

A Practical Exploration of Strengthening the Education of College Students' Ideals and Beliefs from the Perspective of Jiangxi Red Culture

——Take the "Red Rhododendron" cultivation project as an example

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Abstract: Ideal and belief education is the core content of strengthening and improving the ideological and political education of college students. Based on the current status of ideal and belief education in colleges and universities, the college has fully explored Jiangxi's red cultural resources and created a new model of "red cuckoo" cultivation. The organizational structure of "Red Cuckoo" was clarified, and the "Red Cuckoo" cultivation plan was initially formed, and different training goals were formulated to specifically target student party members, party activists, and Communist Youth League members. A series of ideal and belief education activities were carried out by adopting three effective ways of "theoretical study", "campus culture" and "social practice" and achieved remarkable results.

1. Introduction

The "Opinions of the Central Committee of the Communist Party of China and the State Council on Further Strengthening and Improving the Ideological and Political Education of College Students" clearly stated: "The ideological and political education of college students should be based on the education of ideals and beliefs." [1] During a discussion with outstanding youth representatives from all walks of life, Xi Jinping stressed that the majority of young people must strengthen their ideals and beliefs. Ideal guides the direction of life, and belief determines the success or failure of a career. Without ideals and beliefs, it will lead to mental "calcium deficiency". The new era focuses on the core issue of "for whom, who to train, and how to train people" and puts forward new requirements for ideal and belief education. Jiangxi is rich in red resources, covering an area of 166,900 square kilometers, from north to south, from east to west, the Jinggang Mountain in a radius of 500 miles, and the vast Ganjiang river. There are battle tracks, monuments, old houses, battlefields, relics, tombs of martyrs, monument pavilions left by revolutionary ancestors everywhere... They bear witness to the everlasting red history, and tell the song and tears of the eternal years [2]. In order to further strengthen the effectiveness of college students' ideals and beliefs education, we fully tap Jiangxi's red cultural resources [3] and carry out the "Red Cuckoo" cultivation project, targeting student party members, party activists, Communist Youth League members and other student groups. Taking theoretical study as the starting point, conviction and ambition, paying attention to the political excellence of the ideal and belief education content; taking campus culture as the starting point, establishing morality and fostering people, and paying attention to the liveliness of ideal and belief education; Based on social practice, the unity of knowledge and action, and focusing on the solid and reliable effects of ideal and belief education, the three levels of practice and exploration have become a distinctive, popular and influential brand of college students' ideal and belief education activities.

2. The integration of the "Red Cuckoo" cultivation project has formed a new channel for college students' ideal and belief education

According to "Compendium of Materia Medica", the roots, leaves and flowers of Rhododendron can be used for medicinal purposes; flowers are collected in late spring, leaves in summer, and roots

in autumn and winter; Sorrow and mildness; promoting qi, invigorating blood, and replenishing deficiency, which exactly coincides with the original intention of our ideal and belief education.

(1) Connotation of "Red Cuckoo" Cultivation Project

Marxist philosophy believes that social existence determines social consciousness, and social consciousness has a counterproductive effect on social existence. As a product of social practice, ideals and beliefs are bound to be influenced by social life and human subjects. Ideals and beliefs will reflect different connotations and characteristics under different time and space and subjects. Today's social environment is complex and changeable, and the background of political multi-polarization, economic globalization, and communication informatization has brought both positive and negative effects to college students' thinking [4]. The ideal and belief system of college students is a multi-layered complex system. The ideal and belief education of college students is based on the content of ideal and belief education. The practice of ideological education is based on the group of college students. The effectiveness of college students' ideological and political education is determined by the effect of ideal and belief education. The value orientation based on cognition is ideal and belief. Its education has always been an important part of the ideological and political education of college students, and it is essential for national rejuvenation and personal growth.

(2) The organizational structure of "Red Cuckoo" was clarified, and the "Red Cuckoo" cultivation plan was initially formed.

The secretary of the party committee of the college serves as the honorary captain, and the instructor serves as the standing captain. The party branch of the college is the basic unit to select the deputy captain. Docking the political theory preaching, campus culture, social practice, party member inspection work, the team members are mainly party members, party activists, and Communist Youth League members. Based on the semester, it is divided into incentives and mobilization, political theory learning, campus culture, social practice, summary and promotion, etc. Clarify the progress of cultivation, basically make sure that there is learning every week, activities every month, motivation every semester, and improvement every academic year.

(3) Set training goals for the three main groups of college students

For student party members, the direction of "Red Cuckoo" is to educate people for the party. Efforts to train him to become a firm believer with the lofty ideals of communism and the common ideals of socialism with Chinese characteristics, a loyal practitioner of Xi Jinping's thoughts on socialism with Chinese characteristics in the new era, and a conscious practitioner of socialist core values. Gradually grow into a reliable successor to the cause of socialism with Chinese characteristics, and play a pioneering and exemplary role in the student body.

For activists who join the party, the "Red Cuckoo" strives to nurture talents for the country, and the training focuses on the party's basic theory, line, program education and other content. Carry out education in basic party knowledge such as party history and party building in a planned way, actively guide young people to actively move closer to party organizations, and cultivate outstanding talents for the party.

For the Communist Youth League members, the main direction of the "Red Cuckoo" is to carry out education in patriotism and basic national conditions, education in ideals and beliefs and education in the socialist core value system, and become a qualified builder of the socialist cause.

(4) The trinity of "theoretical study", "campus culture" and "social practice" strengthens the ideals and beliefs of college students.

First, take theoretical study as the starting point. Through the knowledge training of the new party, the party school training for the activists of the party and the development target, the training of the league school, and the weekly student party branch draft class meeting topics, etc. Take special

lectures, watch videos, self-selected studies, and final exams to actively guide students to establish the lofty ideals of communism and enhance their sense of historical mission to realize the great revival of the Chinese dream. At the same time, we continue to innovate training methods and carriers, arrange outstanding students of Red Cuckoo, mainly party members, as new class assistants, and form a micro-party class team led by the branch secretary and student party members as the backbone. Make good use of the "Learning to Make the Country App" and carry out micro-party classes and micro-learning, not only to strengthen the ideals and beliefs of the students, but also to enhance the quality of political theory and party spirit.

Second, take campus culture as the starting point. Through the development of a series of campus cultural activities such as visits to the Red Education Base, Party and Youth Day activities, and "Red Cuckoo" speech contests, the establishment of morality and cultivation, pay attention to the lively and lively education of ideals and beliefs, and focus on the integration of red genes into campus culture. Organized party members and activists to join the party as well as main team members to the "August One Uprising" Memorial Hall, Jiangxi Revolutionary Martyrs Memorial Hall, Fang Zhimin Martyrs Cemetery, "Xiaoping Trail", Nanchang Army Sculpture Square, Nanchang Party Constitution Education Hall, Nanchang Ship Theme Park and other red education bases visited and studied. At the same time, it also organized the "Youth forever and Prosperity, Building a Chinese Dream" recitation competition, and the 6th Red Cuckoo Cup "I am forging ahead with the motherland and saluting the 40th anniversary of reform and opening up" theme speech contest. Actively organize and carry out the "Red Film Dubbing Contest", the morning constitution reading activity of "This Month's Statement", and "I take a photo with the Constitution", "National Unity and Family", "Building Dreams with One Heart to Celebrate Mid-Autumn Festival, I Add Luster to Reform" Mid-Autumn Friendship Activities, "Singing the Ode to the Motherland with a Grateful Heart" National Day activities, etc. It has greatly enriched the students' after-school cultural life, so that young students have a more intuitive and perceptual understanding of the revolutionary spirit, the party's line, principles and policies, and the advanced nature of party members. It further stimulates the enthusiasm of college students to love the country, the party and the school, and convey positive energy.

Third, take a series of social practices as the foothold. Establish a "Red Cuckoo" party member volunteer service team, carry out a series of voluntary service activities, plant trees, measure blood pressure, organize books, place bicycles, clean fallen leaves, and clean school desks; Off-campus in-depth Youngor Hope Primary School, Changhou Happiness Nursing Home, residential communities, Wanli New Economic Industrial Park, to carry out law popularization, health knowledge lectures, condolences to lonely elderly people, conduct e-commerce poverty alleviation inspections, investigate innovative and entrepreneurial projects, conduct business road shows, etc. During the summer vacation, the "Five One Project" will be carried out (that is, "read a red book, try an entrepreneurial experience, engage in a voluntary service, show a career ideal, and show a reform achievement"). Actively guide students to closely connect their future with the direction of the country's progress and the urgent needs of the times, and lay the foundation for life. To write the brightest youth background of hard work, hard work and sweat, and contribute to the realization of the "Two Centenary Goals" and the "Chinese Dream" of the great rejuvenation of the Chinese nation.

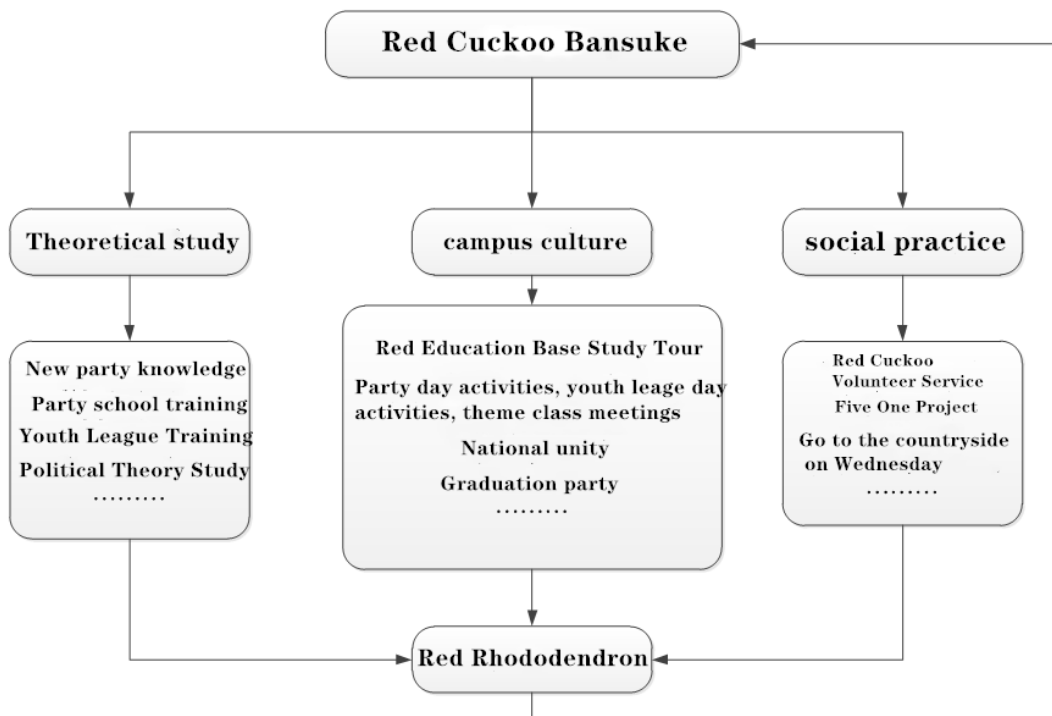


Figure 2 the "Red Cuckoo" Trinity Educational Path of College Students' Ideals and Beliefs

3. "Red Cuckoo" has gradually formed a brand with remarkable results

Based on the previous practice, after a questionnaire survey, we found that 83.3% of the students believe that the college attaches great importance to the ideological and political education of college students; 79.4% of the students thought that campus cultural activities such as the Red Cuckoo speech contest, the flag raising ceremony, and the late roll call are very meaningful to strengthen the ideals and beliefs of college students; 90.7% of the students were very satisfied with the Red Cuckoo volunteer service activities, and 85.1% of the students were very satisfied with the visits to the Red Education Bases such as Xiaoping Trail and August 1st Memorial Hall. Since the implementation of the "Red Rhododendron" cultivation project, a series of red activities have been achieved by exploring the advantages of Jiangxi's red resources. The college completes the development of party members and the selection of party activists with high quality; In terms of scholarships, the level of student party members is higher than the school average, and in terms of national grants and tuition reductions, it is far below the school average. The students have won many awards at or above the provincial and ministerial level. Among them, one person won the honorary title of "Self-strengthening Star" for Chinese college students, and the honorary title of "Outstanding Young Student" for Chinese higher institutions of Chinese medicine. Six people with party members as the backbone won the silver award in the 5th China "Internet +" College Student Innovation and Entrepreneurship Competition, and the first and third prizes in the 4th and 5th "Oriental Fortune Cup" National College Student Financial Elite Challenge. The 16th "Challenge Cup" National College Students Extracurricular Academic Science and Technology Work Contest Jiangxi Division third prize, the 70th anniversary of the founding of New China knowledge contest won the first prize and many other awards.

After recent years of exploration and practice, the "Red Cuckoo" cultivation project has gradually become an influential brand activity for college students' ideals and beliefs. The "Red Cuckoo" cultivation project organically integrates existing ideals and beliefs education activities and becomes a useful supplement to college students' ideological and political theory courses, and provides a new carrier and grasp for party building in colleges and universities. It has beneficially supplemented and enriched the ideological and political theory courses for college students, and has

made active and useful explorations for cultivating qualified builders and reliable successors of socialism with Chinese characteristics.

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