

# Improving the Cultural Confidence of College Students from the Perspective of Ideological and Political Education in Colleges and Universities Research

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**Abstract:** Culture is the embodiment of a country's soft power, but cultural self-confidence is the key force to promote the construction of national culture. As the pillar of the future development of our country, the contemporary college students need to pay attention to their cultural self-confidence.

## 1. Introduction

At present, China's economy is developing rapidly and its cultural construction is advancing constantly. However, its construction progress is relatively slow, the key reason lies in the lack of national cultural self-confidence. Contemporary college students, as the pillars of our country's future development, need to focus attention and strengthen their cultural self-confidence to support the cultural construction of our country.

Cultural self-confidence is the people of a country or nation who have firm confidence and high values in their own culture. The development of cultural self-confidence depends on the development of national construction, as far as China is concerned, its cultural history has a long history, which is the cornerstone of our cultural self-confidence. The cultural self-confidence of our country is not only the inheritance and continuation of the real traditional history and culture, but also the important driving force for the development of modern advanced culture.

## 2. Problems in the Construction of College Students' Cultural Confidence

In celebrating the ninety-fifth anniversary of the founding of the Communist Party of China, General Secretary Xi Jinping said that cultural self-confidence is more basic, broader and deeper self-confidence, and with the rapid popularization of the concept here, the major colleges and universities in China began to pay attention to cultural construction, but its construction process is not many problems:

### 2.1. Little Knowledge of Traditional Culture in Universities

China's cultural self-confidence, pay more attention to the continuation of Chinese traditional culture, however, according to a survey data show that the current stage of college students have less understanding of Chinese traditional culture, which seriously affects the construction of college culture, the specific survey situation is shown in Table 1. Although the school set up historical subjects to help students learn history and culture, its effect is not satisfactory, and the introduction of culture in recent years has stimulated students' curiosity about new things, which not only leads to the difficulty of college students to enhance their identity and weaken their understanding of the traditional culture of our country, but also hinders the cultural construction and development of our country.

Table 1 College Students' understanding of traditional culture

category	Proportion
Love and understand	21.25%
General understanding	64.70%
Not very well understood	21.09%
Not at all	1.44%

Table 2 College Students' understanding of the main contents and forms of Chinese national spirit

category	Proportion
Love and understand	7.80%
General understanding	23.60%
Not very well understood	58.10%
Not at all	10.50%

## 2.2. Cognition of College Students Wrong

With the development of our country's science and technology and Internet technology, information is spread rapidly, which also contains bad information. Negative news or illegal incidents are widely spread, which have a serious impact on the students who receive this series of information, not only make it produce negative emotions, but also affect the formation of their correct values, and then produce the phenomenon of cognitive errors in traditional culture, and have a resistance to traditional culture.

## 2.3. The Students' cultural Self-confidence is Weak

Under the current background of cultural diversity, college students have little understanding of the connotation of cultural confidence (see Table 3 for details), lack of their sense of responsibility, lack of clear sense of judgment in the face of foreign culture, and have the suspicion of "worshiping foreign countries ". In addition, the lack of students' confidence in the excellent traditional culture in our country can easily lead to the loss of their main motivation in the spiritual world[1].

Table 3 College Students' understanding of cultural connotation

category	understand	Know	Do not understand
Proportion	21.30%	50.60%	28.10%

## 2.4. Teachers Lack Cultural Confidence Leadership

Teachers can play a guiding role to students in teaching activities, but in the aspect of cultural confidence, teachers also lack the leading power to cultural confidence. On the one hand, with the reform and opening up of our country, the thoughts of all countries pour into China, teachers themselves indulge in western culture, ignore Chinese excellent traditional culture and socialist modern advanced culture, so it is difficult to guide students to establish cultural self-confidence in the teaching process. On the other hand, economic factors also affect the teaching process of teachers. Some colleges and universities attach too much importance to scientific research, subject and so on and despise the process of classroom teaching, coupled with the teacher's pursuit of material interests, which leads to the failure of excellent Chinese culture to permeate the teaching process. The most basic way for students to understand traditional culture and strengthen cultural self-confidence is influenced and blocked.

## 3. The Root Cause of the Poor Effect of College Students' cultural Self-confidence Construction

### 3.1. Negative Social Impact

The illegal phenomenon in modern society has not been completely eradicated, then the emergence of this phenomenon can endanger its surrounding areas have a negative impact. In the current era of rapid transmission of information, students will inevitably see this series of

information, which is extremely unfavorable to their growth, and it is easy to produce the bad emotion of resisting the society, because the university students have not formed the perfect social logic, under the influence of this emotion, the students'negative emotion on the negative influence of the society rises directly to the national level, which leads to the students'resistance to the ideological and political teaching in the school.

### **3.2. Error Influence of Family Ideas**

Family is another important place to cultivate students'correct concept of life in addition to school, and then in real life, some families have a wrong understanding of Chinese traditional culture, modern advanced culture and even socialist core values. Parents have the wrong cognition in their thoughts, and their children also form this cognition, and it is extremely profound and difficult to shake, which leads to the student in the ideological and political class to produce the wrong judgment on the knowledge given by the teacher, and even the phenomenon of refuting the correct views of the teacher, which affects the normal development of the ideological and political curriculum.

### **3.3. Its own special Mind Impact**

Contemporary college students are extremely yearning for freedom, its pursuit is not only physical freedom, but also psychological freedom, they mostly adhere to the "life is valuable, love is more expensive, if free, both can be thrown away" attitude of life. In real life, students will be free to see the absorption, worship foreign culture and other aspects. At present, our country is in the stage of multi-cultural exchange collision, and there are foreign students representing the cultures of various countries in each university. In this environment, our students learn the foreign way of life imperceptibly because of their curiosity and freshness.

## **4. The Cultural Confidence Promotion Strategy of College Students from the Perspective of Ideological and Political Education in Colleges and Universities**

### **4.1. Improved Schools Ideological and Political Courses**

The establishment of college students'cultural self-confidence requires college students to have a certain cognition and understanding of traditional culture, so the school can integrate into Chinese traditional culture on the basis of the original ideological and political curriculum, so as to realize the popularization and explanation of Chinese culture among students. In addition, schools and education departments can create a new curriculum system combining the characteristics of the school to link Chinese traditional art and culture with modern political culture, so that students can enhance their memory of Chinese traditional culture while keeping their political knowledge in mind [2].

### **4.2. Establishment of an Exchange Platform**

In the process of ideological and political education in practice, teachers need to pay attention to the penetration of classical literature in the teaching process. However, the realization of this process cannot rely on the teacher's oral education alone. In view of this phenomenon, schools and related educational institutions can innovate teaching forms, such as conducting cultural exchange activities such as debate competition, reading competition, paper evaluation and other cultural exchange activities, thus avoiding the malpractice of primitive literature communication, but also promoting students'investigation, thinking and absorbing the application of historical culture for the sake of providing students with fresh feeling. The enhancement of college students'cultural self-confidence from the perspective of ideological and political education, without the need for ideological and political teachers to explain the content of the course too much, can provide a communication platform for students, and can effectively improve the effective progress of the cultivation of students'cultural self-confidence.

### **4.3. Teachers'leading Role**

Teachers are the key forces to guide students to knowledge, society and life, and in the process of ideological and political education, teachers can have a profound impact on students. In order to strengthen students'cultural self-confidence, it is necessary for teachers to improve their ideological and political quality, enhance their comprehensive literacy, and improve their own understanding of traditional culture and recognition degree. Secondly, the relevant teachers who carry out ideological and political education need to take the students'love of Chinese culture on the basis of understanding and understanding of traditional culture, and strengthen their cultural self-confidence as the main purpose. Therefore, teachers should pay attention to the explanation of "Chinese spirit" and "Chinese culture" in the teaching process, and attach importance to the students'practical thoughts. Finally, because the students have not formed a complete and mature mind, the views on various social problems are more biased, in view of this phenomenon, teachers need to actively guide students to look at the problem from an objective perspective. In the actual teaching process, teachers also need to introduce hot issues in teaching as a starting point for publicizing positive energy to prevent students from being affected by negative energy.

### **4.4. Established Socialist Cultural System with Chinese Characteristics**

The culture of socialism with Chinese characteristics is an important force to rally and inspire the people of all ethnic groups in China, a correct reflection of the socialist economy and politics of our country, with obvious scientific, ethnic and contemporary nature, and an embodiment of our comprehensive national strength. At present, our country's comprehensive national strength is constantly improving, our country's cultural industry and cultural self-confidence are also developing. As a key force to promote the development of socialist culture with Chinese characteristics, it is necessary for colleges and universities to make students establish the socialist cultural system with Chinese characteristics in the process of building cultural self-confidence, that is, to make students understand the connotation of socialist culture with Chinese characteristics on the basis of in-depth exploration, so as to improve students'cultural self-confidence [3].

## **5. Conclusion**

Contemporary college students as the main body of the future social structure, their cultural self-confidence needs to be fully paid attention to. Therefore, colleges and universities need to strengthen the cultivation of students'cultural self-confidence, so that the excellent Chinese culture can be passed on.

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