

An Analysis of the Application of Campus Cultural Activities in the Ideological and Political Education

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Abstract: Ideological and Political Education occupies a core position in the construction of education and culture in colleges and universities. Nowadays, colleges and universities generally have sufficient understanding of Ideological and Political Education and have carried out it consciously in the campus. However, in the promotion process, there are a variety of shortcomings, such as formality and lack of innovation. The application of campus cultural activities is conducive to the improvement of existing defects. On the basis of fully recognizing the importance of Ideological and Political Education, this paper observes the current situation of promoting relevant education work in colleges and universities, further finds out the positive role of applying campus cultural activities to promote the sustainable development of educational undertakings in China and analyzes as well as explains the application method.

1. Introduction

Ideological and Political Education is a kind of social practice with educational purpose, and it is also the primary content of the construction of social spiritual civilization in our country and one of the main ways to solve social contradictions. People receiving Ideological and Political Education are expected to be properly influenced in ideas, politics and ethics.

Nowadays, Ideological and Political Education is a vital part of higher education in our country. College students receive various forms of Ideological and Political Education, but problems such as what is the effect of education? Whether Ideological and Political Education and cultural education can be combined organically, need to be verified and pondered for many colleges and universities. After various studies, this paper analyzes the progress of Ideological and Political Education in colleges and universities in our country, and summarizes some common characteristics.

2. Progress of Ideological and Political Education in Campus

The first major characteristic of Ideological and Political Education in the campus is universality. At present, Ideological and Political Education is widely carried out in colleges and universities in our country, and students can fully feel the influence in their study. It can be said that all colleges and universities have paid enough attention to its promotion on campus. They have also adopted a variety of educational approaches, such as setting up compulsory courses in Ideological and Political Education, organizing and watching documentaries, organizing students to study at educational base, etc. Every student who enters a university can receive Ideological and Political Education in various ways.

Secondly, the promotion of campus Ideological and Political Education has the characteristic of formality. Although colleges pay enough attention and develop a variety of educational channels, it still fails to prevent the educational effect from becoming a mere formality. College students receive education very passively and seldom take the initiative in ideological and political study in their spare time, so the educational effect is not deep enough and not long enough. Moreover, for students, there is no sufficient recognition of its importance. With thinking at a superficial level, they do not realize the purpose behind Ideological and Political Education, but mainly to cope with classroom learning and homework.

Finally, the promotion of campus Ideological and Political Education is lack of innovation.

Although Ideological and Political Education in colleges and universities has been carried out for many years, the contents and methods of education are still always lacking innovation. Many teachers, in teaching and research and curriculum design, has maintained the original ideas, and has not been expanding or changing, which makes students feel that the education content is too dull and the learning form is relatively rigid when they receive Ideological and Political Education. In this way, it is difficult to cultivate their enthusiasm of learning, as well as forces educators in colleges and universities to innovate, broaden their horizons and open up new ideas.

3. Role of Campus Cultural Activities in Ideological and Political Education

After making clear the current situation of Ideological and Political Education in colleges and universities, problems such as how to combine these characteristics and actual conditions, how to improve the deficiency, and how to let Ideological and Political Education break out new vitality in the education culture of colleges and universities, are needed to solve. Cultural activities on the campus is a form that is widely used and accepted by students. Whether we can organically combine cultural activities to promote Ideological and Political Education is worthy of our careful consideration. For the promotion of ideological and political culture, campus cultural activities have the following positive impact.

First, campus cultural activities are able to give rise to a rich learning atmosphere for Ideological and Political Education. Colleges are suggested to take Ideological and Political Education as the main purpose and content, carry out more campus cultural activities through various organizations and associations, and create a strong learning atmosphere in and out of the campus, so that students can feel the influence of ideological and political culture anytime and anywhere. This learning atmosphere is fully active from cellar to rafter in campus life. In this way, students can receive all-directional and three-dimensional edification.

Second, campus cultural activities can add fun to Ideological and Political Education. Compared with classroom education, campus cultural activities have a stronger degree of participation and practicality. Through the way of carrying out campus cultural activities, it will bring some changes to the mode of ideological education that has always been adopted, and break old ideas. Through the change of form and method, students can experience more fun and become prone to accept the content of Ideological and Political Education. With the improvement of interest, Ideological and Political Education can give out their own unique charm, attract more students to participate in it, change the passive education, and give full play to students' subjective initiative.

Third, campus cultural activities can make students feel the effect of Ideological and Political Education more quickly. Because of its own characteristics, students are able to get immediate rewards in the process of participating in activities. If the content of activities is completed smoothly, students will immediately reap the psychological sense of achievement. If ideological and political culture is taken as the main content of activities, students can quickly feel the role of positive incentives. Therefore, the impact of this way is faster and earlier, which is far stronger than ordinary classroom teaching. This kind of immediate incentive function can not only enable students to receive positive influence more quickly, but also urge students to break the old and boring stereotype of Ideological and Political Education and to re-understand the content and value of education.

Fourth, campus cultural activities can enhance students' recognition of the role of Ideological and Political Education. Many college students lack enough recognition, mainly because they do not really feel the role and effectiveness of Ideological and Political Education. Campus cultural activities, as a very participatory activity, can make students realize the practical role of Ideological and Political Education through practice. This more intuitive form of experience will greatly enhance the recognition, so that students will voluntarily accept Ideological and Political Education. It is not only more persuasive, but also improves the efficiency of educational work to some extent.

4. Application of Campus Cultural Activities in Ideological and Political Education

First of all, it is necessary to remold the concept and deepen understanding. Campus cultural activities are not only entertaining, but also educational and oriented. It takes the promotion of Ideological and Political Education as the main content and purpose. While carrying out campus cultural activities, we should take effective measures to make Ideological and Political Education play an important role and avoid formality. It is vital to show the connotation and spirit of Ideological and Political Education through a variety of activities. For example, colleges and universities are expected to organize speech competitions to allow students to create their own speeches. In the process of originality, students will learn and understand the contents of Ideological and Political Education through independent learning. With the deepening of understanding, the effect of education will be more effective.

Secondly, enrich the form of activities and reflect the spirit of innovation. The reason that why campus cultural activities are popular with a strong vitality lies in the diversity of activities, in which both organizers and participants can enjoy themselves. Relying on this interesting and interactive way to carry out Ideological and Political Education, we can maintain the rigor and seriousness of educational content, and achieve the purpose of education by means of more vivid and interesting teaching form. In addition, it worth our attention that how the two should be combined and how to carry out this kind of activity in a more effective way. Colleges are supposed to make a brainstorm, listen to the voices of different sides, open up ideas, broaden horizons and organize related cultural activities with a more open attitude and ideas.

Thirdly, effectively spread the core content and carry forward the main melody. To promote Ideological and Political Education in colleges and universities, its educational content and spirit are the core of activities. In the process of organizing cultural activities, colleges and departments should avoid too much focus on the form and interest of activities and ignorance of the education essence, which is a kind of behavior of putting the cart before the horse. How to find a balance between interest and education is a problem that organizations and participants need to seriously think about. Only through continuous practice and reflection can the ultimate effect of education be achieved. If we deviate from the ultimate purpose of Ideological and Political Education, these activities will not be different from other ordinary campus cultural activities, and will not reflect the importance and superiority of Ideological and Political Education.

Fourthly, ensure quality and pay attention to taste. In order to apply campus cultural activities in Ideological and Political Education, we must maintain a high level quality and high grade of campus cultural activities, get rid of low taste and make students get positive influence. By participating in or planning high-quality campus cultural activities, students will reap a sense of spiritual affluence. It also has a great promotion function to make students feel advanced thought, develop good will character and moral quality. Through the influence of high quality cultural activities, students are able to effectively improve their ability to distinguish advantages and disadvantages, actively absorb high quality cultural achievements in future study, work and life, and stay away from vulgarity and negative energy. In this way, the effect of Ideological and Political Education has been brought into full play in the long run, and affects college students in a more vital way.

5. Conclusion

To sum up, the promotion of Ideological and Political Education is an essential part of the construction of education and culture in colleges and universities. Every student receiving higher education in colleges and universities must receive the influence of Ideological and Political Education. It is not a formality, but can give full play to its educational effect and play a real role in educating and cultivating people. Through investigation and study, we find that Ideological and Political Education in colleges and universities has a considerable universality and most colleges and universities consciously promote the relevant education work. So it can be seen that Ideological

and Political Education has aroused the general attention of colleges and universities. However, the development of relevant educational work still can not avoid a variety of defects, for example, the lack of innovative ideas and methods in educational activities, teachers' inherent thoughts in the past in the process of teaching and research and teaching work and little new exploration and change. Students' learning of Ideological and Political Education content is also easy to become a mere formality. After the completion of classroom learning and homework requirements, they will no longer actively learn and digest relevant content, and there is no enough awareness of Ideological and Political Education learning.

As an interesting, practical and interactive form of activities, campus cultural activities are able to effectively improve the deficiencies in the promotion of Ideological and Political Education. Through participation or organization of cultural activities, students can not only feel the rich atmosphere of Ideological and Political Education in the campus, but also enhance their interest in the study. In addition, campus cultural activities can let students feel the effect of Ideological and Political Education more quickly, as well as improve the acceptance of relevant education in practice. In the process of applying campus cultural activities to Ideological and Political Education, we must firstly reshape our concepts and deepen our understanding, secondly enrich the form of activities and fully reflect the spirit of innovation, thirdly pay attention to the effective dissemination of core content, so as to carry forward the main melody and finally ensure campus cultural activities with a high quality and taste, so that students can accept real quality education.

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