

Research on College Students' Campus Culture Construction Based on College Ideological and Political Education

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Abstract: The reform of the education system puts forward new requirements for the ideological and political education of colleges and universities, which not only need to pay attention to the construction of campus culture, but also to improve the ideological literacy of college students in the process of campus cultural construction. Colleges and universities have their own unique history and culture, and in building the campus culture of colleges and universities, the content of ideology and politics will be integrated into the construction of campus culture. However, there are many shortcomings in the integration of campus culture construction and ideological and political education in colleges and universities, and this paper analyzes how to realize the mutual development of ideological and political education and campus culture based on the perspective of the intrinsic relationship between ideological and political education and campus culture construction, so as to better realize the development of ideological and political education and campus culture.

1. Research backgroundr

1.1 Literature Review

With the development and progress of society, the ideological and political education of college students has become the key content of quality education in colleges and universities. Many scholars have begun the research on the combination of ideological and political education and the construction of campus culture in colleges and universities to increase the literature of related research. Li Meng discusses the method of strengthening the ideological and political education of college students in the process of campus cultural construction, and by analyzing the common ground of ideological and political education and campus culture, li Meng puts forward to take the construction of campus culture as the carrier of ideological and political education and promote the achievement of the goal of ideological and political education (Li, 2013). Based on the ideological and political education of college students, Qin Zhong explores the method of consistent development of campus culture and ideological and political education, and realizes the goal of campus atmosphere to influence students to accept ideological and political education. The combination of campus culture and ideology can realize the benign development of ideological and political education, so in the process of campus culture construction, we should inject the guiding method of ideology and politics, combine the artistic characteristics, and enrich the content of campus culture (Qin, 2016). Wang Chunhong pointed out that there are some shortcomings in the construction of campus culture and ideological and political education in colleges and universities, and to build a good environment, we must rely on the optimization of the cultural market to enhance the openness of campus culture, and put forward feasible suggestions accordingly (Wang, 2017). Gan Yingchun expounds the main content and form of political education in campus cultural construction from the practical level (Gan, 2019). Liu Xin and Shi Jijin discuss how to play the greatest effect of campus culture and political education strategy and point out that college students should be invited to participate in the construction of campus culture, give play to the subjective initiative of college students, and better realize the common development of campus cultural construction and ideological and political education through student participation (Liu and Shi, 2019).

1.2 Purpose of research

Ideological and political construction must be indispensable in the construction of campus culture, and ideological and political education guides the direction of campus cultural construction. As the successor of socialism, the political thought education of college students is the most important part of school education, so it is necessary for colleges and universities to do a good job in the construction of campus culture while carrying out political ideological education. How can we make use of the fusion of campus culture and political education to make the university a place to cultivate students' sentiment and promote the progress of students? By exploring the relationship between the cultural construction of university campus and the ideological and political education of college students, this paper puts forward the solution of mutual promotion and coordinated development, which has certain positive significance to the mutual promotion and perfection of the campus culture and ideological and political education of the university campus.

2. The connotation and relationship between campus cultural construction and college students' ideological and political education

2.1 Specific connotations

Campus culture is based on the university as the carrier, campus culture is the basic belief and behavior norms formed in the practice of running colleges and universities, it can reflect the unique culture and spirit of a university. Ideological and political education is a practical activity that conforms to the ideological concepts, political views and moral standards of socialist core values, and educates college students on ideology so that they can form the ideological and moral character needed by society. Ideological and political education guides the development direction of campus culture construction, and another way for ideological and political education to develop is through the construction and dissemination of campus culture in colleges and universities. Therefore, the campus cultural construction and the ideological and political education of college students are interrelated in content, and have commonality and complementarity in the way of implementation.

2.2 Relationship between the two

Ideological and political guiding the direction of campus culture construction in colleges and universities. The development of campus culture construction in colleges and universities should be based on the task of ideological and political education in universities. Ideological and political thought plays a guide role in the thinking of all the members of the university. Campus culture can realize the goal of ideological education in the subtleization by reasonably guiding the ideological behavior of all teachers and students, so the campus culture is conducive to the formation of the values of all the teachers and students in colleges and universities, so it is very important to guide the construction of campus culture with ideological and political education. If the lack of ideological and political guidance to build campus culture, to a certain extent will affect and limit the effect of ideological and political education itself.

The effect of teaching equipment used by teachers in ideological and political classes to teach students related ideology is limited, and if the construction of campus culture creates content related to ideological and political theme, the cultural atmosphere can bring students a subtle influence. For example, through the holding of cultural activities on ideological and political themes, the ideological and political knowledge taught in class can be expressed through various cultural activities, enrich the campus cultural activities with the concept of thinking politics, and promote the progress of ideological and political education of college students. The organization of various campus cultural activities can enable students to study and live in the strong atmosphere of campus culture, and influence students' ideas and ideas in the midst of imperceptible influence. Therefore, campus culture can be used as a tool for college students' ideological and political education, helping college students to establish moral concepts, ideological character and personality spirit in line with the construction of campus culture. Ideological and political work is a systematic process of ideological education for college students, campus cultural construction is also a ideological

project, campus culture has a potential influence, can affect the ideological and emotional of college students, the construction of campus culture and college students' ideological and political work promote each other. The construction of campus culture enriches the ideological and political work of college students by carrying out a series of activities, and the ideological and political work of college students has been developed and extended in the construction of campus culture, and the influence and transformation of campus culture has promoted the innovation of campus culture.

3. The problems of the construction of campus culture in colleges and universities combined with the education of thought and politics

3.1 Pay attention to material culture construction and neglect spiritual culture construction

Material culture and spiritual culture are important contents in the construction of campus culture in colleges and universities. As the carrier of campus culture, material culture is the visual embodiment of campus culture. Spiritual culture mainly reflects the essential connotation of campus culture, which has great influence on students' outlook on life and values. However, at present, some colleges and universities put emphasis on the construction of campus culture in material culture, lack of spiritual culture construction, which leads to campus culture only material shell and no spiritual connotation. Material culture construction is the basic carrier of campus cultural communication. The basic hardware facilities of colleges and universities can better carry out ideological and political education and campus spiritual culture education. Therefore, colleges and universities should integrate into the spiritual culture of colleges and universities when carrying out material culture construction.

3.2 The relationship between ideological and political education and college campus culture is not close

Many teachers and related staff in the work of ideological and political education are not involved in the construction of campus culture. The campus culture construction of many colleges and universities does not play a good role in promoting and supporting campus culture, and the campus culture construction of colleges and universities has not been effectively combined with the ideological and political education of colleges and universities, which is not conducive to the common development of the two. Therefore, how to integrate campus cultural resources for ideological and political education is a major direction for the development of campus culture in the future.

3.3 Lack of campus culture to guide campus activities

The use of scientific aspects should be the main direction of thinking about the needs of campus cultural construction. Ideological and political education can provide scientific guidance methods for campus cultural construction and guide the construction of campus culture. Ideological and political education can not be limited to the dissemination of the academic content of its own, but also with its advanced ideas and scientific methodology to guide the cultural construction of colleges and universities. This requires teachers to clearly introduce the methodology of ideological and political education into the campus culture construction to guide the campus culture construction of colleges and universities. If not then the combination effect of campus cultural construction and ideological and political education will inevitably be affected. Therefore, the cultural construction of colleges and universities on campus needs to further enhance the orientation of ideology and politics.

4. Countermeasures to integrate ideological and political education into campus cultural construction

4.1 With ideology and politics as the direction

Colleges and universities should make clear the importance of ideological and political education

in campus culture, and first consider the guiding position of ideological and political. Teachers can organize activities that conform to the ideological and political themes advocated by the Party and the State to promote students to receive good ideological and political education in their activities. School discipline is an important part of campus culture, and it is also beneficial to integrate the content of ideological and political education into the school discipline. The integration of politics into campus culture construction is the foundation of campus cultural construction, colleges and universities should make good use of the moral education function of campus culture, teaching and learning focus on guiding college students to become a positive sunshine positive energy people.

4.2 Pay attention to the main position of college students

In the process of building campus culture, colleges and universities can't ignore the main role of students. Colleges and universities should stimulate students' subjective initiative when building campus culture. Stimulating students' subjective initiative can better promote the scientific development of campus culture construction. Playing the main role of students can promote the ideological and political literacy of college students, students can more efficiently use modern media platforms such as forums, microblogs, WeChat and other powerful ways to make campus culture better spread. Colleges and universities should strengthen the cultivation of the sense of ownership of college students on campus, so that students and colleges and universities to build a better campus. Through the student participation of the campus culture construction can not only highlight the characteristics of the new era students personality, but also help the spread of campus culture, whether on campus or to all parts of China has a great help.

4.3 Paying attention to the art in the new media era

The construction of campus culture should have its own characteristics which requires colleges and universities to integrate ideology and politics and art when building campus culture. This requires colleges and universities to highlight their own cultural characteristics under the premise of grasping the characteristics of the times. According to the characteristics of the region and art, different universities can create their own unique culture. Colleges and universities should organize all teachers and students to organize activities with national artistic characteristics and in line with ideological and political requirements. In the new media era, the spread of campus culture through the university WeChat, Weibo and other platforms and college students outside the school interactive exchanges, the new form of communication can stimulate students to actively participate in the construction of campus culture, in the new media platform to enable colleges and universities through interactive comments to understand the real thoughts of college students, More timely and effective ideological and political education, for the vast number of students to provide education and help. Not only can the export of the school's cultural characteristics, but also let students more easily accept ideological and political education to form a good aesthetic sentiment.

4.4 The construction of campus culture in colleges and universities attaches great importance to the friendly exchange of culture at home and abroad

The construction of campus culture in colleges and universities should pay attention to the inheritance of Chinese traditional culture and the exchange of foreign cultures, grasp the spirit of the times, and carry out cultural construction with the times. Absorb the essence of Chinese traditional excellent culture and the reasonable part of foreign culture. The construction of campus culture is a process of continuous renewal. Colleges and universities need to keep pace with the times to ensure that campus culture is not eliminated by the times and has always been full of vitality. In the construction of campus culture, all colleges and universities should increase cultural exchanges with foreign advanced institutions and explore exchange activities of various forms and contents. college leaders can increase the frequency of going to higher education institutions abroad, learn from the experience of foreign campus culture construction, and carry out a certain degree of innovation on the basis of the actual situation of domestic universities.

5. Conclusion

To sum up, the ideological and political education of colleges and universities and the construction of campus culture are complementary relations, campus culture is the new carrier of ideological and political education, the development of campus culture is guided by the requirements of ideological and political. Colleges and universities should highlight the requirements of ideological and political construction, attach importance to the main position of students, absorb the cultural essence at home and abroad to embrace the changes of the times, and integrate ideological and political education into the campus culture under the new era can achieve the requirements of the campus culture that penetrates benign ideological and political education under the new era. Teachers in colleges and universities should realize the relationship between ideological and political education and campus culture construction, and find the unique culture of the university in practice.

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