

A Practical Study on the Integration of Cultural Confidence into Ideological and Political Education in Colleges and Universities

Lai Yong

General Education Department, Chongqing Vocational Institute of Safety and Technology, Chongqing, 404020, China

email: laiyong366@163.com

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Abstract: Under the background of the development of modern society, western thoughts are pouring into our country continuously, which brings great influence and impact to the cultural self-confidence of our country. Therefore, ideological and political teachers in colleges and universities should use various teaching methods to strengthen college students' cultural self-confidence, and combine cultural self-confidence with ideological and political education content effectively. In the construction of socialist cause with Chinese characteristics, cultural self-confidence plays a very important role, ideological and political teachers in colleges and universities should strengthen the construction of socialist cause with characteristics and create a new situation of higher education.

1. Introduction

In society, the existence of cultural self-confidence has a certain complexity, it is also a diversified cultural concept and diverse ideological consciousness, it can independently judge the value connotation. In the context of rapid economic development, the influx of diversified ideas has brought great impact on the spread of traditional ideas in China. Cultural self-confidence can cultivate people's good moral quality, so ideological and political teachers in colleges and universities should actively integrate cultural self-confidence in practical teaching, enhance the flexibility of ideological and political education, and comprehensively enhance the comprehensive literacy of college students.



Figure 1 Comprehensive literacy

2. Problems Encountered in the Ideological and Political Education of Colleges and Universities

Under the background of economic globalization, the cooperation between countries is deepening and the ties are becoming more and more close, and the identity of some college students to their own national culture gradually becomes weaker, which cannot correctly understand the excellent traditional culture of the Chinese nation, and the understanding of the traditional culture produces a certain deviation, and then it is used wrongly.

2.1. The Core Values of Socialism Cannot be Fully Practiced, and the Cultural Identity is not Strong

Under the background of economic globalization, the speed of change in the field of culture in our country is gradually accelerated. The core values are recognized by the whole society and play an important role in the development of a country. The practice of the socialist core values is essentially the confidence of Chinese culture [1]. Under the background of economic globalization, the decadent western thought affects the ideals, beliefs and value orientation of some college students, and seriously hinders the cultivation of patriotic feelings of college students. The teaching methods used by ideological and political teachers in some colleges and universities are too shallow to deeply influence the cultural psychological structure of college students, and the educational effect of socialist core values is poor, which is unfavorable to enhance the sense of national cultural belonging and identity of college students.

2.2. Lack of Emphasis on the Excellent Traditional Culture of the Chinese Nation and Lack of Cultural Confidence

The excellent traditional culture of the Chinese nation is formed after a long period of accumulation and development, is the crystallization of the wisdom of the Chinese people, and is an important spiritual wealth. The development of the Chinese nation needs the support of excellent traditional culture, and the excellent ideas contained in the excellent traditional culture of the Chinese nation greatly enhance the confidence of the Chinese people[2]. College students are important builders of the Chinese nation, and also important inheritors and communicators of the excellent traditional culture of the Chinese nation. Under the influence of western thought, some college students cannot correctly view the excellent traditional culture and exaggerate the negative part of the traditional culture of the Chinese nation. Under the background of the network age, the value orientation and thinking mode of college students are impacted by many cultures and begin to reject the traditional culture, which to some extent hinders the effective inheritance of Chinese excellent traditional culture, which is not conducive to promoting the healthy growth of college students and weakening cultural self-confidence. In addition, as an important platform for the dissemination of chinese culture, some ideological and political teachers in colleges and universities only use the teaching methods of "spoon-feeding" and "indoctrination" in practical teaching, ignoring the cultivation of students'cultural spirit and hindering the efficient dissemination of chinese traditional culture.

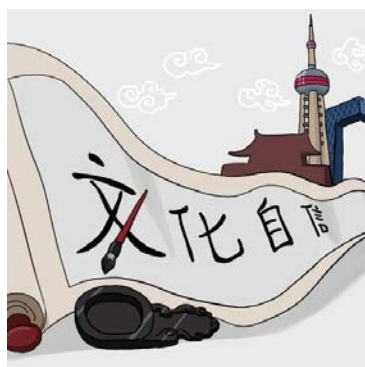


Figure 2 Efficient dissemination of traditional Chinese culture

2.3. Unable to Identify Culture Effectively, there is a Situation of Blindly Following the Trend

In history, China is a cultural power, after the Opium War, China's comprehensive strength is obviously reduced, and the confidence of the traditional culture of the Chinese nation is obviously reduced. Although the level of economic development in China has improved significantly at the present stage, there is still some distance from the cultural power[3]. Its main manifestation is that people's ability to identify culture is weak and they cannot identify culture accurately. College students are seriously lack of social experience, the three views are extremely unstable, the process of watching film and television works is easy to be influenced by western culture, cannot rationally

analyze and experience western culture, is easy to be attracted by western culture, and cannot find the negative part of western culture accurately, and then appear the situation of blindly following the trend. In life, college students like to cross the festival, buy foreign goods, which fully reflects the lack of understanding of multiculturalism and rational judgment.

3. A Practical Analysis on the Integration of Cultural Confidence into Ideological and Political Education in Colleges and Universities

The aim of ideological and political education in colleges and universities is moral education, and the aim of cultural self-confidence is to promote cultural literacy. The two goals are consistent, which belongs to the important content of socialist spiritual civilization construction, and is an important guide for college students to establish correct values, which is conducive to promoting the healthy and all-round development of college students. As an important basic project of marx, the ideological and political education course in colleges and universities should conform to the trend of the times, actively integrate cultural self-confidence into it, constantly broaden the scope of ideological and political education, realize multi-angle and all-round education, and enhance the national pride of college students.

3.1. Effective Integration of Socialist Core Values into Ideological and Political Education Cultural Confidence

In social culture, core values play a key role, which directly determines the nature and development direction of social culture, and is an important basis for a country's stable development. If a country, a nation, does not have the right core values, then this country and the nation will have no place. In the cultivation of college students' cultural self-confidence and ideological and political study, the socialist core values play an important leading role[4]. Ideological and political teachers in colleges and universities should actively integrate into cultural self-confidence in practical teaching, take the characteristics of the times of Marxism as the basis, take the socialist core values as the important guidance, and fully understand the important guiding role of the socialist core values. At the same time, ideological and political teachers in colleges and universities should take the cultural needs of college students as the starting point and foothold, encourage college students to face up to the problems, seek truth from facts, grasp the principles and policies formulated by the state, actively practice the core values of socialism, guide college students to actively internalize their own national culture in the process of practice, strengthen their sense of national belonging and cultivate their patriotic feelings. In addition, college teachers should lead by example, set a good example, actively infiltrate the socialist core values in ideological and political teaching through practical behavior and education guidance, encourage college students to influence their core values by themselves, and transform college students into practical activities after absorbing the socialist core values. Identify college students' cultural self-confidence.

3.2. Actively Promote the Excellent Traditional Culture of the Chinese Nation and Enhance Cultural Self-Confidence

In the development of Chinese civilization for more than five thousand years, China's excellent traditional culture has emerged and is constantly developing, which is the unique spiritual symbol of the Chinese nation. The excellent traditional culture of the Chinese nation is an important driving force for college students' cultural self-confidence. It contains broad and profound ideas and national spirit of unity and cooperation[5]. Ideological and political teachers in colleges and universities should actively use the excellent traditional culture of the Chinese nation to educate students, improve the cultural literacy of college students in an all-round way, guide students to actively inherit and carry forward the excellent traditional culture of the Chinese nation, make every college student strive to be a modern civilized person, and strengthen the cultural self-confidence of college students. At the same time, ideological and political teachers in colleges and universities should formulate scientific and reasonable teaching measures, effectively integrate the excellent traditional culture of the Chinese nation into the teaching materials of ideological and political education,

actively tell students the deeds of advanced civilization, carry out rich and diverse special education activities, and cultivate the patriotic and family-loving feelings of college students. College ideological and political teachers should constantly improve their own cultural accomplishment, give full play to the advantages of multimedia equipment, collect app, let students understand the cultural connotation at a deep level, help students to establish correct ideological consciousness, strengthen college students' identity to the excellent traditional culture of the Chinese nation, and strengthen the cultural confidence of college students.



Figure 3 University students' cultural confidence

3.3. Actively Absorb the Outstanding Achievements of Civilization and Build Cultural Confidence

In the new era, we should work together to realize the great rejuvenation of the Chinese nation and constantly enhance the cultural self-confidence of the Chinese nation. Historical development experience tells us not to close the door, blind exclusion, then not only will not enhance cultural confidence, but will make culture decline. Different countries and regions in the world have different cultures, different nationalities have their own special cultures, and different cultures are intermingled with each other [6]. In order to enhance cultural self-confidence, we should actively show the charm of China, to achieve a hundred schools of thought contend. Colleges and universities are an important place for cultural development and inheritance, to guide college students to correctly identify culture and strengthen cultural confidence. At the same time, ideological and political teachers in colleges and universities should master the knowledge of the times, absorb all the outstanding achievements of civilization, and use the achievements of civilization to build cultural self-confidence. To guide college students to actively practice the advanced cultural concept of the times, critically inherit all human civilization, strengthen national self-confidence, take its essence, remove its dregs, strengthen the cultural self-confidence of college students, promote the healthy and all-round development of college students, and cultivate more pillars of talent for the country and society.

4. Conclusions

In the long-term practice of human society, excellent culture comes into being, which is helpful to coordinate the practical action of social members and provide correct guidance for the behavior of social members, which is an important link to maintain the relationship between social members. Cultural self-confidence is fundamentally the full recognition and affirmation of the national culture, and it is an important driving force for the promotion of national cohesion and the cultivation of creativity. Cultivating college students' cultural self-confidence is the inevitable trend of social development. In order to strengthen cultural self-confidence, colleges and universities should actively integrate cultural self-confidence into ideological and political education, actively carry forward the excellent traditional culture of the Chinese nation, absorb the outstanding achievements of civilization, and actively practice the core values of socialism.

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