

# On the Instructive Significance of Ideological and Political Education in University Cultural Values

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**Abstract:** For the time being, to actively seek the common points of ideological & political education and university culture is both the starting point and the foothold of ideological & political education in higher educational institutions. This paper tries to analyze the relationship between university cultural values and ideological & political education, and exploring the function and value of ideological & political education based on university cultural value, proposing an innovating and developing path of ideological & political education. The aim is to promote the progressive development of ideological & political education in colleges and universities, and cultivate more outstanding professionals for the development of socialism.

## 1. Introduction

Culture is the blood and spiritual home of education and an important foundation for realizing the dream of great rejuvenation of the Chinese nation. With the continuous popularization of Internet platform and new media technology, the development of education in China is affected by many factors. It is an inevitable to improve the quality of personnel training through educational reform. Ideological and political education is the basis of other disciplines. Through ideological and political education activities, students' moral quality and interest in learning will be improved. It will help contemporary young college students to establish correct learning attitude and belief in life, thus improving the quality and efficiency of education and teaching.

## 2. The Relation between University Cultural Values and Ideological & Political Education

University culture is an effective carrier of ideological and political education, which affects the effectiveness and pertinence of ideological & political education. Based on the analysis of the structural and functional dimensions of university culture, it is mainly composed of spiritual culture, environmental culture, institutional culture and behavioral culture, and the interactions between university culture and ideological & political education. University culture is mainly centered on humanistic spirit, scientific spirit, critical spirit and exploratory spirit. It helps to guide students to establish correct values and ideals and beliefs. It is an important carrier of Ideological and political education [1]. Therefore, the innovative development of ideological and political education needs to build a good learning environment for students based on the construction of university culture.

### 2.1. Ideological & Political Education is The Guide of University Culture

The content of ideological and political education is the action guide for the development of university culture construction, which mainly includes two aspects: construction guide and power supply. First of all, ideological and political education shoulders the important task of disseminating the mainstream socialist culture and leading the development of socialist culture. The development of university culture needs to depend on social culture. Therefore, ideological and political education will play a leading and guiding role in the construction of University culture. For example, ideological and political education will form a common cultural identity and spiritual

pillar among the students through the mainstream ideology, and provide a direction for the construction of University culture. Secondly, the ideological and political education will provide the impetus for the construction of University culture. Ideological and political education is helpful to cultivate students' learning enthusiasm and initiative, and to promote students to participate in the construction of campus culture.

## **2.2. Ideological and Political Education Has The Same Points with University Culture**

There is consistency between Ideological and political education and university cultural values. First of all, ideological and political education in Colleges and universities and university culture belong to the same nature, are important components of social culture, they need to adhere to the leadership of the Communist Party of China, unswervingly take the road of socialist development. Secondly, ideological and political education in Colleges and universities has the same task as cultural values in universities. Both ideological and political education and university culture serve college students, whose main task is to improve their moral quality. Finally, ideological and political education and university culture share the same media. The development of Ideological and political education and the construction of university culture need to use the power of public opinion propaganda to make mass media the main means of communication.

## **2.3. There are Differences between Ideological and Political Education and University Culture**

There are some differences between Ideological and political education and university cultural values, which are mainly reflected in the development background and education methods [2]. First of all, the content of Ideological and political education in Colleges and universities is formed with the development of socialist cause, which is education with class ideology. The value of university culture is mainly the product of the practical activities of running a university, which develops with the emergence of the University campus. Secondly, there are implicit and explicit differences between university cultural values and ideological and political work. College cultural values are invisible ways of education, which exert a subtle influence on students' development through cultural content. Ideological and political education is a dominant way of education, which has a clear educational purpose, educational conditions and educational results.

## **3. Ideological and Political Education Function of University Cultural Values**

### **3.1. Function of Edification and Moulding**

Ideological and political education based on university cultural values plays an active role in cultivating college students' sentiments [3]. By creating a good campus cultural environment and carrying out ideological and political education activities, it will help to improve students' moral and political literacy and enhance the cultural taste and comprehensive quality of contemporary young college students. First of all, ideological and political education based on university cultural values is conducive to incorporating correct values, ethics and standards of conduct into education and teaching, and is accepted by college students. Secondly, ideological and political education based on university cultural values will help integrate excellent ideological and political education content into college students' life and learning, and improve students' aesthetic ability and creativity. Finally, university cultural values play an implicit role in education, which helps to integrate the spirit and content of Ideological and political education into teaching and promote the progress and development of education and teaching.

### **3.2. Guidance Demonstration Function**

Ideological and political education based on university cultural values has a strong guiding and exemplary role in the growth and development of College students. Firstly, University culture, with social culture as its guiding core, is an integral part of modern advanced socialist culture, aiming at safeguarding the fundamental interests of the country, promoting the progress of social civilization and the comprehensive, coordinated and sustainable development of students. In the process of College Students' campus learning, university culture is the birthplace of students' new ideas,

knowledge and culture, leading the growth and development of contemporary young college students. Secondly, ideological and political educators in Colleges and universities have a certain role in guiding the growth and development of students. Teachers, as organizers and guiders of teaching activities, shoulder the important responsibility of training talents for socialist development and construction. Teachers, through their noble sentiments and conscientious academic spirit, will affect the establishment and promotion of College Students' moral quality.

### **3.3. Cohesive Incentive Function**

Ideological and political education based on university cultural values has a certain cohesive and stimulating effect on contemporary young college students. College culture can effectively use various incentive methods to impose specific information content on college students and stimulate their ideological and psychological changes. The main teaching objective of Ideological and political education based on university cultural values is to help college students establish correct values and political beliefs. Therefore, we should strengthen the cohesive and incentive education of students to help contemporary young college students establish correct world outlook, outlook on life and values. For example, academic activities, sports activities and entertainment activities can effectively mobilize the learning initiative, enthusiasm and creativity of contemporary young college students.

### **3.4. Constraint and Normative Function**

The ideological and political education based on University Cultural values, aiming at students' restraint and normative functions, effectively guides students to obtain wider development space in an orderly Socialist Environment and guarantees their own interests. The restraint and normative function of Ideological and political education in Colleges and universities ensures that college students can realize self-education, self-management and self-service in the study and life of society. To give full play to the restraint and normative function of Ideological and political education will be conducive to promoting the perfection of rules and regulations in college teaching and improving the value judgment and value selection ability of College students. In a fair and just educational environment, students' learning and development needs will be met to the greatest extent, social norms will be accepted actively, and good socialist fashion construction will be promoted.

## **4. Ideological and Political Education Value of Cultural Values in Universities**

### **4.1. Improving the Personality of Students**

Ideological and political education based on university cultural values includes patriotism education, collectivism education, socialism education, ideal education, moral and legal education, national defense education and national concept education. Through ideological and political education activities based on University Cultural values, students will be trained to respect, care for and understand other people's qualities, and unswervingly take the road of socialist development, support the leadership of the Communist Party of China, and be good citizens who know the law and abide by the law. Therefore, ideological and political education based on university cultural values is of great value. It is an effective way to improve the personality of contemporary young college students and help them establish correct values and political concepts [4]. By cultivating the professional quality and political accomplishment of contemporary young college students, students' competitiveness in employment market will be enhanced.

### **4.2. Improving the Quality of Education**

In the context of the Internet era, college students' life and learning are deeply influenced by the content and thinking of the Internet. To some extent, the development of teaching work is facing greater challenges. First of all, the Internet content has a strong interesting, through the Internet platform, students can access to rich and colorful network content, which has a strong attraction for college students. Many college students spend their spare time on chatting, playing online games and watching live videos, which reduces the time for students to learn and read, and reduces their

enthusiasm for learning knowledge. Secondly, in the Internet platform, the good and bad content of the network, bad information content and wrong values are likely to have a negative impact on College students. The ideological and political education based on university cultural values will help stimulate students' learning enthusiasm, create a good learning environment and improve the quality of education and teaching.

#### **4.3. Promoting Social Progress**

Ideological and political education based on university cultural values is an important part of the construction of socialist spiritual civilization in China and an effective way to solve the current social contradictions. Under the social background of the new era, the ideological and political work in Colleges and universities is very important and challenged. First of all, ideological and political education in Colleges and universities is conducive to improving students' moral quality and will quality, and enhancing students' comprehensive ability. The improvement of the quality of education and teaching in Colleges and universities is an important basis for promoting the development of socialist construction and will cultivate more excellent talents for economic construction. Secondly, the development of Ideological and political education in Colleges and universities will help to promote the construction of University culture. Campus culture, as an important part of social culture, will contribute to the construction of a harmonious socialist society.

### **5. Ways to Realize Ideological and Political Education of University Cultural Values**

#### **5.1. Innovative Spirit of Ideological and Political Education**

Ideological and political education based on university cultural values should innovate the guiding spirit of Ideological and political education. First of all, we should adhere to the socialist core value system as the guiding ideology, leading the ideological and political education of university cultural values to carry out effectively. Under the background of world multi-polarization, economic globalization and network informationization, the friction and collision between different cultures have a great impact on the ideological and value concepts of contemporary young college students. Therefore, the development of Ideological and political education in Colleges and universities should unswervingly follow the socialist road of development. Secondly, to carry out ideological and political education in Colleges and universities, we should take excellent traditional culture and advanced socialist culture as carriers to improve the spiritual and cultural connotation of Ideological and political education. We should focus on tapping the traditional cultural values of the Chinese nation, enriching the content of Ideological and political education, and renewing ourselves in the process of cultural inheritance. At the same time, we should actively absorb and draw lessons from foreign advanced university campus culture, and realize the innovative development of university cultural values in China by drawing lessons from foreign advanced culture.

#### **5.2. Creating an Ideological and Political Education Environment**

The effective development of Ideological and political education based on university cultural values should constantly optimize the university's environmental culture and give full play to the educational function of campus cultural environment. Firstly, colleges and universities should strengthen the construction of campus cultural facilities to create a good campus cultural environment. Colleges and universities should attach importance to the construction of campus humanistic landscape, such as museums, libraries, laboratories, campus network learning places and so on. Secondly, colleges and universities should attach great importance to the construction of school spirit, study style and teaching style, so as to create a good soft culture for the moral quality of College students. Based on the ideological and political education work of university cultural values and creating a good ideological and political education environment, colleges and universities should clarify their own school-running goals and ideas, formulate scientific and reasonable rules and regulations, take the common struggle of college students as the main goal and value pursuit, and create a rigorous teaching team. Wu.

### **5.3. Providing Ideological and Political Education Services**

In order to improve the effectiveness of Ideological and political education based on University Cultural values, we should actively build university behavioral culture and give full play to the function of education and education. First of all, colleges and universities should strengthen the construction of students, teachers, managers and other subjects to ensure that students in the learning process of the main position. Teachers define their own teaching orientation, that is, to serve the learning and growth of individual students. In the process of building college students' behavioral culture, teachers should enhance the internalization effect of cultural communication, give full play to teachers' leading position, and respect students' principal position in learning activities. Secondly, colleges and universities should strengthen the construction of cultural carriers to enrich the behavioral culture of contemporary young college students. To strengthen the carrier construction of cultural activities, we can enhance the popularity, autonomy, practicality and interest of student activities by expanding the ways of volunteer service activities, such as political, academic, scientific and technological, cultural and sports activities. Specific models include academic festivals, cultural festivals, art festivals, ceremonies, graduation parties, greeting parties, sports meetings, debates and so on.

### **5.4. Improving the system of Ideological and Political Education**

To improve the quality of Ideological and political education based on University Cultural values, it is necessary to improve the university cultural system and give full play to the role of cultural management in educating people. Firstly, the construction of university cultural system should aim at standardizing and guaranteeing University culture, namely, the mode of running a school, the characteristics of running a school, the way of educating people and the allocation of resources, so as to ensure the perfect development of Ideological and political education in Colleges and universities. Secondly, University Students' autonomy is the core of the construction of university cultural system. College students' autonomy mainly includes giving students an environment of independent thinking, free exploration and social practice, and creating a free and creative learning space for college students. Finally, the main body of government and school is clear, which is the key content of the construction of university cultural system. Institutions of higher learning should handle the service relationship with government functional departments and consciously perform their responsibilities of accepting government macro-management. The government should fully respect the right of self-sponsored learning of institutions of higher learning while administering them.

## **6. Conclusion**

Spiritual culture is the basis of the development of the material world. With the continuous progress and development of social production relations, cultural construction will help to promote the innovation of material civilization. University cultural values have a far-reaching impact on the development of Ideological and political education. The development of Ideological and political education needs to be realized in a certain cultural environment. Therefore, as an effective carrier of Ideological and political education, university culture has an important impact on Ideological and political education in Colleges and universities. As an implicit supplement to ideological and political education, strengthening the construction of campus culture will effectively improve the effectiveness and pertinence of Ideological and political education, and enhance the attraction and influence of Ideological and political education. By improving the quality and efficiency of Ideological and political education, we can cultivate more excellent talents for the cause of socialism.

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