

Research on the strengthening of ideological and political practice education for university students from the perspective of cultural education

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Abstract

With the progress of the times and the development of society, higher education is increasingly emphasizing the comprehensive development of students, especially the cultivation of ideological and political qualities. Cultural education, as an important educational philosophy, aims to promote the comprehensive development of students through the influence and guidance of culture. From the perspective of cultural education, the role of ideological and political practice education for university students is significant, with abundant resources and diverse forms. However, the effectiveness needs to be improved, personalized education is insufficient, and the evaluation system is not perfect. This article aims to explore how to enhance the effectiveness of ideological and political practice education for university students from the perspective of cultural education, and provide new ideas and methods for ideological and political work in universities.

Keywords

Ideological and political education; cultural education; university Students.

1. Introduction

1.1. Research Background

As a higher education institution that bears the major responsibility of national cultural inheritance and innovation, it should deeply understand and comprehensively grasp the new development stage in the context of the new era, and the new mission and arduous task entrusted to the construction of university culture. We need to deeply infiltrate and comprehensively integrate the concept of "educating people with culture and educating them with culture" into the fundamental task of implementing moral education, making it the core and guidance of educational practice. And take firm and powerful steps to promote the development of cultural education in universities in the new era towards a higher quality and deeper level. We should strive to cultivate new generations who have been deeply influenced and nurtured by the splendid civilization of Chinese mainland for five thousand years, while also possessing a strong sense of historical mission and social responsibility. They will bravely shoulder the historical responsibility of the great rejuvenation, and together write a brilliant chapter belonging to this great era with profound cultural heritage and outstanding contemporary spirit.

It is of profound necessity and urgency for university students to receive cultural and educational education. On the one hand, cultural education is an important way to shape the complete personality and noble character of university students. It can not only help university students deeply understand and inherit excellent traditional culture, cultivate their profound national emotions and cultural confidence, but also guide them to establish correct values,

enhance their sense of social responsibility and moral self-discipline, making them become social pillars with both professional skills and good moral character.

On the other hand, cultural education is also an effective means to enhance the comprehensive quality and competitiveness of university students. In the current environment of increasingly fierce global competition, profound cultural literacy not only enables university students to have a broader perspective and deeper insight in knowledge accumulation and technological innovation, but also hones their good humanistic care and interpersonal communication skills, enabling them to not only adhere to their own cultural stance when facing complex social realities, but also actively participate in global dialogue and exchange.

In addition, cultural education also helps to cultivate the sense of historical mission and patriotism of university students. By systematically studying the long history and culture, they can deeply understand the coordinates of their era, understand their role positioning in the great cause of national rejuvenation, and inspire their passion and determination to strive for national prosperity and national rejuvenation.

1.2. Research significance

From the perspective of cultural education, the ideological and political practical education of university students demonstrates strong practical significance in its unique way. Firstly, it enhances the timeliness of education. It encourages university students to step out of books and into real life, and through participating in various practical activities such as volunteer service, social surveys, etc., it encourages students to personally experience and deeply understand the policies and proposals of the state, as well as the core socialist values, greatly enhancing the intuitiveness and influence of ideological and political education. Secondly, this educational approach has effectively improved the comprehensive quality of university students, including teamwork, communication and expression, and social adaptability. It has cultivated their moral qualities and sense of social responsibility, laid a solid foundation for their comprehensive development, and actively promoted the inheritance and innovation of excellent traditional culture and revolutionary culture in practice.

From a theoretical perspective, the research on ideological and political practice education for university students from the perspective of cultural education also has profound influence. It enriches the connotation of educational theory, breaks through the limitations of traditional teaching models, deeply integrates cultural elements with practical teaching, and adds new vitality and practical value to the theoretical system of ideological and political education. At the same time, such educational reform exploration also provides innovative paths and valuable experience for the future development of higher education, especially in the field of ideological and political education. More importantly, through this approach, the education sector can better achieve the goal of cultivating new generations with profound cultural literacy, strong social responsibility, and firm political beliefs. This is precisely the concrete manifestation of the fundamental task of cultivating moral character in higher education.

1.3. Literature Review

The research on cultural education is showing a thriving trend. Scholars not only focus on the impact of cultural education on the comprehensive quality improvement and personality shaping of university students, but also actively explore its specific application in higher education practice. The research content covers multiple aspects such as the concept, methods, and paths of cultural education, aiming to build a comprehensive cultural education system. Huang Shumei (2024) focuses on the educational function of traditional festival culture, outlines its cultural connotations and characteristics, elaborates on the theoretical implications and functions of education, analyzes the opportunities and challenges faced by exerting the educational function in the new era, and explores the implementation path. The article starts

from four aspects: environmental construction, content protection, form innovation, and grasping value orientation, aiming to effectively play the educational function of traditional festival culture. Gong Shuang (2013) explores the construction and implementation path of the cultural education mechanism in universities, including the connotation, function, and characteristics of education. Taking S University as an example, the current situation is analyzed, and the education mechanism is constructed from the four aspects of spirit, environment, management, and emotion. Ding Dongsheng (2015) selected four outstanding cases in cultural education and summarized practical insights. Finally, closely adhering to the theme of "education", explore the implementation path of cultural education in universities from five aspects: spirit, system, behavior, material culture, and education mechanism. By deepening ideological understanding, increasing investment, and strengthening management, we can improve the education mechanism, ensure the smooth development of cultural education in universities, and promote comprehensive human development. However, research on cultural education also faces some challenges, such as an incomplete evaluation system for cultural education and the need to establish a long-term mechanism for cultural education work. In the future, we need to further strengthen research, improve the theoretical system, and promote the in-depth development of cultural education in universities.

With the increasing attention and investment of the country in ideological and political education, research on ideological and political education has gradually become a hot topic in the academic and educational circles. At present, significant progress has been made in the research of ideological and political education, covering multiple aspects such as theoretical exploration, practical innovation, and teaching methods. At the theoretical level, scholars continuously explore the connotation and value of ideological and political education, deepen their understanding of the basic laws of ideological and political education, and promote the innovation and development of ideological and political education theory. At the practical level, universities in various regions actively explore new models and methods of ideological and political education, closely integrating ideological and political education with professional teaching, campus culture construction, etc., and have achieved significant results. Qi Jing (2024) believes that the cultural character of ideological and political education in universities is gradually emerging, but there are also problems such as uneven cultural literacy of educational subjects and insufficient exploration of cultural content. Faced with practical challenges, ideological and political educators should seize the opportunities of the times, elevate cultural confidence, and promote the realization of cultural values. This includes strengthening values, enhancing the cultural literacy of the subject, enriching cultural content, and innovating implementation methods. At the same time, it is necessary to carry out cultural value evaluation to ensure the scientific and fair evaluation, in order to continuously improve the effectiveness of education. At the same time, it is emphasized to make good use of the tools of the times, strengthen the position and form, build basic guarantees, and comprehensively and from multiple angles achieve the goal of being a cultural person. Gong Cheng (2019) believes that digital survival poses a challenge to the ideological and political education of university students, requiring innovative methods. It is necessary to comprehensively analyze the digital survival situation and challenges of university students, construct an education method system that adapts to the times, and conform to the growth laws of university students with practicality, directionality, and multi subjectivity. The big data education, cultural education, public opinion education and Internet thinking education that reflect the characteristics of the digital survival era and closely follow the actual needs of students' growth and development are widely innovated and applied. At the same time, research on ideological and political education also faces some challenges and opportunities. In the future, we need to further strengthen interdisciplinary research on ideological and political education, and improve its pertinence and effectiveness.

2. Related concepts

2.1. Conceptual System of Cultural Education

Basic definition. Cultural education refers to the process of fully utilizing and exploring the value, connotation, and function of culture, using culture as a carrier and means, and through various educational activities, comprehensively shaping and cultivating students' ideological concepts, value orientations, moral sentiments, aesthetic taste, thinking methods, etc., in order to enhance their comprehensive quality and social responsibility, and make them become new era talents with good cultural literacy and noble personality.

Main content. In terms of ideology, cultural education emphasizes the cultivation of individuals with advanced, healthy, and socially developmental cultures, and guiding learners to establish correct worldviews, outlooks on life, and values. In practice, cultural education not only includes traditional classroom teaching, but more importantly, through diverse cultural activities, social practices, campus cultural construction and other forms, students can naturally accept the influence of culture through participation and experience, enhance their understanding and identification with culture, and form good habits and behavior patterns that consciously abide by social norms and actively participate in social construction. In terms of goals, cultural education aims to enhance students' inner cultivation and external behavior through the intangible power of culture, so that they can not only master scientific knowledge and professional skills, but also have a good humanistic sentiment and noble spiritual outlook, ultimately growing into high-quality talents with both professional competitiveness and social responsibility.

Development goals. Through the implementation of cultural education, we strive to cultivate new era university students with profound cultural heritage, noble moral character, broad international perspective, innovative and creative abilities, and a high sense of social responsibility, in order to adapt to the needs of social progress and national development strategies.

Therefore, cultural education is a profound educational philosophy and practical strategy, which reflects the comprehensiveness, harmony, and sustainability of education.

2.2. Conceptual System of Ideological and Political Education

Basic definition. Ideological and political education refers to the process in which society or social groups adopt specific ideological concepts, moral norms, etc., and exert purposeful, planned, and organized influence on individuals or collectives to form and maintain ideological and moral qualities consistent with certain social requirements. It cultivates people's worldview, outlook on life, and values through education and self-education, and enhances citizens' moral quality and sense of social responsibility.

Target positioning. The goal of ideological and political education is to cultivate the "Four Haves" new talents needed for socialist modernization construction, namely citizens with ideals, morals, culture, and discipline, especially in the field of higher education. It focuses on cultivating talents with firm political beliefs, noble moral sentiments, comprehensive knowledge structure, and strong innovation ability.

Basic elements. The basic relationship between the educational subject and the educational object is ideological and political education, including educators (such as teachers, parents, etc.), learners (such as students, the masses, etc.), as well as interrelated elements such as educational content, methods, and environment.

Implementation approach. Through various forms such as classroom teaching, social practice, campus cultural activities, and online education, the concept of ideological and political education in the curriculum emphasizes the integration of ideological and political education in various subject teaching, achieving all-round education for all students.

Internalization and externalization. The results of ideological and political education are reflected in two aspects: the internalization of the thoughts and the externalization of the behaviors of the learners, that is, through education, they are encouraged to develop a sense of identity deep in their hearts, which is then transformed into daily behavioral norms and social practice actions.

Evaluation and feedback. Establishing a scientific and reasonable evaluation system should not only focus on the theoretical knowledge mastery of the learners, but also attach importance to the comprehensive evaluation of their ideological and moral character, behavioral habits, and actual performance, in order to test and provide feedback on the effectiveness of education, and continuously adjust and optimize educational strategies.

The above aspects together constitute the conceptual framework of ideological and political education, providing theoretical support and practical guidance for cultivating talents that meet the needs of socialist modernization construction under the unique education system.

3. Current situation analysis

From the perspective of cultural education, the current situation of the effectiveness of ideological and political practice education for university students presents the following characteristics and problems:

The positive effect is significant. With the increasing emphasis of the country on ideological and political education and cultural education, practical ideological and political education for university students has played an important role in spreading advanced culture and shaping correct values for university students. Various social practices, volunteer services, innovation and entrepreneurship activities not only enhance the ideological and political literacy of university students, but also enhance their practical and social adaptability.

Intensify resource integration efforts. Education departments at all levels and universities actively integrate internal and external resources, and have developed a series of ideological and political practice courses with local and contemporary characteristics, such as visits to cultural bases, community services, and rural revitalization practices. These activities provide rich practical platforms for university students and enhance the influence of ideological and political practice education.

The practical forms are gradually becoming more diverse. With the development of new media technology, the form of ideological and political practical education is constantly innovating. The combination of online and offline, virtual reality integration, and other methods have expanded educational channels, enabling more diverse and lively ideological and political education content to be presented.

However, there are still some issues at present. The effectiveness needs to be improved. Although ideological and political practical education activities are diverse, some activity designs lack depth, which may lead to students being superficial and unable to achieve the expected educational effects. The phenomenon in practice where the form is greater than the substance, the surface is lively, and the internal gains are limited needs attention.

Lack of personalized education. The personalized education of ideological and political practice education in meeting the development needs and interests of different individuals is still insufficient, and some activities have not fully mobilized the subjective initiative and creativity of students.

The evaluation system is incomplete. The evaluation of the effectiveness of ideological and political practice education often focuses on quantitative indicators, neglecting the qualitative examination of changes in students' emotional attitudes and values, which to some extent

affects the continuous strengthening of the effectiveness of ideological and political practice education.

4. Strategies to enhance the effectiveness of ideological and political practice education for university students

Optimize the design of educational content. Based on the characteristics and needs of university students, we will integrate advanced culture into the content of ideological and political practice education, ensuring that the education content is both contemporary and targeted. Encourage teachers to flexibly adjust and innovate teaching content according to actual situations, ensuring that practical educational activities can not only inspire thinking but also touch the soul.

Innovative practice forms and methods. By using various teaching methods such as experiential, case based, and seminar based, combined with various practical forms such as field investigations, simulation exercises, and volunteer services, we aim to enhance the participation and experience of university students. Promote blended online and offline teaching, utilize modern information technology means, carry out digital and networked ideological and political practice education, and expand education coverage and influence.

Build a comprehensive evaluation system. Not only should we evaluate the behavioral performance of university students in ideological and political practice education, but we should also pay attention to their cognitive transformation, emotional resonance, and value orientation formation in the practical process. Establishing diversified evaluation indicators, balancing process evaluation and outcome evaluation, should not only focus on the quality of activity completion, but also attach importance to the growth and development of students in the activity.

Strengthen the construction of teaching staff. Strengthen the professional training of ideological and political course teachers and counselors, and enhance their ability to organize and guide practical education activities. Encourage teachers to delve into the frontline of practice, accumulate practical experience, in order to better guide students in practice and enhance the practical effectiveness of ideological and political education.

Strengthen cooperation between schools and enterprises. Relying on local resources and enterprise strength, jointly build and share ideological and political practice education bases, and create a three-dimensional and open practical education platform. Through collaborative education mechanisms, university students can receive ideological and political education in a real social environment, effectively enhancing their ability to solve practical problems and sense of social responsibility.

Institutional guarantee and policy support. Establish and improve a long-term mechanism for ideological and political practical education, ensuring that practical activities are carried out in a planned, organized, and guaranteed manner. Increase investment and support for ideological and political practical education, incorporate it into the overall development plan and teaching quality evaluation system of schools, and effectively ensure the effective play of practical education.

Through the implementation of the above strategies, we can further tap into and leverage the power of ideological and political practical education for university students, making it more practical, close to life, and close to students, thereby helping to cultivate socialist builders and successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. The disadvantage of flipped classroom

5. Summary

The exploration of enhancing the effectiveness of ideological and political practice education for university students from the perspective of cultural education is of great significance for promoting the comprehensive development of university students. Universities should fully utilize the advantages of cultural education, and enhance the effectiveness of ideological and political practical education for university students by integrating traditional and modern culture, strengthening campus cultural construction, combining practical education with theoretical teaching, and utilizing new media platforms. At the same time, universities should also pay attention to the challenges they face and take corresponding measures to ensure the smooth progress of cultural education work.

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