

The Role of Cultural Confidence in Political and Ideological Education of University Students

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Abstract: To implement the education of cultural self-confidence in college students' ideological and political education can enable them to understand the internal logic of the evolution of China's economic system and recognize the superiority of China's political system from the perspective of historical materialism. The main measures for ideological and political education to shape college students' confidence in institutional culture include the following aspects: extracting the important points of knowledge of institutional culture based on the background of the times; integrating points of knowledge into curriculum teaching with classroom teaching as the main line; establishing a multi-sectoral linkage education mechanism under the leadership of the Party Committee of colleges and universities; focusing on the interests of college students and choosing the form of ideological education rationally; organized by college students' associations, to develop online and offline ideological interaction.

1. Introduction

With the deepening of Ideological Education in colleges and universities, strengthening the cultural self-confidence of college students has become the focus of political and ideological education. The connotation of "cultural self-confidence" should not only be understood from the original meaning of "culture", but also be combined with the goal of talent cultivation in colleges and universities. Colleges and universities, as an educational institution for cultivating advanced socialist talents, should first enhance the institutional and cultural self-confidence of college students in the education of cultural self-confidence. The institutional culture here is not only embodied in the culture of economic system, but also in the culture of political system. Through carrying out ideological and political education for college students, it is the main content of cultural self-confidence education for college students to understand the internal logic of the evolution of China's economic system from a historical perspective and to recognize the superiority of China's political system from the perspective of historical materialism. With China becoming the second largest economy in the world, we need to refine the material of cultural self-confidence education at the institutional level in the course of entering the era of continuous improvement of political and economic system.

2. The Concrete Manifestation of College Students' Cultural Self-confidence

2.1. Consciousness of Establishing Institutional Culture

This paper chooses economic system and political system as the constituent elements of institutional culture. Establishing college students' consciousness of system culture is helpful to correctly understand the historical inevitability of current economic and political system choice. In the dynamic adjustment of economic system, China is in the process of changing the mode of economic development, and the supply-side structural reform is used as a means to achieve the goal of changing economic development. In the dynamic adjustment of the political system, an important work being carried out at present is to decentralize the authority of the government. In the face of these institutional cultures, college students should not only grasp the historical logic of their formation from the knowledge level, but also transform the above institutional cultures into internal

incentives to promote their professional learning.

2.2. Consciousness of Promoting Action of Institutional Culture

To carry out ideological and political education for college students, we should define the boundaries of ideological and political work in colleges and universities, and clearly recognize the foothold of ideological and political education for college students. In the process of ideological education in colleges and universities, institutional culture education can enable college students to grasp the overall situation of our country. Therefore, college students' consciousness should be promoted. Action consciousness can be embodied in two aspects: firstly, college students can consciously acquire the economic and political development of the country through various media; secondly, while realizing the superiority of our economic and political system and culture, college students should put their energies into professional learning and cultivation of functional quality [1].

2.3. Self Confidence of Institutional Culture

Self Confidence of institutional culture constitutes the advanced form of cultural self-confidence of college students. The implicit characteristics of this form can only be gradually learned by tracing and investigating individual students. The result of ideological and political education for college students based on cultural self-confidence is that college students can form a positive understanding of our system and culture, and devote themselves to the study and life of university with a positive and upward spiritual outlook.

3. Orientation of Ideological and Political Model for College Students under the Education of Cultural Self-confidence

3.1. Knowledge Imparting and Public Opinion Mobilization Based on Institutional Culture

The consciousness of establishing system of culture belongs to the initial manifestation of college students' cultural self-confidence. College students' consciousness needs to be realized through knowledge imparting of institutional culture and mobilization of public opinion. The teaching of "Situation and Policy" plays an irreplaceable role. Through the course of "Situation and Policy", college students can acquire cultural information of our country's economic system and political system at the knowledge level, and form a logical and historical unity with the adjustment process of our country's economic and political system [2]. Public opinion mobilization influences individual consciousness by shaping the consciousness of self-confidence of group culture, so as to reshape the cultural outlook of individual college students in the public opinion environment.

3.2. Guidance and Encouragement of Knowledge Learning of Institutional Culture

Acting consciousness of college students in cultural self-confidence is mainly manifested in self-conscious and self-learning of our current system culture, and strengthening their professional learning consciousness in the process of knowledge learning. The purpose of ideological and political education for college students is to strengthen students' confidence in professional learning and enhance their professional quality. Under the ideological and political education concept, departments and organizations such as the Ministry of Learning and Work, the League Committee and the college students' associations can provide a platform for the combination of knowledge and practice for the college students around the establishment of institutional cultural self-confidence, and at the same time build channels for the exchange of institutional culture.

3.3. The Idea of System Culture Rooted in Ideology

The highest self-confidence of college students in the system culture is that the idea of the system culture is rooted in their own ideology. If "the idea of institutional culture is rooted in ideology" is regarded as a qualitative change, then the realization of the quantitative accumulation of the qualitative change is the knowledge imparting and public opinion mobilization of institutional culture, as well as the guidance and encouragement of knowledge acquisition of

institutional culture [3].

4. Focus on Ideological and Political Education of College Students Driven by Orientation

4.1. Focusing on the Optimization of the Content of Ideological and Political Education

In the process of forming college students' consciousness of cultural self-confidence, we should give full play to the advantages of ideological and political classroom education. The teaching objective of the course "Situation and Policy" corresponds to the establishment of college students' institutional and cultural self-confidence, and thus becomes the focus of content optimization. At the same time, courses such as "Legal Basis and Morality" and "Socialist Theory with Chinese Characteristics" should also be optimized to meet the requirements of the transmission of institutional culture [4].

4.2. To Integrate the Resources of Ideological and Political Education

The resources of ideological and political education in colleges and universities contain abundant contents, which mainly involve teachers' resources, resources of comparative advantages of department functions, and resources of ideological and political education of cooperation between universities and social subjects. The integration of teachers' resources needs to be understood in two ways: first, the integration of teachers' resources inside and outside the school; second, the integration of teachers' resources in all departments of the school. When giving full play to the comparative advantages of various departments, it should be carried out from the educational perspective of great ideological and political education. Part of the information covered by the system culture needs to be obtained from the cooperation with the ideological and political education base outside the school.

4.3. Integration of Knowledge and Practice of Ideological and Political Education

Focusing on the unity of knowledge and practice in ideological and political education, the key lies in "doing", while the difficulty lies in the effective combination of "knowing" and "doing", which puts forward higher requirements for the strategy of ideological and political education, the linkage between various departments in colleges and universities and the establishment of social practice platform. In the age of self-media, the establishment of college students' self-confidence in institutional culture may need to be achieved through empathy.

4.4. Focusing on the Exertion of College Students' Subjectivity

One-way feedback in traditional ideological and political education in colleges and universities can hardly arouse students' interest in our country's institutional culture, and "self-directed thinking" in traditional ideological and political education can not truly reflect the starting point of students' interest in learning and exploring. Therefore, the future ideological and political education should focus on giving full play to the subjectivity of college students, so that they can actively participate in the learning of institutional cultural knowledge and the reconstruction of cultural concepts.

5. Measures for Ideological and Political Education of College Students

5.1. Refining the Important Points of Knowledge of Institutional Culture Based on the Background of the Times

Around China's culture of both economic and political systems, teachers of ideological and political education in colleges and universities should base themselves on the current era background and extract important knowledge points from the above cultural system. The important knowledge points in the economic system culture include the historical logic of transforming the mode of economic development in China, the requirements of the times of structural reform on the supply side, the material concept under the upgrading of consumption, etc. The important knowledge points in the political system culture include the necessity of decentralizing the authority

of the government, the political significance of precise poverty alleviation strategy, etc.

5.2. Integrating Knowledge Points into Curriculum Teaching with Classroom Teaching as the Main Line

In order to make college students establish self-confidence in institutional culture, first of all, they should systematically acquire the knowledge and information of institutional culture in our country. This requires that classroom teaching should be the main line, and the knowledge points extracted should be well integrated into the curriculum teaching. We should attach importance to the value of the course “Situation and Policy” and explore the ways and entry points of integrating knowledge points with it in collective lesson preparation. There are two ways of integration: putting knowledge points into the teaching of relevant chapters; focusing on the form of thematic teaching. Their foothold should be to promote students to deeply understand the superiority of China’s institutional culture.

5.3. Establishing a Multi-Sectoral Linkage of Education Mechanism Under the Leadership Of Party Committees In Colleges And Universities

At present, the concept of big ideological and political education has landed in the ideological and political education of colleges and universities, and formed a pattern of multi-sectoral linkage of education. There are still functional barriers to varying degrees among different departments of colleges and universities. Therefore, we should establish a multi-sectoral linkage of education mechanism under the leadership of Party committees in Colleges and universities, take joint research as the main line, and the ideological and political education objectives of Party committees as the guidance [5].

5.4. Focusing on the Interests of College Students and Choosing the Form of Ideological Education Reasonably

Ideological and political workers in colleges and universities should grasp the trend of shaping the ideological and behavioral preferences of college students in the contemporary environment, and combine ideological and political education with their interests on this basis. When building a unified platform of knowledge and practice for college students, we should focus on their interests and choose the corresponding forms of ideological and political education. In terms of “knowledge”, information transmission can be carried out by means of film and television media to enable them to fully understand the superiority of China’s institutional culture; in terms of “action”, students can be encouraged to transform their institutional cultural self-confidence into the driving force of professional learning and practice by combining their professional learning and career planning.

5.5. Organizing College Students’ Associations, Developing Online and Offline Ideological Interaction

College student associations, as an organization of college students’ self-management and voluntary participation, can provide a carrier for ideological exchange and emotional interaction among college students. Therefore, College League Committees should organize college students’ associations and guide them to carry out ideological interaction on and off-line about institutional culture learning and understanding. Online interaction can be carried out in the Wechat group. Instructors can design cultural issues to discuss together and guide college students to correctly view the evolution of institutional culture. Offline, they can organize interest societies or set up special lectures to enrich college students’ institutional cultural vision.

6. Conclusion

Through the above analysis, it is important to make clear that to implement the education of cultural self-confidence in college students’ ideological and political education can enable them to understand the internal logic of the evolution of China’s economic system and recognize the superiority of China’s political system from the perspective of historical materialism. The main

measures for ideological and political education to shape college students' confidence in institutional culture include the following aspects: extracting the important points of knowledge of institutional culture based on the background of the times; integrating points of knowledge into curriculum teaching with classroom teaching as the main line; establishing a multi-sectoral linkage education mechanism under the leadership of the Party Committee of colleges and universities; focusing on the interests of college students and choosing the form of ideological education rationally; organized by college students' associations, to develop online and offline ideological interaction.

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