

Research on the Ways of Ideological Guidance for College Students from the Perspective of Cultural Soft Power

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Abstract: College students are the successors of the socialist future. In terms of their age characteristics, college period is the mature period of the youth, and the key period of establishing the ideology. Good ideology can help college students to lay a solid foundation for their future work and life. Cultural soft power is an important part of promoting national soft power. At present, most colleges and universities regard the strength of their cultural soft power as the core content of ideological and political education in the schools. Therefore, from the perspective of cultural soft power, how to correctly guide the ideological development of the college students is a very important task.

Chinese Communist Party has put forward the concept of “cultural soft power” in the new times. Cultural soft power is an important part of national comprehensive strength and one of the crucial factors of national sustainable development. Colleges and universities are important cultural and educational institutions in China, and the cultural soft power of colleges and universities also represents the development of the future cultural soft power of the country. Under this background, each university of China has carried out the strategic deployment of cultural soft power one after another. Ideology, as the top building of thought, has profound influence on people’s thought and behavior. It is the necessary prerequisite for the cultivation of one’s values, world view and behavior. College students are in the transition stage of school and society, the cultivation of ideology plays an important role in their future development. Therefore, it is of great practical significance to study the ideological guidance of college students from the perspective of cultural soft power.

1. The relationship between the cultural soft power of colleges and universities and the ideology of the students

The expression of cultural soft power of university is the entirety that includes institutional culture, spiritual culture, and behavior culture, etc. The study and life of the students are directly influenced by the colleges and universities; at the same time, the ideology of college students also influences the culture of colleges and universities. Specifically, every university has a unique campus spirit, which is closely related to the history of the development of the university, the idea of running the school, and so on. These relations together constitute the culture of the university campus. This is also the main core of the ideological value and ideological formation of college students, and provides a platform for the formation of humanistic, independent and innovative thinking of college students. Therefore, the cultural soft power of colleges and universities and the ideology of the students are inseparable from each other.

From the perspective of the relationship between cultural soft power and ideology, cultural soft power acts on ideology, and ideology also strengthens cultural soft power. Therefore, the cultural soft power of colleges and universities is related to the cultivation and promotion of college students’ ideology. In fact, the cultural shaping of colleges and universities can promote the identity and solidarity of college students, ultimately transform this identity and solidarity into students’ own actions, and make contributions to the school and society. A good campus culture can encourage students’ vitality and motivation to the largest extent, and this culture can encourage and guide students in the process of imperceptible change. Good cultural soft power can help students to produce the correct ideology, the correct ideology can also help colleges and universities shape

better cultural soft power, so the two parts have the relationship of mutual promotion.

2. Misunderstandings in the ideological guidance of colleges and universities' students from the perspective of cultural soft power

By the influence of the traditional educational idea, many colleges and universities have started the construction of the cultural soft power, but they have not combined the cultural soft power with the ideological guidance of students very well. The construction of cultural soft power in most colleges and universities is mainly focused on scientific research ability, teaching quality, reform of majors and so on, and it lacks of attention to the ideological guidance of students. In fact, this lack of attention is mainly reflected in the serious superficiality of ideological and political course, which is a compulsory course in colleges and universities at present, but the superficiality is still too serious in terms of its specific contents. In the ideological and political course in colleges and universities, some teachers and students think that political thought is not related to their majors, it does not belong to the curriculum with strong necessity; therefore, it is not highlighted in the classroom or in the examination. The teaching method of single indoctrination is adopted in the classroom, and the attitude of examination is not correct enough, which can not really bring into play the practical significance of ideological and political course, so that the colleges and universities do not pay attention to the ideological guidance of their students.

The cultivation of ideology can not be separated from practice, but in the investigation, the author found that the social practice in many colleges and universities is superficial and it can not play a leading role in the ideology of students. Social practice plays an important role in students' understandings of society and the cultivation of their personalities. It can help students to master social rules quickly, to understand social values and world view, and to cultivate students' autonomy and responsibility. However, in the process of carrying out social practice in most colleges and universities, there exists the problem of "paying attention to form rather than meaning". No matter it is the practice process or the thinking of the result of practice, there is an excessive emphasis on "unification"---- students' unified activities and unified themes of the activities. These problems lead to the students are unable to realize the real meaning of social practice in the process of social practice, so that the activities do not play a real guiding role in the ideological cultivation of the students.

As mentioned above, campus culture is an important part of the cultural soft power of colleges and universities. At the same time, the cultural soft power of university and the ideology of the students have the relationship of mutual promotion. If students are lack of the cultivation of the campus culture, then the students will not correctly understand the cultural soft power of the campus, and the ideological guidance will not be possible. At present, in many colleges and universities, they attach too much importance to "surface project" and focus most of their energies on the construction of campus hardware and environment, but they neglect the campus cultural construction for the students. In the process of investigation, the author of this paper found that even the students of some colleges can not recite the school motto and the school song, and the schools are lack of the core education of culture. The students do not understand campus culture, and the schools do not educate campus culture, so that the campus culture constantly becomes weaker and weaker in students' ideas; ultimately, the cultivation of students' ideology lacks the connotation of campus culture, and the cultural soft power of colleges and universities does not play a leading role in the process of cultivating the ideology of the students.

3. The correct ways of ideological guidance for College students from the perspective of cultural soft Power

Ideological and political course plays an important role in guiding students' ideology. In view of the problem that ideological and political course in colleges and universities are not deep enough, ideological and political education should be strengthened.

First, it is necessary to update the traditional teaching concept. We should Correctly understand

the significance and function of ideological and political education to the ideological guidance of the students, take the cultural soft power of colleges and universities as the guiding principle, take the cultivation of the correct students' ideology as the educational center, and combine with Marxism-Leninism, the advanced thoughts of the Communist Party, the mainstream healthy culture of contemporary youth and the campus culture, so as to guide the cultivation of ideology of the students. In the process of actual teaching, we can adopt the way of linking theory with practice, make the ideological and political classroom teaching content more intuitive, so as to inspire the students' interest in learning.

Second, it is necessary to improve teaching methods and means. The concepts of culture and ideology, and that of politics are relatively abstract, so we should improve teaching methods and means, so as to make the abstract concepts easier for students to understand, and to inspire the real enthusiasms of the students. In particular, the ideological and political course cannot deviate from the situation of theoretical teaching, but it can reform teaching methods appropriately in the light of the students' actual conditions, such as adopting teaching methods such as discussion and situation to enhance students' participation. On the basis of this, we can express the classroom content more intuitively and concretely through the modern technology such as multimedia, and show the cultural soft power that is "tangible" to the students.

As the saying goes, practice makes the truth. In any stage, in any subject of education, practice is very important. The cultural soft power of colleges and universities can be expressed by practice, but also by means of practice, the students' ideology can be vividly displayed. Therefore, it is necessary to perfect the practical teaching of cultural soft power and ideology.

First of all, as the educational institutions, colleges and universities should actively organize practical teaching, to let the students understand the schools' cultural soft power by practice, so that students can better understand the school's cultural soft power and attach great importance to the development of social practice. We can choose different content of social practice according to the actual situation of school. Secondly, the students should pay attention to social practice and actively improve their ideology by social practice. Practice teaching in colleges and universities should be innovated bravely, so as to enrich the content and form of social practice, and to comprehensively show the cultural soft power of the schools. In specific ways of implication, colleges and universities can carry out activities such as opening libraries and visiting lonely elderly people, etc. so as to let the students understand the cultural atmosphere of the schools in practice, and to achieve more vivid and meaningful practical teaching.

As the direct embodiment of the cultural soft power, the education of campus culture can guide the ideology of students correctly.

First of all, colleges and universities should strengthen the construction of campus cultural environment, cultural environment is a soft expression of culture, it can not only make cultural expression more meaningful and full of connotation by a sound cultural environment, but also more intuitive. In the cultural environment of the campus, the students can accept and understand the values and guiding significance of the campus culture and the culture can also be infiltrated into the students' deep mind under the condition of imperceptible influence. For example, by publicizing the school motto in all parts of the campus, students will naturally know the contents of the school motto; if the school regularly carries out activities such as reading books, students will naturally know that the school has a rich collection of books. This is a reflection of the campus cultural environment by which the students can have a deeper understanding of the cultural soft power of colleges and universities and the campus culture do play a fundamental role in guiding the ideology of the students.

Secondly, we should strengthen the education of students' campus culture. The education of campus culture does not depend on a course or a teacher, but it needs the cooperation of the whole school and it has close relation with every department in the university. Therefore, colleges and universities need to set up the concept of education is the responsibility of every staff. Whether it is workers, administrators, teachers, or even student cadres, they should participate in the education of campus culture in colleges and universities. They should carry out campus culture education for

students in various forms and time flexibly, such as holding school song competitions, school history research and recitation and so on, so as to promote the achievement of campus culture education and make the cultural soft power of the colleges and universities play an important role in the guidance of students' ideology.

4. Summary

Under the background of “cultural self-confidence”, cultural soft power is the core competitiveness of colleges and universities, and the ideological guidance of college students is one of the goals of higher education. It is necessary to guide the ideology of students by the cultivation of the cultural soft power in colleges and universities. Colleges and universities should highlight ideological and political course, significance of social practical and the construction of campus culture, and show cultural soft power from many different aspects, so as to guide the students in cultivating a correct ideology and having a guarantee for the future development of the college students.

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