

The Value Implication and Path Exploration of Integrating Great Spirit into Ideological and Political Education of College Students

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Abstract: Great Spirit contains valuable ideological and political education resources. As the main battlefield of ideological and political education for college students, colleges and universities need to develop and make good use of Great Spirit. The author sorts out the value implications of Great Spirit in ideological and political education, and proposes three improvement paths in the campus cultural environment, network cultural front, and red cultural resources to ensure the effectiveness of integrating Great Spirit into ideological and political education for college students.

1. Introduction

In the ideological and political education work of colleges and universities, adhering to the moral education and cultivating qualified socialist builders and reliable successors needed by the country is the foundation of colleges and universities [1]. The theme of the 20th National Congress proposed: "Hold high the great banner of socialism with Chinese characteristics and fully implement the socialist ideology with Chinese characteristics in the new era". Learning the spirit of the 20th National Congress and carrying forward the Great Spiritual spectrum will provide strong spiritual support for the comprehensive construction of a modern socialist country and the comprehensive promotion of the great rejuvenation of the Chinese nation. This means that in the process of cultivating new people of the times, the Great Spirit provides direction for the ideological and political education of colleges and universities [2].

At present, college students generally have problems such as poor enthusiasm for ideological and political courses, lack of interest in learning, and weak experience in learning Great Spirits [3]. They lack understanding of the problems, have a shallow understanding of the quality of the deeds of revolutionary martyrs and the value of Great Spirits, are not firm in their ideals and beliefs, and fail to inherit the fine traditions of the Great Spirit. Since the Great Spirit has an important educational function, college teachers analyze the application of the Great Spirit in college ideological and political education, which is conducive to improving college students' patriotism, helping them establish a correct outlook on life, values and world outlook, inheriting the red cultural genes, and promoting the Great Spirit.

2. The value of Great Spirit in the ideological and political education of college students

Generation after generation of young people have fought for national independence and national prosperity. Now, the baton of history has been passed to contemporary young college students, who shoulder the historical mission of realizing the Chinese Dream of the great rejuvenation of the Chinese nation. They are not only dreamers of the Chinese Dream, but also dreamers of their own ideals and beliefs. Therefore, young college students in the new era need to continue to study, inherit and carry forward the Great Spirit, internalize it in their hearts, externalize it in their actions, always have a sense of home and country, increase faith and reason, and practice morality.

2.1 Beneficial to the learning of the Great Spirit in the cultivation of family and national sentiment

In September 2021, China sorted out the first batch of 46 Great Spirits included in the spiritual spectrum. The great party-building spirit ranks first, and its spiritual connotation is "adhering to the truth, adhering to ideals, practicing the original intention, shouldering the mission, not fearing sacrifice, fighting bravely, being loyal to the party, and not failing the people". It is not difficult to see that it is full of sincere feelings for the country and the people. In the course of the 100 years of the founding of the party, the revolutionary predecessors were not afraid of sacrifice and hardships. A group of people with lofty ideals who cared about their country and put the needs of the country and the people first emerged, vividly showing the noble feelings of the Chinese Communists who love the country and the people. This has important ideological and political significance for guiding contemporary young college students in colleges and universities to learn Great Spirits, care about the development of the motherland and the needs of the people, consciously shoulder the great task of national rejuvenation, and cultivate the feelings of the country.

2.2 Favorable to firm ideals and beliefs in the inheritance of the Great Spirit

The century-long journey is magnificent, and the original aspiration of the century has become stronger over time. Despite the wind and rain, we still remember our original aspiration. The Communist Party of China has led the Chinese people across the country to move from one victory to another, from one glory to another, without fear of difficulties and obstacles. This is because countless revolutionary predecessors are full of ideals, stick to their original aspirations, firm in their beliefs, and uphold the truth, and strive for the rise of the Chinese nation. The world today is in a major change that has not been seen in a century, and the international situation is complex and changeable. In the process of globalization of ideological and cultural integration and confrontation, unstable factors have increased, and bad thoughts are flooding in, destroying the ecological circle of ideological and political education. In the process of ideological and political education, colleges and universities should encourage contemporary young college students to inherit the Great Spirit and be firm believers in the cause of socialism with Chinese characteristics, and promote young college students to correctly understand the latest achievement of the sinicization of Marxism-Xi Thought on Socialism with Chinese Characteristics for a New Era, strengthen their ideals and beliefs, enhance the "four self-confidences", and establish the lofty ideal of striving for the construction of a socialist modern power.

2.3 Conducive to the refinement of moral qualities in the promotion of the Great Spirit

The Great Spiritual spectrum is our innate red cultural gene. In the red cultural stories, revolutionary martyrs and predecessors such as Liu Hulan, Qiu Shaoyun, and Lei Feng, who

embodied the spiritual qualities of fearlessness of powerful enemies, fearlessness of sacrifice, fulfillment of mission, courage to take responsibility, and enthusiasm for dedication, are important resources for colleges and universities to establish morality and cultivate people. In the process of promoting the great spirit, it is necessary to shape the values of young college students, inspire them to be faithful practitioners of the cause of socialism with Chinese characteristics, learn from the revolutionary character and moral qualities of their predecessors, further promote fine traditions, and inherit the red genes. We should emphasize politics in advocating loyalty to the country, adhere to our original aspirations in practicing public ethics for the benefit of the people, establish our image through strict self-discipline in private ethics, and effectively cultivate our own moral qualities. We must always remember the original mission of the great spirit to seek happiness for the Chinese people and rejuvenation for the Chinese nation, forge qualities of striving through practice, and demonstrate the due responsibilities of young college students in realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

3. Problems in the ideological and political education of college students with Great Spirit

In the new journey of China's modernization, the ideological and political education work in colleges and universities should keep up with the characteristics of the times, learn the spirit of the 20th National Congress, integrate the Great Spirit into it, and make adjustments and improvements according to the characteristics of the development of the times. However, at this stage, the Great Spirit has a shallow degree of integration in the process of moral education in colleges and universities, a low degree of development of red cultural resources, a single education model, and a lack of innovation, which leads to a lack of recognition of the Great Spirit among young college students.

3.1 Insufficient identification with the Great Spirit and lack of interest in learning

With the development of the times, China's comprehensive strength has gradually improved, and the living standards of the general public have been greatly improved. The living conditions of contemporary young college students are generally relatively affluent and have reached a well-off level. They have not experienced the era of material scarcity experienced by their parents and elders. They do not have enough understanding of the historical background of China in the past and find it difficult to comprehend and understand the situation at that time. The Great Spirit in red cultural resources mainly comes from the revolutionary war, construction and reform periods. During this period, party members and the people experienced hardships, took on responsibilities, and worked hard, constantly enriching and developing the Great Spiritual system. Therefore, it is difficult for contemporary young college students to truly understand the historical connotation and cultural implications contained in the Great Spirit, and they generally lack a sense of identity with red culture. In the era of highly developed Internet, they receive more fragmented, fast-food, and non-nutritious information, have weak ability to distinguish right from wrong, are easily influenced by extreme individualistic values, lose their way in bad thoughts, and believe that red culture has no value for self-improvement, have no sense of gain, and lack enthusiasm and interest in learning.

3.2 Low level of development of Great Spirit nurturing resources and lack of problem orientation

Young college students in the new era have shown new characteristics of independence and diversity in their ideology, consciousness, growth and development. The traditional "copy and paste" method of educating people cannot enable young college students to internalize the Great

Spirit in their hearts and externalize it in their actions, and it is even more difficult for them to adapt to their modern learning needs.

Some colleges and universities have failed to deeply explore the red cultural resources, lack of problem-oriented, and some teachers are accustomed to using teaching methods such as indoctrination and summary, and do not pay attention to the main role of students, resulting in "zero communication" between teachers and students, and poor ideological and political education. Young college students in the new era have quick thinking, broad interests, strong curiosity about new things, quick acceptance of new things, strong subject consciousness, and prefer emotional teaching and practical teaching methods. Therefore, according to the characteristics of the growth and development of young college students in the new era, the Great Spirit can be combined with the students' actual needs, real difficulties, and real thoughts, so as to truly resonate with college students. At the same time, the practical activities organized by colleges and universities to carry out red cultural education are limited, and the practical teaching resources of red culture have not been effectively integrated and utilized, resulting in limited knowledge learned by students.

3.3 Greatness of spirit nurturing in a single way and lack of innovation in the model

At present, the process of integrating Great Spirit into the ideological and political education of colleges and universities is generally only taught through ideological and political courses. The integration of Great Spiritual resources in colleges and universities in course teaching is not strong enough, the form is single, theoretical teaching is the main focus, the courses are not vivid enough, and they have not been fully combined with multimedia information technology. Contemporary young college students are active and lively in thinking, and traditional indoctrination-style theoretical teaching is difficult to adapt to the needs of students' growth and development at this stage. Some colleges and universities lack a systematic interpretation of the connotation of Great Spirit, and lack the integration with Douyin, Weibo, WeChat, Bilibili, etc. commonly used by young college students. The content is lagging, the dissemination method is single, the video and audio impact is not enough, and the attraction to young college students is insufficient. For the huge Internet resources in the process of students' growth and development, some colleges and universities do not attach importance to their existence, and do not realize that there is a broad space for education and a variety of ways of education in the network culture position.

4. The path of integrating Great Spirit into the ideological and political education of college students

The report of the 20th National Congress pointed out: "Make good use of red resources, carry out in-depth propaganda and education on the core socialist values, deepen patriotism, collectivism, and socialist education, and strive to cultivate new people of the era who are responsible for the great task of national rejuvenation." The first batch of 46 Great Spirits included in the spiritual spectrum provide profound theoretical implications and clear practical guidance for the construction of values of contemporary college students. In order to effectively grasp the educational value of Great Spirits, colleges and universities can explore paths from the three dimensions of campus culture, network culture, and red culture, and then better integrate Great Spirits into the ideological and political education of colleges and universities.

4.1 Integration into campus culture construction and creating an atmosphere of ideological and political education

We should utilize the diverse campus cultural activity platform to integrate the great spirit into

the campus cultural construction, creating a nurturing atmosphere of red culture. Colleges and universities should take the Great Spirit as the guide, regularly hold red cultural club activities, help young college students establish the "four consciousnesses" and strengthen the "four confidences"; establish campus red cultural clubs, make good use of commemorative festivals such as "July 1, August 1, and October 1", hold red story speeches, red cultural singing parties, red forums and other activities to pass on the red gene; set up red cultural story propaganda columns, use blackboard newspapers, radio stations and other means to publicize the history of a century of struggle, learn the spiritual qualities of heroes, and establish ideals and beliefs in serving the people. By utilizing the platform of university campus cultural construction, we aim to propagate the great spirit, enrich the forms of campus cultural activities, and expand the dissemination channels of red culture.

4.2 Occupy the network culture position and innovate the mode of thinking and educating people

In today's world, bad thoughts are rampant in online culture, information is mixed, and the online cultural ecosystem is destroyed. The ideological and political education of the Great Spirit of colleges and universities should innovate methods and approaches. In view of the current development of the Internet and the characteristics of students' hobbies, red cultural resources should be integrated into media technologies such as Douyin, Bilibili, Weibo, and Xiaohongshu that young college students are familiar with, so as to nourish students' hearts in a way that students like to hear and see. In higher education, the cultivation of students' ideological and political values needs to actively explore and occupy the online cultural field in both consciousness and action. We can establish a column dedicated to red culture, regularly promote the spirit and stories of red culture, enriching the educational model of the great founding party spirit. Additionally, by utilizing video and audio resources, we can make the spirit of the great founding party more vivid, imaginative, and appealing, comprehensively guiding and attracting young university students in ideological and political education to establish a new stronghold.

4.3 Make good use of red cultural resources to improve the pertinence of ideological and political education

The ideological and political teaching team of colleges and universities needs to regularly study and explore local red cultural resources, systematically integrate them into ideological and political theory courses, find the starting point according to teaching objectives, teaching tasks, and teaching links, and explore teaching content that is suitable for the characteristics of contemporary young college students and the requirements of the times. While using red cultural resources, we should pay attention to the actual needs of students, take problems as the guide, project the educational value of red cultural resources into the thoughts, needs and needs of contemporary students, and enhance the pertinence of the use of red cultural resources in ideological and political education. Therefore, it is necessary to carry out research activities on contemporary young college students, understand the development characteristics and needs of contemporary college students through questionnaires, interviews and other survey methods, keep up with the times, focus on the focus issues and social hot spots that students are concerned about, and the teaching content is closely linked to reality. While attracting students, it can also achieve the purpose of ideological and political education. In addition, according to the characteristics of contemporary college students' active thinking and strong ability to seek knowledge and explore, colleges and universities should take practice as the starting point for the great party-building education. For example, colleges can organize students to visit Revolutionary Martyrs' Memorials, museums, and explore red stories on site, make good use of red cultural resources, and appreciate the great spirit.

5. Conclusion

The Great Spirit spectrum has been formed and developed for more than a hundred years. Exploring the value implications and realization paths of integrating the Great Spirit into the ideological and political education of college students has enriched the educational measures of ideological and political education in colleges and universities. It is conducive to the majority of young college students to continue the red bloodline, improve their understanding and recognition of the Great Spirit, and become the subject of practice in promoting the Great Spirit. It is conducive to the majority of young college students to enhance the "four confidences", draw strength from the century-old spirit spectrum, and grow into new people of the era who are capable of shouldering the great task of rejuvenation.

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