

# *An Analysis of the Ideological and Political Education Function and Value of Ceremonial Education in Colleges and Universities*

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**Abstract:** As a new carrier of ideological and political education in colleges and universities, college ceremony has the advantages of solemn educational situation, latent educational method and lasting educational effect. The college ceremony, with its special nature and special way of action, plays an important role in enhancing students' experience, displaying school culture in multiple directions, transmitting mainstream values, passing on knowledge and literacy, and upgrading students' ideological and political level. In the new era, to further play the role of ideological and political education in college ceremony education, we should do to choose the place to "heart", create a situation to "heart", symbols to "heart" and form of organisation to "heart" and the form of organisation should be "concerned".

## 1. Introduction

The Party and the State have always attached great importance to the important role of rituals in educating people, and the Opinions of the Ministry of Education and Eight Other Departments on Accelerating the Construction of an Ideological and Political Work System for Colleges and Universities of 2020 pointed out that "patriotic sentiments should be cultivated, the ceremonies of hoisting the national flag and singing the national anthem should be held on a regular basis, and the opportunities and key cultural infrastructure for carrying out patriotic education should be made use of for example, major events, the opening of the school year, graduation ceremonies, major anniversaries, and thematic party and group days.[1] Patriotic education is carried out at key cultural infrastructure facilities". As Xi president pointed out at the National Conference on Ideological and Political Work in Colleges and Universities in December 2016 that "the affinity and relevance of ideological and political education should be enhanced". The affinity and relevance of ideological and political education are intertwined and inseparable. "Among them, affinity is the persuasive, inspirational and attractive power of ideological and political education, as well as the vitality of ideological and political education. The relevance of ideological and political education is

the ideological and political education that is centred on the actual situation and actual needs of the target of ideological and political education, and is based on the objective reality." However, the reality is that ideological and political education is far away from students' lives, more empty preaching, less effective and less attractive. The discrepancy between the ideal state and the actual situation is considerable, particularly in the context of campus ceremony activities. These activities present an opportunity to bridge the gap between the two states by exploring the educational implications of campus ceremony activities. In-depth analysis of the historical, cultural, and philosophical aspects of campus ceremony activities can facilitate a deeper understanding of the past, facilitate dialogue with historical figures, and enhance the students' ability to inherit and apply the knowledge and wisdom of previous generations. This, in turn, can contribute to the development of a sense of mission and responsibility towards the country and society at large. [2]

## **2. The Importance of Ceremonial Education in Higher Education**

### **2.1. The Enhancing the Student Experience**

The annual commencement and graduation ceremonies, for students, the ceremony is a commemoration of their lives. As a place for teaching and educating, schools should carry out ideological and political education in a reasonable and standardised form, convey the language and art forms in the ceremonies, create characteristic and creative scenarios, and create an atmosphere so that students can feel the strong impact of emotions and the deep friendship of their classmates in the ceremonies.[3] For example, in the process of the opening and graduation ceremonies, some poetry recitation, distribution of representative documentaries, present a small card of commemorative significance, awarding graduation certificates, so that students in the school to leave deep memories.

### **2.2. The Multi-directional Display of School Culture**

Culture is an important content of school education, through the opening ceremony and graduation ceremony, not only to highlight the passage of time, but also to highlight the school culture, each school ceremony ceremony has a specificity, to express the cultural connotation of the school, and have a profound impact on students. The opening and graduation ceremonies serve as a form of cultural expression, through which the school's philosophy is conveyed. This philosophy encompasses the idea of the new era and the integration of excellent traditional culture. The ceremonies aim to provide students with a deeper understanding of the school's cultural connotations, thereby stimulating enthusiasm for learning.[4] You can also invite students' parents to accompany students to commemorate this critical moment during the ceremony, so that the ceremonial opening and graduation ceremonies become a hot spot of social concern.

### **2.3. The Convey Mainstream Values**

The purpose of school commencement and graduation ceremonies is the same, fully integrated with the educational philosophy of today's society, through the sense of ceremony to convey the correct values. At a deeper level, the ceremonies have significance for social moral norms, behavioural concepts and cultural inheritance. For instance, in the flag-raising ceremony at the commencement of each school ceremony, not only is the flag raised to the highest point, but students are also afforded the opportunity to experience the sense of honour and to stimulate their patriotic fervour.[5]

## **2.4. The Passing on Knowledge**

Commencement and graduation ceremonies, in which every student participates, produce emotional resonance through a strong atmosphere. Every participant can be affected, on the one hand, can learn; on the other hand, large group activities render more adequate, more influential, participants in the subtle and easy to accept. The importance of the opening ceremony and graduation ceremony is self-evident, fully conveying the school's educational philosophy, educational ideas, educational connotation.[6]

## **2.5. The Enhance the Level of Students' Ideological and Political Education**

Campus ceremonies are one of the most important carriers of conveying ideas and information at the moment, which can enhance the ideological and political awareness of students. Its main purpose is to let the school culture as well as values and behavioural norms be accurately conveyed, so that every student learns cultural knowledge and abides by ethical norms. For example, during the graduation ceremony, the golden sentences and famous quotes used by educational administrators are conveying the school's ideas to students. In the process of the activities, some props and videos are used, to a certain extent, to play an auxiliary role for ideological and political education, and to vividly display the boring and raw theoretical knowledge in front of the students.[7]

## **3. Ideological and Political Education Function of Role Model Ceremony Ceremony**

### **3.1. Focus on the Fundamental of Cultivating Morality and Strengthening the Leadership of Socialist Core Values**

Higher education role model ceremony ceremony needs to put socialist core values education always in the core position, through an attractive, moving, inspiring ceremony ceremony, to achieve the purpose of training and educating people. Students are guided to take the socialist core values of wealth, strength, democracy, civilisation and harmony, freedom, equality, justice and the rule of law, patriotism, dedication, honesty and friendliness as the central part of their own path to growth and success, so that they can perceive excellence, imitate excellence and ultimately become outstanding students. The ceremony encourages students to learn from the role models around them, and integrates the education of students' worldview, outlook on life and values into a vivid ceremony, highlighting moral and spiritual education, and motivating students to practice socialist values with the concept of unity of practice and knowledge.

### **3.2. Highlighting Ideal and Conviction Education, and Focusing on Building a New Pattern of Civic and Political Work**

As Xi president pointed out in the report of the 19th CPC National Congress that "the majority of young people should be firm in their ideals and beliefs, have high aspirations, keep their feet on the ground, be the trend setter of the times, let their youthful dreams fly in the vivid practice of realising the Chinese dream, and write a magnificent chapter of their lives in the unremitting struggles for the benefit of the people!" The ceremony puts the education of students' ideals and beliefs in an important position, and constructs a new education system with comprehensive ways and methods to help students grow up and become successful. Colleges and universities, as an important position for training socialist builders and successors, must unswervingly educate students on ideals and beliefs. The ceremony, as a vivid lesson for new students' entrance education, unfolds the education

of ideals and beliefs in a physical and systematic form, combines with the new media methods that are popular with students, enriches the connotation of education of ideals and beliefs, and creates a new direction and pattern of the work of ideology and politics in colleges and universities.

### **3.3. Follow the Laws of Ideological and Political Work, Innovate Working Methods, and Enhance Students' Sense of Gain**

The work of students in schools follows the laws of ideological and political work, the laws of teaching and education, and the laws of student growth, and wholeheartedly serves the success and growth of students, and is transformed according to the events, advances according to the times, and is new according to the situation. Students, as the main body of the school, enhance their sense of love and honour for the school, their participation in school activities, and their sense of access to the fruits of the school's development, which is a new way to carry out ideological and political work. The ceremony follows the principle of encouraging students' participation, focusing on enhancing students' participation and strengthening their sense of ownership from the preparation stage. Students design the video script, participate in filming, serve the ceremony venue, media publicity, and involve students in every step of the process, encouraging them to be participants rather than bystanders, thus enhancing their sense of identity and access to the school.

### **3.4. Grasp the Pulse of the Times and Enrich the Connotation of Ideological Education in the Media Era**

The rapid development of the new media era prompts colleges and universities to change the traditional mode of propaganda and occupy the new media propaganda positions on the network. Live broadcasting, pushing and other new media propaganda methods that keep pace with the times should be fully utilised as a new means of civic education. However, one-way propaganda does not maximise the effect of new media. The ceremony uses a variety of media channels to encourage students to promote role models and pass on the advanced deeds of role models by word of mouth to maximise the effectiveness of propaganda. In order to fully utilise the favourable conditions brought about by the media, it is necessary to focus on grasping the laws of the development of the information age. In addition, it is important to explore innovative ways of publicity, actively promote the application of new media channels and new means to the ceremony, and enrich the connotation of the new era of ideological education.

## **4. Optimisation Path of the Ideological and Political Education Role of Ceremonial Rituals in Higher Education Institutions**

In the new era, giving full play to the ideological and political education of the opening ceremony of colleges and universities is a realistic requirement for enhancing the effectiveness of ideological and political education. The opening ceremony can be optimised in four aspects: choosing the place, creating the situation, symbols, and form of organisation, so as to further play its role in ideological and political education.

### **4.1. Choose the Place with "Heart"**

Commencement ceremony must be carried out in a specific time and space, the choice of location is crucial to play the role of ideological and political education of the commencement ceremony. This requires the ceremony organiser to be "attentive" when choosing the location of the ceremony, that is, to choose a location that contains rich elements of ideological and political

education. Choose a landmark location with a deep historical background, and at the same time pay attention to the matching of the ceremony time and place. Wuhan University chose to hold its 2021 commencement ceremony in the Jiuyi2 playground. The playground is the place where Chairman Mao Zedong met with the teachers and students on 12 September 1958. This place of special historical significance carries the high importance and care of the Party Central Committee for Wuhan University, and witnesses the efforts of the teachers and students of Wuhan University to achieve the great revival of the Chinese nation. Choosing to hold the commencement ceremony on a special day and in a special place can stimulate the patriotic and school-loving feelings of college students and inspire them to move forward with courage and perseverance.

#### **4.2. Create Situation to be "Heart"**

Commencement ceremony ceremony needs to create and ceremony content related to the situation, the situation is "integration of form, emotion, meaning, reason in one, with the real situation, strong, deep, reason in which the characteristics of the real, emotional, meaning deep, reason. Context has an important impact on the smooth implementation of the ceremony and the ideological and political education of the ceremony, which requires the ceremony organisers to be "attentive" when creating the context, i.e. to create a context that meets and embodies the intrinsic value of the ceremony, and to ensure that the ceremony is carried out smoothly and achieves practical results. On the one hand, the situation should be in line with the theme of the ceremony, so that the participants, after arriving at the designated area, will soon be infected by the specific situation, triggering emotional resonance and forming a positive emotional experience; on the other hand, focusing on the integration of ideological and political education elements into the situation to play the role of situational radiation, to strengthen the emotional communication and interaction between the organisers and the participants, so as to achieve the educational effect of emotionally touching the human being and blending of emotion and reasoning. In Wuhan University, the 2021 commencement ceremony was held in the main colour of "Chinese red", with the formation of squares, the display of red flags, chorus, and the use of new media means to play songs such as "The Direction of the Party Flag Fluttering" and "My Oath", which created a specific context, brought a special emotional experience to the participants, and created an atmosphere of "I'm present and I'm proud", which promoted the emotional sublimation of the participants. The participants' emotions are sublimated.

#### **4.3. Symbols Should be "Heartfelt"**

Symbols are an important part of the ceremony, which is the cultural code of the ceremony. Symbols are "the smallest unit in the ceremony that preserves the unique attributes of the ceremonial act, but also the basic unit of the unique structure of the ceremonial context". In the commencement ceremony, there are many symbols, such as the national flag, party flag, school flag, school emblem, school motto, school song, etc., which have important invisible educational role, which requires organisers in the commencement ceremony symbols to be "mindful" and consciously use them to play the role of ideological and political education. Firstly, the organisers should "speak out" for the symbols, telling the university spirit contained in the school motto, the school philosophy and school characteristics in the school song. Secondly, the organiser should regulate the use of symbols in the ceremony to enhance the participants' normative identity of the ceremony. Finally, the organisers should grasp the rhythm of using symbols. Raising the national flag and singing the national anthem, singing the school song, reviewing the school motto and wearing the school emblem are coherent in the ceremony, which can concretise and visualise the abstract content of ideological and political education.

#### 4.4. Form of Organisation to "Caring"

The opening ceremony ceremony of the form of organisation is related to the ceremony can be carried out smoothly, directly affecting the ceremony of the ideological and political education effect. This requires organisers to "care" about the formal organisation of the ceremony, including "care" about the innovation of the formal organisation and "care" about the details of the formal organisation. On the one hand, the use of scientific and technological elements to innovate the organisational form, the use of drone filming, new media electronic screens and other technological equipment in the opening ceremony of Wuhan University, which favourably safeguarded the sense of occasion, was in accordance with the norms of formal organisation. In addition to the aforementioned considerations, it is also essential to address the experience of the participants. This encompasses not only the formal organisation of the ceremony itself, but also the specific conditions under which it was held, including the weather and the time span. Furthermore, it is vital to recognise the importance of basic organisational safeguards, which should be taken into account alongside the aforementioned considerations. Conversely, the organisation of the ceremony's form must also consider the environmental conditions and the temporal parameters of the event, in addition to the basic organisational guarantees in place. The care of the participants must also be taken into account. For example, in the ceremony of the commencement ceremony of Wuhan University, in addition to the basic guarantee of seating, the commencement gift packages (the school emblem, the small national flag and the party flag, tissues, water, etc.) are provided, and taking into account the weather and the needs of the process of the ceremony, the whole ceremony is compact and the time span is reasonable, so as to avoid the span being too long, which affects the educational effect. In addition, after the ceremony, with the help of WeChat public number, news propaganda and other roles, push the publicity of the opening ceremony ceremony process, triggering discussion, to further strengthen the ideological and political education effect of the ceremony.

#### 5. Conclusion

The effect of the opening ceremony and graduation ceremony to carry out ideological and political education in a ceremonial way is obvious, and it is an important educational carrier for the school. In-depth analysis of the role of school ceremonies for students can, to a certain extent, allow us to understand the connotation of ideological and political education, and can make students' lives on campus more colourful. With the domestic economic and social development and changes in the international situation, ideological and political education in colleges and universities are facing rapidly changing situations and problems, which puts forward higher requirements for student work. Colleges and universities must explore and innovate to enrich the means and connotation of ideological and political education. Exploring a working method that meets the needs of students and the needs of schools is a long time work, and the key is to follow the law, actively practice and be good at summarising. As a powerful hand of ideological and political education of college students, the ceremony of the college role model ceremony should focus on the function of ideological and political education, with the help of the ceremony and the content of the ceremony to baptise the students' hearts and minds, so as to effectively improve the effectiveness and level of students' ideological and political education work.

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