

# *Research on Ideological and Political Education in Colleges and Universities Based on Cultural Confidence*

**Xiaohui Yao**

*Chongqing Three Gorges University, Wanzhou, Chongqing, 404000, China*

**Keywords:** Cultural confidence, Ideological and political education in colleges and universities, Path exploration

**Abstract:** The current ideological and political education in Colleges and universities generally exists the problem of cultural inefficiency, which leads to the lack of cultural self-confidence of college students. Cultural self-confidence is a positive emotional expression of individual psychology. In view of the problems existing in the current ideological and political education in Colleges and universities, this paper puts forward some countermeasures, such as strengthening the cultural self-confidence consciousness of college students, carrying forward the excellent culture of the Chinese nation, and mobilizing the cultural participation enthusiasm of college students, so as to provide some theoretical reference.

## **1. Introduction**

In the nineteen major reports, Xi Jinping, general secretary of the CPC Central Committee and President of China, pointed out that socialism with Chinese characteristics has entered a new era. In the new era, with the further development of reform and opening up, the trend of world integration is constantly strengthened, the popularity of the Internet, a variety of cultures swarmed into the university campus. Traditional, modern, backward, advanced, excellent, decadent, all kinds of culture intertwined with each other, all affect the thinking of college students. In addition to the changes in the main social contradictions, the spiritual pursuit of college students has also changed accordingly. In order to improve the effectiveness of Ideological and political education in Colleges and universities in the new era and keep pace with the times, we should explore the current situation, reasons and Countermeasures of the effectiveness of Ideological and political education in Colleges and universities from the perspective of cultural confidence.

## **2. Cultural Confidence Meaning**

Cultural self-confidence is a party, a country or even a nation's full affirmation of their own culture, a strong vitality of self-confidence performance of their own culture. As far as China is concerned, Chinese culture has a long history of 5000 years, which is an important embodiment of the confidence of Chinese culture. Improperly belittle oneself, we can understand it from three aspects: first, a rational attitude towards Chinese culture and the mainstream culture of socialism.

We should neither be exaggeration nor deliberately exaggerate. Two, we should adopt an attitude of taking the essence and removing the dross from the attitude towards foreign culture. Three, we should be confident in our modern civilization and advanced culture. China's advanced culture is the essence of inheriting and developing the excellent traditional culture and absorbing the essence of western culture, and forming a culture with Chinese characteristics under the baptism of the times. The rise and fall of culture is closely related to the rise and fall of a nation<sup>[1]</sup>. The reason why Western civilization can have a wide influence in the world is that, in addition to its own strong material wealth, its cultural self-confidence is the fundamental reason, because a nation's cultural self-confidence can provide a strong spiritual power for a country to stand in the world. Colleges and universities are the main front for a country to publicize its own culture, and their ideological and political education is one of the most critical links.

### **3. The Concrete Expression of College Students' Cultural Confidence**

#### **3.1 Establishing the Consciousness of System Culture**

This paper selects economic system and political system as the elements of institutional culture. The establishment of 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 the economic system, China is in the transformation of the mode of economic development, and the supply side structural reform as a means to achieve the transformation of economic development goals. In the dynamic adjustment of the political system, the decentralization of government authority is an important work being carried out<sup>[2]</sup>. 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 culture into an internal incentive to promote their own professional learning.

#### **3.2 Action Consciousness of Promoting System Culture**

To carry out ideological and political education for college students, we should reasonably define the boundaries of Ideological and political work in Colleges and universities, and also clearly recognize the foothold of Ideological and political education for college students. In the process of carrying out ideological education in Colleges and universities, institutional culture education can enable college students to grasp China's national conditions as a whole. Therefore, we should promote the action consciousness of college students. The consciousness of action can be reflected in two aspects: first, college students can consciously obtain the state's economic and political development trends through various media; second, college students can not only realize the cultural superiority of China's economic and political system, but also put their energy into professional learning and the cultivation of vocational quality.

#### **3.3 Forming Personality Belief of System Culture**

The personality belief of system culture constitutes the advanced form of College Students' cultural self-confidence. The implicit characteristics of this form can only be gradually learned by tracking and investigating individual students. The result of Ideological and political education of college students based on cultural self-confidence is that college students can form a positive understanding of China's institutional culture and devote themselves to their study and life in the university with a positive mental outlook<sup>[3]</sup>.

## **4. The Relationship between Cultural Confidence and Ideological and Political Education of College Students**

The traditional ideological and political education in Colleges and universities is limited in the teaching of Ideological and political theory and the renewal of Ideological and political education means, ignoring the excavation of College Students' psychological demands and cultural identity. For a long time, college students lack the ability of independent thinking and cultural self-confidence, and even some college students are confused about the concept of Chinese traditional culture and historical events. At present, with the continuous improvement of China's economic foundation and international status, culture has developed to an unprecedented level. The new era calls for us to enhance cultural self-confidence, promote ideological and political education of college students, and help college students “buckle the first button of life” based on traditional cultural self-confidence, guided by Marxist self-confidence, and guided by the self-confidence of socialist core values To promote the all-round development of college students with both ability and political integrity<sup>[4]</sup>.

## **5. Problems of Ideological and Political Education in Colleges and Universities from the Perspective of Cultural Confidence**

### **5.1 Weakening of Cultural Confidence**

According to the survey, most college students don't know the connotation of cultural self-confidence very well, and even haven't heard of the term cultural self-confidence. The main reason for the weakening of College Students' cultural self-confidence consciousness is that colleges and universities pay too much attention to science, nature and other subjects, and ignore humanities, society and other liberal arts subjects. As the parents of children, there is also a one-sided idea of “learning mathematics and chemistry well and going all over the world is not afraid”<sup>[5]</sup>. It is the existence of this idea that makes college students begin to agree with this idea. The lack of humanistic quality and the lack of learning of humanistic knowledge will limit the formation and development of College Students' cultural self-confidence consciousness to a certain extent.

### **5.2 Weakening of National Cultural Identity**

The current situation is the coexistence of multi-cultural era, Western foreign culture with the help of the Internet this tool wantonly full of College Students' life, learning. Due to their immature mind and poor ability to distinguish things, college students are in the critical period of the formation and development of their world outlook, outlook on life and values. They are vulnerable to the interference and influence of the outside world. They can not make a correct judgment of culture. This kind of complex environment will make college students gradually alienate from the excellent national culture and be keen on the western culture. In recent years, the enthusiasm of college students for foreign festivals is much higher than that of Chinese traditional festivals, which is the specific manifestation of the weakening of College Students' national cultural identity. In addition, college students' understanding of national culture is not very thorough, and they know little about the origin of some traditional festivals. On the contrary, they can memorize the origin and evolution of foreign festivals. In a word, college students' sense of identity for national culture is becoming weaker and weaker, and their interest in western culture is becoming stronger and stronger, which is an important problem that college ideological and political education has to face.

### **5.3 Lack of Enthusiasm for Cultural Participation**

Colleges and universities mainly take campus cultural activities as the main carrier of Ideological and political education for college students. However, at present, college students generally have low enthusiasm to participate in campus cultural activities held by schools or departments or associations. On the one hand, most of the campus cultural activities are mere formality, the connotation of the activities is too high, too boring, the content is lack of interest and freshness, and the attraction to college students is insufficient, which makes college students choose to give up the desire to participate. On the other hand, college students are a group that publicizes their personality and self. Campus cultural activities can not meet the self-development of college students, so they will use their spare time to arrange their favorite activities and entertainment. For example, college students who like watching American dramas can enjoy watching them in their dormitories, and those who like dancing can study in dance training institutions. These activities can satisfy college students to show themselves and give full play to their enthusiasm and initiative.

## **6. On the Path of Ideological and Political Education in Colleges and Universities from the Perspective of Cultural Confidence**

### **6.1 Enhancing College Students' Sense of Cultural Confidence**

Colleges and universities should adjust the talent orientation goal of their own school development. They should attach equal importance to the development of science students and liberal arts students. Parents should abandon the backward concept of emphasizing science over Arts in the past and help students establish correct learning concept and employment concept. As college students, they should gradually understand the profound connotation of cultural self-confidence, and implement it in their daily life and study, so as to implement it and enhance their awareness of cultural self-confidence.

### **6.2 Carry Forward the Excellent Traditional Culture of the Chinese Nation**

The ideological and political education in Colleges and universities can be extended to the study of China's 5000 year old traditional culture. We should carry forward, inherit and innovate our traditional Chinese culture, and study its profound cultural connotation comprehensively, carefully and systematically. In addition, we should carry forward and inherit the moral education methods of traditional culture. For example, moral education methods with rich connotations, such as paying equal attention to learning and thinking, being cautious and self disciplined, and enlightening and guiding the teaching of knowledge, are of great significance to improving the effectiveness of Ideological and political education in Colleges and universities, which is also an important part of enhancing China's cultural confidence<sup>[6]</sup>.

### **6.3 Arousing the Enthusiasm of College Students' Cultural Participation**

When holding some campus cultural activities, colleges and universities should pay attention to the needs of students themselves and the needs of social development, so that the activities are more vivid and interesting, and the activities are rich and diverse, and the enthusiasm of college students to participate in should be attracted. Colleges and universities can organize students to museums, science and technology museums, cultural museums and other places with cultural flavor, so that students can feel the mysterious charm of culture during the visit.

## 7. Conclusion

In short, in view of the ideological situation of college students, colleges and universities, society and families must take reasonable and effective measures, combined with the relevant content of cultural self-confidence, on the basis of Chinese excellent culture, to enable college students to establish a correct ideology, enhance cultural self-confidence, and promote them to better move towards their ideal goals, so as to contribute to the construction of socialism with Chinese characteristics.

## References

- [1] Zhang Kun. *Research on the theory and method of Ideological and political education from the perspective of information technology -- a review of "Research on Ideological and political education from the perspective of multi discipline"* [J]. *People's Yangtze River*, vol. 52, no. 1, pp. 4, 2021.
- [2] Wang mengsu. *Logic, Dilemma and promotion: an analysis of the cultivation of College Students' cultural self-confidence under the upsurge of short video* [J]. *Research on Ideological and political education*, vol. 37, no. 1, pp. 124-128, 2021.
- [3] Shao Yanmei. *Research on cultural self-confidence education in Ideological and political theory course in Colleges and Universities -- Taking "outline of modern Chinese history" course as an example* [J]. *Journal of Hebei University (PHILOSOPHY AND SOCIAL SCIENCES EDITION)*, vol. 45, no. 4, pp. 70-75, 2020.
- [4] Ren Nan. *An effective way to integrate Chinese excellent traditional tea culture into Ideological and political education in Colleges and universities* [J]. *Fujian tea*, vol. 42, no. 7, pp. 323-324, 2020.
- [5] Gao Yanrong. *Research on the organic combination of Ideological and political education and tea culture in the context of cultural confidence* [J]. *Fujian tea*, vol. 42, no. 6, pp. 303-304, 2020.
- [6] Cui Nan, Su Wenyong. *Discussion on the integration of craftsmanship spirit and ideological and political education in Colleges and universities* [J]. *Vocational and technical education*, vol. 41, no. 23, pp. 77-80, 2020.