before, colleges and universities often increase their investment in enrollment, which leads to the shortage of funds for campus culture construction, which ultimately affects the interaction between ideological and political education and campus culture construction.

# **3. Interactive Measures of Ideological and Political Education and Campus Culture Construction in Colleges and Universities**

## **3.1. Constructing a Good Working Mechanism**

In order to construct a relatively benign working mechanism in the process of interaction between ideological and political education and campus culture construction in colleges and universities, the following points should be considered. First, the dynamic mechanism. From the point of view of the interaction between ideological and political education and campus culture construction in colleges and universities, we should take the benefit drive as the entry point, however, the benefit drive is easily influenced by the economic law, and the interaction between ideological and political education and campus culture construction in colleges and universities should reward the spirit and funds. In addition, it will be influenced to a certain extent by decree-driven influence. This aspect of the content reflects the ideological and political education in colleges and universities and campus culture construction interaction on a large level by the impact of national policies. It is also socially driven[2]. These mainly refer to the formation of interaction to meet the social development requirements, the purpose is to better promote the development of social economy. Secondly, the operation mechanism. In the interaction of ideological and political education and campus culture construction in colleges and universities, we should establish a scientific and reasonable concept of interaction, emphasize the long-term deepening, not only ensure the effectiveness of hardware and equipment, but also strengthen the construction of teachers, strengthen the relationship between the two, pay attention to the injection of interaction, organize students to carry out relevant activities in time, guide students to actively participate in the process, observe and educate students in the process, and let students find their own shortcomings in time, correct them independently, and cultivate more outstanding talents. Finally, safeguards. The

purpose is to lay a solid foundation for the interaction between ideological and political education and campus culture construction in colleges and universities, such as fund guarantee, investment of a large amount of funds and manpower, and carry out related training activities, etc.



Figure 2 Ideological education

### 3.2. Do Well the Operation Design

In order to further promote the interaction between ideological and political education and campus culture construction in colleges and universities, in addition to constructing the corresponding working mechanism, it is necessary to have a good operation design. Therefore, in the actual interaction, the first task is to set up the corresponding interactive outline, and the establishment of interactive goals and so on. In addition, it is necessary to work out effective interactive content and interactive methods. Secondly, we should construct a reasonable interaction mechanism to provide a strong guarantee for the interaction between ideological and political education and campus culture construction. In this process, we should appropriately increase some practical activities to effectively improve students' ability to innovate and practice. If in the party building propaganda activities, teachers can lead students to visit the memorial hall to study, so that not only make ideological and political education more interesting, but also create a positive and upward learning atmosphere for students, so that students can get different learning experience. Finally, some relevant interactive activities are appropriately organized. In the traditional ideological and political education, it is usually the explanation of theoretical knowledge, so it is difficult to fully mobilize the enthusiasm of students to learn, therefore, in the interaction between ideological and political education and campus culture construction, teachers can let students really put into practice, and have a deeper understanding of ideological and political, such as carrying out a red song competition, ideological and political knowledge competition, and so on.

### 3.3. Strengthening the Building of Interactive Teams

In the process of college campus culture construction, there is an indispensable part, that is, interactive team. In order to realize the interaction between ideological and political education and campus culture construction in colleges and universities, it is necessary for all teachers and students to participate together. Therefore, it is necessary to carry out and promote the construction of interactive team[3]. First of all, relevant teachers should do a good job in ideological and political education of students, and provide a positive and healthy campus atmosphere for students. Secondly, it is necessary for the relevant teaching staff to infiltrate the ideological and political education into the actual classroom teaching. Finally, the class members can organize the students and participate in the relevant publicity activities together, so that the students can gradually develop a good ideological consciousness.

### 3.4. Attention to the Construction of Investment Guarantee Mechanism

In view of the interaction between ideological and political education and campus culture construction, the investment guarantee mechanism should start from the following aspects: manpower, material resources and funds. First, manpower input. Increase human input, effectively

enhance the system of interaction between the two, let all teachers and students participate in the school, role-playing organizers and participants. Secondly, material input. Most of the material input in the interaction between ideological and political education and campus culture construction in colleges and universities is devoted to the construction and maintenance of campus, such as the greening of the school, the display of ideological and political content through LED display screen, the campus voice broadcasting and so on, all of which need certain material resources[4]. Finally, investment. The interaction between ideological and political education and campus culture construction in colleges and universities needs not only manpower and material resources, but also certain funds. Only in this way can we ensure the smooth interaction between the two. This input is mainly used in the training of relevant personnel and the updating of basic equipment, in addition to the reward for outstanding performance personnel, which can stimulate their enthusiasm to a great extent. In order to further strengthen the interaction between ideological and political education and campus culture construction in colleges and universities, we should adopt corresponding incentive measures to arouse the enthusiasm of relevant personnel and make them devote themselves to it.



Figure 3 Ideological and political development

#### 4. Conclusion

In a word, the ideological and political education in colleges and universities can provide the forward direction for the construction of campus culture, promote the international development of college education in our country, and provide a strong guarantee for the implementation of high-efficiency talent strategy. In addition, the construction of college campus culture can effectively enhance the effectiveness of ideological and political education, give full play to its role in educating people. The relationship of mutual influence and mutual promotion can further promote the comprehensive development of college education. Therefore, the relevant teaching workers should realize the important relationship between the two, under the guidance of ideological and political education, gradually strengthen the construction of campus culture, let ideological and political education and campus culture construction promote each other, build a unique healthy campus. The healthy campus is the new requirement pointed out under the contemporary ideological and moral teaching system, and the ideological and political education is the key component, which is the challenge to each university at the present stage, but also an opportunity, therefore, we should constantly strive for the best results.

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