

The Role of Self-Confidence Cultural in Universities Promoting Ideological Education in the New Era

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Abstract: Culture is the soul of a country and nation, and ideological and political() education is an important way to influence the ideological attitudes and values of college students, so integrating cultural confidence into college students' Id&Po education plays an important role in the formation of college students' cultural awareness and values in the new era. "Cultural self-confidence" is inherently related to college students' Id&Po education. Under the circumstance that college students are easily affected by foreign cultures, integrating "cultural self-confidence" into college students' Id&Po education can effectively enhance the effect of college Id&Po education and cultivate comprehensive development.

1. Introduction

With the development and progress of the times, in the future competition between countries and the overall national strength competition, in addition to technology and economy, cultural soft power will inevitably play a vital role. The cultural self-confidence of college students is an important task of the times, and pointed out the direction for the current cultural self-confidence education of college students. In particular, college students, as an important group of modernization construction, shoulder the glorious mission and major responsibilities. Realizing the mutual integration of cultural self-confidence education and Id&Po education will inevitably be able to effectively improve China's cultural soft power and promote the overall development of college students [1].

2. The Role of Cultural Self-Confidence

2.1 The Concept of Cultural Self-Confidence

Culture is a kind of social phenomenon, and it has a wide range of meanings. It includes many concepts such as ideology, politics, literature, philosophy, ethics and morality. It is also an affirmation of the fine culture of the country and nation itself. The well-being of Chinese people can also promote the development of education in China [2].

2.2 Realize National Rejuvenation

In the advancement of Chinese history, Chinese culture has played a pillar role. It has assembled all the excellent traditions in the development of China, including the simple folk customs and humble etiquette, in addition to the spiritual power that has been passed down for thousands of years. Chinese culture has always occupied an important position in the world, and it always represents China's dignity and image. Based on this, the implementation of cultural self-confidence has the effect of promoting cultural rejuvenation. In college education, the integration of cultural self-confidence can enhance students' patriotic feelings, so that college students can rely on guiding concepts in the future development path, so as to enable national culture [5].

2.3 Integrate Multiple Cultures

In the status quo, the international community has achieved cultural prosperity and adhered to the common development of the cultures of all countries. From an international perspective, among the diverse cultural elements, there are cultural conflicts and cultural overlaps, which will affect international friendly relations to a certain extent. From the perspective of Chinese society, China is a

country of great integration of ethnic groups. Ethnic minorities are widely distributed. There are differences in culture and customs among ethnic groups. Such differences will lead to the emergence of some social problems [5]. As an important way of cultural inheritance, college education can use cultural self-confidence to guide students to seek common development goals, respect multiple cultures, absorb fine foreign traditions, make up for their own deficiencies, and comprehensively improve their own development quality.

2.4 Gather National Strength

Since the reform of the education system, the admission standards of colleges have gradually opened up, which has made the ethnic nature of the students in the school diversified, and realized national integration from a subjective perspective [3]. Combining cultural self-confidence in Id&Po education can establish a sense of common development among students and abandon differences between ethnic groups.

3. Analysis of the Current Status of Cultural Self-Confidence of College Students

To realize the great rejuvenation of the Chinese nation, we must strengthen the cultural self-confidence of the Chinese nation in terms of culture. Only by building up the cultural self-confidence of college students, can the young generation continuously improve their cultural judgment in the torrent of the information age and establish a correct sense of the three views. However, for now, contemporary universities are suffering from lack of cultural self-confidence. Some students lack an overall understanding of traditional Chinese culture, their cultural heritage is relatively weak, and they cannot properly view foreign cultures [6]. Even some students admire foreign cultures. First, there are certain limitations in the current Id&Po education courses in colleges, that is, the form of large classroom education. In the field of irrational culture, it is aimed at students' sense of identity, the feelings of the nation and the country, and the identity of the national culture. Failure to conduct targeted education is not conducive to students' confidence in establishing the mainstream ideology of the country [6]. In addition, in the current open social background, the impact of foreign ideology affects students.

Second, the lack of cultural self-confidence of college students. Especially in the current information zed social environment, the follow-up phenomenon of network information is obvious, reflecting the lack of confidence of college students in mainstream culture, weak judgment and dialectical ability, and lack of the power of ideals and beliefs. Contemporary college students are facing the erosion of negative thoughts, hedonism and other ideological culture in the flood of information. They lack certain firm ideals and beliefs. Cultural self-confidence is the supporting force of ideals and beliefs, and firm ideals and beliefs can strengthen cultural self-confidence. Both they are inseparable, but the lack of cultural self-confidence makes college students feel confused about their own future. It is also necessary for college Id&Po education to continuously strengthen cultural self-confidence education to lead college students toward a common goal in their ideals and beliefs [7]. Finally, some college students ignore traditional culture and disregard advanced culture, especially the promotion and application of the Internet, which has caused students to be affected by many Western capitalist ideas. For example, the blind praise of "Korean Wave" makes students' attention not focused on tradition [2]. Regarding the promotion and development of culture, it has neglected the outstanding and splendid culture of China and its own nation.

4. Problems Existing in the Work of Id&Po Education in Colleges

Because the influence of ideology and culture on people is immersive, and some students lack the corresponding sensitivity, stimulating and conserving students' cultural confidence is a long process and a long way to go [7]. On the other hand, the popular culture that overemphasizes entertainment tendencies is extremely fast. Dissemination makes some young students relish fast food culture and entertainment culture, but lack the patience and determination to go deep into the excellent traditional culture full of connotations.

In the teaching of Id&Po courses, students are the main body of teaching activities, and teachers are the leaders of teaching activities [1]. Only the flow and integration of the two teaching exchanges will have a better impact on students. Because the content of Id&Po teaching is more theoretical some teachers lack experience or teaching art, and cannot grasp the students' interest points properly, and cannot properly blend them with the teaching content, which affects students' understanding and absorption.

In addition, many colleges also pay attention to innovating the forms and ways of Id&Po education, and try to connect it with students' life and entertainment outside the classroom [7]. For example, some carefully designed cultural and sports activities embedded with deeper cultural intentions and some students are this degree of participation is not high, thus restricting the achievement of the expected effect.

5. The Role and Significance of Cultural Self-Confidence in Id&Po Education in Colleges

5.1 Conducive to Strengthening the National Self-Confidence of College Students

The smoke of gunpowder and the difficulties of modern history, although full of humiliation and blood and tears, have also witnessed China's hard struggle and twists and turns. With the founding of New China, the Chinese nation with more than 5,000 years of history and culture has entered a new era of development [1]. Although the road to independent exploration of modernization has not been smooth sailing, looking around, there is indeed a gap between the rapid development of our country and the developed countries. However, since the reform and opening up, the party has led the people to march forward steadily and steadily, achieving a series of fruitful results. The Chinese nation has gradually embarked on the road to prosperity and strength [7]. Whether it is from the footsteps of history or from the advancement of reality, we should have the confidence to face our history and culture, look for national self-confidence, and combine it with college Id&Po education to cultivate college students' cultural self-confidence further enhances their national self-confidence, allowing them to develop a deep identity and attachment to the national culture.

5.2 Conducive to the Inheritance of Excellent Chinese Traditional Culture

Today, the traditional culture as the soul of the Chinese nation is connected with difficulties and challenges that cannot be ignored. On the one hand, Western culture is spreading strongly on a global scale, and the value system established and advocated by it is infiltrated through clever interpretations. On the other hand, with the changing times and the development of science and technology, the ways and speed of the young generation's access to information are fundamentally different from those in the past, and this will have a huge impact on their way of thinking [3]. As the main position for talent training, colleges have an inescapable responsibility to promote excellent Chinese traditional culture, and Id&Po education plays an important role in it. Therefore, Id&Po education should pay attention to its diffusion in a way that adapts to the logic of modern information dissemination. At the same time, it should also consider the information acceptance habits of young students, to improve students' cultural self-confidence [5]. To better, promote the protection, inheritance and development of excellent traditional culture, and to promote it in the promotion, so that it can be presented domestically and internationally with a more accurate and refined presentation, which has extremely profound significance for our country and nation.

5.3 Teaching with Multiple Resources

Id&Po education in colleges should rely on a variety of resources, especially new media and other methods. The form and content of new media are more in line with the thinking and habits of contemporary college students, and are easier to be accepted by college students, and it is easier to mobilize college students' enthusiasm. College teachers should give full play to the role of new media in Id&Po education in colleges, correctly use new media, and use the rich resources of the Internet for teaching, they should also screen and judge online information in advance and choose content suitable for students [4]. When using the network platform, teachers should help students establish

self-awareness, improve their discrimination ability, and use network resources correctly.

6. Innovating Strategies for Id&Po Education in Colleges from the Perspective of Cultural Confidence

6.1 Organically Integrate Cultural Education with Id&Po Education

Organically integrate cultural education with Id&Po education, with particular emphasis on the importance of philosophy and social sciences, pay attention to the development of students' humanistic qualities, and realize that the creative transformation and innovative development of traditional culture and the generation and development of Marxism in China are inseparable. The rich nourishment of Chinese traditional culture [7]. Therefore, students should have sufficient accumulation and understanding of Chinese excellent traditional culture, have an accurate understanding of Western civilization, and then clarify the positioning and significance of excellent traditional culture in the in-depth analysis of local culture and the comparison between Chinese and Western cultures, to build sufficient cultural self-confidence. Support its determination under the impact of multiple cultures and values [8]. At the same time, it should be noted that teachers should fully demonstrate their profound personal cultural foundation in the teaching process, so that the theoretical penetration and conscious influence in the classroom will be more dynamic and persuasive.

6.2 Enhance the Cultural Self-Confidence of Students by Holding Cultural Activities

Colleges can organize some cultural activities to increase students' understanding of the excellent Chinese traditional culture, so that students can gain a sense of pride and confidence in Chinese culture through practical experience [8]. The school can organize and arrange for students to visit some traditional art performances or folk custom experience halls, using specific activities as the carrier, so that students can put themselves in a real understanding of the charm of Chinese culture, to develop a sense of awe and enhance cultural self-confidence.

6.3 Ideological and Cultural Education for Students through the Network Platform

Colleges can use new online media to conduct Id&Po education and cultural education for students, and push high-quality information resources to students through the construction of a series of core network platforms, to achieve the goal of educating people through accumulation and imperceptibility, thereby enhancing students' cultural self-confidence. Since this method fits the daily habits of students, it will greatly reduce communication costs and get twice the result with half the effort [8]. At the same time, we must also pay attention to actively maintaining network information security to protect the positive dissemination of information.

7. Summary

When colleges conduct Id&Po education for college students, they should change their traditional education methods and integrate cultural self-confidence into Id&Po education through teacher cultural training, innovative Id&Po examination content, and building a variety of cultural platforms. This can improve the quality of teaching, enhance the cultural self-confidence of college students, and contribute to the enhancement of the soft power of Chinese culture and the realization of the great rejuvenation of the Chinese nation and the great Chinese dream.

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