

The Value, Dilemma and Realization Path of "Cultivating People with Culture" in Ideological and Political Education in Colleges and Universities

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Abstract

Since the eighteen Party Congress, general secretary Xi Jin-ping has profoundly expounded the importance of "cultivating people with culture" in Ideological and political education in Colleges and universities, and put forward a series of new viewpoints, new discourses and new methods, which play an important guiding role in Ideological and political education in Colleges and universities. Adhering to "cultivating people with culture" is an important follow-up to the ideological and political education in Colleges and universities, which is conducive to promoting the cultural cultivation of college students, strengthening their sense of social responsibility and stimulating their cultural creativity. The ideological and political work of colleges and universities should play and use the ideological guidance of cultural confidence, the value guidance of cultural discourse, the nourishing and infiltration of cultural atmosphere, and the practical education of cultural carrier, so that college students can learn and live together to realize cultural consciousness and mission responsibility.

Keywords

Cultivating people with culture; Ideological and political education in Colleges and Universities; Value.

1. INTRODUCTION

Since the eighteen Party's Congress, general secretary Xi Jin-ping has published an important exposition around "Cultivating people with culture ". He has studied and attended the national ideological and political work conference at the Politburo, held discussions with teachers of Ideological and political courses, and made a series of new judgements, new methods and new requirements for "cultivating people with culture" in answering letters to young college students. The report of the 19th National Congress of the Communist Party of China points out: "culture is the soul of a country and a nation. Culture prospers the country, the movement prospers, the culture is strong, and the nation is strong. " Therefore, strengthening General Secretary Xi Jin-ping's important research and practice exploration on "cultivating people with culture" is an important guarantee for cultural edification, cultural enlightenment, cultural infiltration and cultural infection. It is a strong support to enhance the cohesion of the Chinese nation and enhance the moral and cultural quality of the whole nation; It is the key to promote the ideological and political education in Colleges and universities in the new era to realize the ideological guidance, promote the unity of knowledge and practice, improve the level of education, and carry the university spirit, which is of great significance to do a good job in the ideological and political education in Colleges and universities.

2. THE CONNOTATION AND CHARACTERISTICS OF "CULTIVATING PEOPLE WITH CULTURE" IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1. The Connotation of "Cultivating People with Culture" in Ideological and Political Education in Colleges and Universities

2.1.1 "Cultivating people with culture" in Ideological and political education is the essence of culture and the manifestation of practical application

Culture has diversity, and the characteristics of culture change with the social background and humanistic environment. Therefore, the connotation of "cultivating people with culture" is the manifestation of the essence and practical application of culture, and more attention is paid to perception and experience. The manifestation of culture not only clarifies the direction and goal of education and teaching, but also provides reference for education and teaching means and methods.

2.1.2 "Cultivating people with culture" in Ideological and political education is the educational mode of cultural content and form.

"Cultivating people with culture" emphasizes the content and form of cultural communication in the process of Ideological and political education, how to select the corresponding culture into the school ideological and political education, and what kind of education and teaching mode is more helpful to enhance students' participation. These are the key links to realize the integration of ideological and political education into cultural education.

2.1.3 "Cultivating people with culture" in Ideological and political education is the expression of cultural education function.

Compared with traditional ideological and political education, "cultivating people with culture" pay attention not to educational content, but to ideological influence and value leadership. Each student has different learning needs, and on the basis of analyzing the individual differences of students, it is the key work of ideological and political education to improve the relevance and effectiveness of teaching and cultivation programs.

2.2. The Characteristics of "Cultivating People with Culture" in Ideological and Political Education in Colleges and Universities

2.2.1 Purposefulness

The integration of "cultivating people with culture" should pay attention to the principle of purpose. "Cultivating people with culture" is an important method to penetrate moral education, and how to integrate the ideological and political education of schools based on the content of teaching materials should be decided according to students' views and feelings on the corresponding culture. Teachers' choice of cultural content should ensure the correct political direction, exert the positive influence of culture, and ensure the students' acceptance of culture and improve the efficiency of education and teaching.

2.2.2 Systematicness

The integration of "cultivating people with culture" should pay attention to the principle of system. Ideological and political education has integrity and logic, so if cultural education is to be implemented in the whole process of ideological and political education in colleges and universities, it is necessary to combine the corresponding content from beginning to end, pay attention to the continuity of content, help students build a logical system of intellectual and political knowledge, so that students can combine the actual situation and use knowledge flexibly.

2.2.3 Innovation

The integration of "cultivating people with culture" should pay attention to the principle of innovation. The mode and method of ideological and political education in schools should not be limited to the old indoctrination teaching, but should apply modern information technology rationally. For example, the use of new media technology, combined with network resources and teaching courseware, rich teaching content, innovative forms of educational teaching activities.

2.2.4 Subjectivity

The integration of "cultivating people with culture" should pay attention to the principle of subjectivity. Whether the concept of ideological and political education is successful or not, whether the students have some understanding of the curriculum, whether they understand the moral education content in the cultural connotation, is not determined by the teacher's educational teaching level, but depends on the quality of the students' listening and learning results, because the students are the main body of education.

3. THE VALUE OF "CULTIVATING PEOPLE WITH CULTURE" IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

"Cultivating people with culture" and ideological and political education in colleges and universities in the value orientation, ideological characteristics, educational objectives and other aspects of a high degree of fit, accurate understanding of the logical relationship between the two, and effectively combine the two organic, for the implementation of the "Lid tree people" fundamental tasks, improve the quality of ideological and political education, training good to assume the responsibility of national rejuvenation of the new era is of great significance. On the one hand, "cultivating people with culture" provides rich educational content for ideological and political education in colleges and universities. The excellent traditional Chinese culture, revolutionary culture and socialist advanced culture, which are covered by the concept of "cultivating people with culture", provide abundant educational resources for ideological and political education in colleges and universities, and are the prerequisites for doing a good job in ideological and political work. On the other hand, the ideological and political theory course in colleges and universities is an important carrier for the implementation of "cultivating people with culture". "Cultivating people with culture" is the function given by culture itself, based on "text", the key is in "cultivate" and "people". College students bear the important task of cultural inheritance and innovation, through the ideological education of "cultivating people with culture" work, can improve the cultural cultivation of college students, enhance cultural self-confidence, strengthen social responsibility, stimulate cultural creativity, cultural awareness and mission to assume.

3.1. Improve the Self-cultivation of College Students

Under the background of the current network age, college students face various forms of cultural shock, lack of cultural consciousness, lack of ability to distinguish between truth and falsehood, and new situations such as diversity of cultural choices, diversification of value orientation and complexity of ideological activities have emerged. The prerequisite for college students to establish cultural consciousness is to infect and nurture people through the charm of culture, to improve the effect of college students' cultural cultivation, and then to guide them to establish scientific cultural values. The cultivation of college students' cultural literacy should be guided by Chinese traditional excellent culture and contemporary advanced culture, through the combination of professional training and general education, through the university campus culture, classroom teaching and social practice teaching, so that college students can feel the cultivation of excellent traditional culture, mainstream culture, and then consciously resist all kinds of bad culture intrusion and infiltration, so that young college students in the cultural

edification to complete self-education, self-management, self-identification, enhance "cultivating people with culture" in the ideological and political education of colleges and universities effectiveness and relevance.

3.2. Cultivate College Students' Strong National Pride and Social Responsibility

"Cultural self-confidence is a more basic, deeper and more lasting force in the development of a country and a nation, and a more basic, broader and deeper self-confidence," Xi said. Cultural education is the cornerstone of the realization of cultural power. The main duty and mission of "cultivating people with culture" in ideological and political education in colleges and universities is to cultivate the cultural consciousness of college students, so that they can take on the historical responsibility in the process of promoting the cultural power. Therefore, whether it is the first classroom or the second classroom, teachers should guide students to understand the rich connotation of China's excellent traditional culture, the profound meaning of revolutionary culture and the scientific innovation of socialist advanced culture, and then achieve the recognition of China's advanced culture, firm cultural self-confidence. At the same time, we should let them know the advantages of developed countries in cultural development and our existence of short boards, such as cultural innovation is not enough, so that college students consciously set up the ideal and belief of the mission of a strong cultural power.

3.3. It Is Beneficial to Stimulate the Cultural Innovation Ability of College Students

The level of cultural creativity is related to the success or failure of the nation in the future development. A nation without cultural creativity cannot be invincible in an era of intense competition. And the main force of cultural creativity of a country and nation lies in the younger generation and in the group of college students. It is the essential requirement of ideological and political work in colleges and universities to educate and guide college students to carry on the excellent culture of Chinese tradition and promote cultural innovation. Therefore, in the system of "three-in-one education", cultural heritage and innovation ability must be included as an important indicator, and into the personnel training system, curriculum, campus cultural construction and practical activities, so that students master professional knowledge and skills at the same time, stimulate cultural innovation awareness, and cultivate cultural innovation ability. Colleges and universities should actively play the function of cultural education, integrate the core values of socialism in the whole process of education and teaching, and, on the basis of understanding and mastering the cultural achievements created and accumulated by their predecessors, abandon the old meaning, explore innovation, pursue new knowledge, forge students positive, realistic and pragmatic and pioneering humanistic spirit, scientific spirit and innovative spirit, thus forming a strong spiritual impetus for the growth and development of college students, and consolidate the spiritual foundation of the continuous development and prosperity of advanced socialist culture.

4. THE DILEMMA OF "CULTIVATING PEOPLE WITH CULTURE" IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

General Secretary Xi Jin-ping made it clear in the report of the 19th National Congress of the Communist Party of China that scientific spirit should be carried forward, scientific knowledge should be popularized, the new style of the times should be carried out, and the new wind of the times should be carried out to resist the erosion of decadent and backward cultures. Therefore, colleges and universities should firmly grasp the use of correct and excellent cultural content "cultivating people with culture" as the key core point. However, in view of the specific situation of "cultural people" work in ideological and political education in colleges and universities, there are still many difficulties.

4.1. Insufficient Attention Is Paid to the Work of "Cultivating People with Culture"

Ideological and political education with cultural work is an important systematic project, there must be a whole plan and a complete working system. At present, colleges and universities attach great importance to ideological and political education, but in the overall planning, the proportion of cultural education is low, indicating that the degree of attention is not enough. One is a single content. Most of the cultural education in colleges and universities is limited to relying on the traditional campus cultural environment, and how to play the role of sound, body, beauty, literature, history, art, foreign and other professional education, and comprehensively enrich the content of campus cultural construction and so on. The second is the form of rigid. Mostly confined to campus cultural activities, "introduced" and "going out" do not do enough. Third, the protection is not in place. Most colleges and universities, cultural education lack of special funds, it is difficult to meet the new era of cultural education funding guarantee, seriously affecting the "cultivating people with culture" in-depth and continuous development.

4.2. It Is Not Deep to Excavate the Connotation of "Cultivating People with Culture"

At present, colleges and universities carry out various kinds of campus cultural activities, competitions are more, but the cultural core of the excavation is not deep enough. First, the content of ideological and political education and the organic integration of excellent culture is relatively lacking. In the work of ideological and political education, it is not enough to integrate excellent traditional culture, revolutionary culture and socialist advanced culture into the whole process of ideological and political work, and the cultivation and practice of socialist core values need to be further deepened. Second, we need to improve the connotation of cultural education, closely follow the development of colleges and universities positioning. The ideological concept of "cultivating people with culture" and the orientation of campus culture are not clear, such as the historical story of the school, the outstanding deeds of the people around, the achievements of running the school, the spirit of the school and other themes of the cultural creation is less, need to further condense the cultural characteristics, strengthen the accumulation of cultural connotations, strengthen the concept of love school honor school and dedication.

4.3. To Create A "Cultivating People with Culture" Atmosphere Is Not Strong

At present, there are more infrastructure projects in colleges and universities, but the building is built, and the cultural environment that goes with it is far from keeping up, the construction of cultural positions is not sufficient, there is the phenomenon of heavy hardware construction and light software construction. First, it is not enough to play the leading role of good teaching style and learning style. At present, colleges and universities on the teaching style, learning style of the spirit of the uniform, lack of their own characteristics, easy to form a "big and empty" slogan, leading role to play insufficient. Second, buildings that create a cultural atmosphere on campus, such as cultural promenades, cultural sculptures, cultural stations, cultural walls, school history museums, museums, etc., are scarce, and even if there is a slow update. Third, there are few fixed cultural propaganda positions that can show the school's educational achievements, outstanding people and the effectiveness of activities.

4.4. There Are Not Many Carriers and Platforms for "Cultivating People with Culture"

At present, the cultural carrier of colleges and universities is generally limited to lecture forums, cultural activities, civilization education month, etc. and it is difficult to meet the needs of ideological and political education in colleges and universities in the new era. One is that the cultural combination of punches is not enough. The culture of colleges and universities includes institutional culture, spiritual culture, environmental culture, behavior culture, innovation culture, academic culture, activity culture, etc. Second, the focus of the education platform is not clear, especially in the network culture, activity culture, social practice culture education role

needs to be strengthened. The network is the main position of the ideological and political work "line" in colleges and universities, and the social practice and campus activity culture are the main grippers of the "offline" of ideological and political work.

5. THE REALIZATION PATH OF "CULTIVATING PEOPLE WITH CULTURE" IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

5.1. Play and Use the Cultural Self-confidence of the Idea of Leading Role

"Cultural self-confidence is a nation, a country and a political party to their own cultural value of full affirmation and active practice, and its cultural vitality holds a firm confidence" "cultivating people with culture" "text" mainly consists of excellent traditional culture, revolutionary culture and advanced socialist culture, they together constitute the endogenous force of ideological and political work in colleges and universities. Firstly, we should pay attention to the education of excellent traditional culture. To carry the excellent traditional culture education throughout the whole process of classroom teaching, in the curriculum, we should increase the proportion of excellent traditional culture curriculum, into the scope of compulsory courses, and credit assessment linked, so that students learn professional knowledge at the same time to receive excellent traditional culture education. Students should be encouraged to learn excellent traditional culture on their own, and at the same time add elements of traditional culture to the construction of campus culture. Secondly, we should pay attention to the education of revolutionary culture. In order to strengthen the education of ideals and beliefs and patriotism, especially the touching deeds of the revolutionary martyrs throwing their heads and pouring blood and sacrificing their lives for national liberation and the founding of New China as an important part of the revolutionary cultural education of college students. At the same time, we should constantly explore the effective model of revolutionary cultural education under the background of the new era, for example, let revolutionary culture into teaching materials, into the classroom, into the mind, organize college students to "red cultural attractions", revolutionary sites, revolutionary old areas and other visits, such as Jinggangshan, Ruijin, Zunyi, Yan'an and so on are vivid historical teaching materials. Third, we should pay attention to the education of the advanced socialist culture. The Fourth Plenary Session of the 19th Central Committee of the Communist Party of China (CPC) pointed out: "We must firmly believe in culture and firmly grasp the direction of advanced socialist culture." The advanced socialist culture is the essence of our country's socialist construction, reform and development, plays a key role in concentrating and leading the thought, and is an important part of cultural self-confidence. Strengthening the advanced socialist cultural education is an important requirement of ideological and political education in colleges and universities, the most important of which is to strengthen the education of the core values of socialism for college students. In order to give full play to the key role of the thought and politics course, other courses should integrate the advanced socialist cultural education and the core value education into the curriculum teaching system, combine the professional education with the ideological and political education, and give full play to the important role of campus culture construction and the second classroom in the socialist advanced cultural education and core values education, so as to achieve the effect of educating people throughout the process.

5.2. Play and Use the Value of Cultural Discourse to Guide the Role

At present, Chinese society is at the intersection of various ideas and cultures, and some moral crisis, value crisis and belief crisis have some influence on college students. To do a good job in ideological and political education in colleges and universities, we must master what the

current college students are thinking and paying attention to, in order to decide what ideological and political work to do and how to do, so as to enhance the guiding force of ideological and political work. First, we should firmly grasp the right to speak of public opinion. We should constantly strengthen the ideological construction of campus, strengthen the responsibility, compact the political responsibility, and ensure that the mainstream ideology presents a positive trend. We should make full use of classroom teaching to spread mainstream values, give full play to the role of key courses in political science, construct a "curriculum thinking and politics" coordination system, strengthen the creation of propaganda atmosphere, firmly occupy the propaganda position of the campus, and form the joint force of ideological and political education. We should pay close attention to the network ideology, effectively resolve public opinion events, prevent the adverse effects caused by fragmented network information, and ensure the security and stability of the school network. Second, we should make full use of the "Internet plus" and other new media and cultural elements. The new media has gradually become the most important mode of communication, which constitutes a new discourse system, which is affecting the way of life of college students step by step. We should reform and innovate, optimize the concept, expression form and presentation mode of official new media production, integrate into short video, audio and other new modes, make full use of the new media form, guide the correct value of college students, and form a new discourse of "Internet and politics" on university campuses. Thirdly, we should creatively learn from and integrate excellent foreign culture. We should uphold the correct attitude and principles, dialectically and creatively learn from and integrate foreign culture, not only to strengthen their cultural position, but also to always be alert to the invasion of foreign culture on college students, and constantly realize the innovative development of ideological and political education.

5.3. Play and Use the Nourishing and Immersive Role of Cultural Atmosphere

Harmony, healthy campus culture atmosphere can play a spring weathered rain, moist silent infection. First, we should pass on the humanistic spirit of "people-oriented". In the ideological and political education work of colleges and universities, the fundamental purpose of "cultivating people with culture" is to highlight the main position of "student-oriented". To combine the ideological characteristics of college students in the context of the new era, in-depth first-line, take the initiative to understand what students need, what we can do for them, how to do to make them satisfied. We should highlight the value orientation of students, and then strengthen ideological and political education in the process of solving problems, influence teachers through their personality charm and professional ethics, so as to continuously improve their personality cultivation, noble sentiment and pioneering and innovative, positive spirit, and promote their all-round development. Secondly, we should cultivate excellent school style, teaching style and learning style. We should continue to strengthen the top-level design and system construction, cultivate a positive spirit, so that college students in the subtle establishment of the correct value orientation. We should focus on teaching style, guide the vast number of teachers in accordance with the "four have" teachers' requirements, rigorous discipline, dedication, and truly do a good job of students to grow into talented guide. We should do a good job in the construction of learning style, in the system design of the construction of learning style to standardize, in the specific operation highlights the principle of strict control of love, Daxing reading style, and actively advocate teachers and students "love to read, read good books", to create a knowledge of the book reasonable, good learning and progress atmosphere, promote the construction of the book incense campus, promote the construction of learning style. Thirdly, we should create the campus cultural environment. We should strengthen the spiritual and cultural guidance, and vigorously promote the "love school in school, thinking school in school, worrying school in school, school for school" ideology. We should strengthen the construction of cultural positions, strong cultural atmosphere, and create

a "point line" combined with the campus cultural environment. To strengthen the audio, body, beauty, literature, history, art and other subjects of education, to carry out a series of "love school honor school" theme cultural activities. We should shape the cultural brand image, promote the construction of the logo system, promote the optimal design of the university emblem, building road naming, socialist core values publicity, campus creative product design and production, building and lamppost propaganda board renewal and other projects, cultivate the campus brand project with school characteristics, and achieve the results of human education.

5.4. To Play and Use All Kinds of Cultural Carriers and Platforms of the Practice of Educating People

The network carrier contains rich cultural connotations and provides important scientific and technological conditions and material basis for "cultivating people with culture". To promote the transformation of "traditional thinking politics" to "modern thinking and politics" and to make the work of thinking and politics "live", we need to rely on the network culture carrier. Firstly, we should build a campus network culture platform. To combine the actual situation of colleges and universities, to create a number of new media matrix with novel forms and rich content, give full play to the campus network, WeChat, micro-blog, shake tone, school newspaper, radio station and other propaganda position functions, enrich the presentation of new media, form a strong online network, off-campus public opinion propaganda offensive, timely and accurate release of authoritative reports and positive energy information, so that college students can make a correct judgment on social hot topics in the first place. Secondly, we should enrich the campus cultural activities carrier. Campus cultural activities are an important carrier to cultivate cultural literacy and raise the level of values. General Secretary Xi Jin-ping said: "We should pay more attention to educating people through culture, carry out the creation of civilized campuses extensively, and carry out cultural activities on campus in various forms, healthy and elegant styles." Colleges and universities should enrich the cultural activities of teachers and students by organizing New Year's eve parties, academic salons, seminars, sports events and so on, so that the values of college students are generated in campus cultural activities and developed in campus cultural activities, and then internalized as the value criterion of their living practice. Thirdly, we should expand the carrier of social practice. In the practice of cultural people in colleges and universities, it is necessary to combine the advantages and characteristics of culture, innovate the ways and methods of educating people' practice, and strive to enhance the appeal, appeal and influence of the practice of educating people. We should organize college students to carry out colorful cultural practice activities, and constantly improve their ideological understanding and enhance their collective feelings. On the basis of paying attention to the professional practice education of the first classroom and the cultivation education of the second classroom behavior, we should carry out three kinds of activities, such as voluntary service, professional practice, innovation and entrepreneurship. For example, relying on the summer vacation, winter vacation "three rural" social practice activities, and constantly through the education of cultural concepts, for students to build a broad platform for practice, through a series of personal experience and practice, to stimulate college students to China's advanced culture awareness, recognition and practice.

6. CONCLUSION

"Cultivating people with culture" is a new road sign of ideological and political education, with a new scientific orientation in the new era, is the objective need to realize the great rejuvenation of the Chinese nation, but also an important strategic measure to train both moral talents and new people of the times. Colleges and universities should attach great importance to the value and realization path of the times of "cultural people", integrate "cultivating people

with culture" into the whole process of ideological and political education, strive to innovate the way and method of "cultivating people with culture", constantly improve the long-term mechanism of "cultivating people with culture" in ideological and political education, and truly put the work of "cultivating people with culture" into practice.

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