

Educating People with Culture: The Path to Enhance the Effectiveness of Ideological and Political Education in Universities

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Abstract

Xi Jinping attaches great importance to the construction of socialist culture and the role of culture in shaping, nurturing, and educating people. This article attempts to conduct a thorough study of Xi Jinping's thought of "educate people with culture" and explore the logical path of integrating the theory of "educate people with culture" into ideological and political education in universities. The aim is to provide theoretical and practical reference for strengthening and improving ideological and political work in universities, solving the problem of insufficient pertinence and effectiveness of ideological and political education in universities, and promoting the fundamental task of "cultivating morality and cultivating people" in universities.

Keywords

Educate people with culture; Ideological and political education; Path.

1. THE FORMATION OF THE THOUGHT OF "EDUCATE PEOPLE WITH CULTURE"

In ancient Chinese, "educate people with culture" refers to "related to humanities, to transform into the world". With the continuous development of the Chinese language, it mainly refers to adhering to humanistic ideas, using cultural power, and constantly improving human literacy through subtle cultural influence and nourishment, in order to achieve comprehensive development of individuals, countries, and society. Xi Jinping attached great importance to the issue of "educate people with culture". On the basis of adhering to the guiding ideology of Marxism and creatively inheriting the excellent traditional Chinese culture, he put forward a series of new ideas and new assertions about "educate people with culture" in combination with the development trend of China and the practical requirements of the CPC in governing the country.

Since the 18th National Congress of the Communist Party of China, Xi Jinping has made many discussions on "educate people with culture", emphasizing the power and important role of culture in transforming people on different occasions. In December 2016, Xi Jinping pointed out at the National Conference on Ideological and Political Work in Universities that "to strengthen ideological and political work in universities, we should pay more attention to educating people through culture and culture. In March 2019, Xi Jinping once again emphasized that "ideological and political theory courses are key courses for implementing the fundamental task of cultivating morality and cultivating people. The Chinese nation has formed a vast and profound traditional culture for thousands of years. The revolutionary culture and socialist advanced culture forged by our party and the people in the process of revolution, construction, and reform have provided a profound force for the construction of ideological and political courses.

A thorough study of Xi Jinping's "educate people with culture" ideology and the integration of Xi Jinping's "educate people with culture" ideology into ideological and political education in universities can further clarify the purpose of ideological and political education in universities, enrich the content of ideological and political education in universities, improve the path of ideological and political education in universities, continuously enhance the pertinence and effectiveness of ideological and political education in universities, and promote the fundamental task of "cultivating morality and cultivating people" in universities.

2. EDUCATING PEOPLE WITH CULTURE: THEORETICAL BASIS FOR IMPROVING THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES

In the report of the 19th National Congress of the Communist Party of China, Xi Jinping pointed out that "culture is the soul of a country or a nation. Culture thrives, culture is strong, and the nation is strong." Culture itself contains profound spiritual power, and its essence lies in the important direction of educating people with culture.

2.1. Strengthen ideological guidance and cultivate new generations with firm political stances

Xi Jinping pointed out at the National Conference on Ideological and Political Work in Higher Education Institutions that "China's higher education should shoulder the major task of cultivating builders and successors of the socialist cause with comprehensive moral, intellectual, physical, and aesthetic development, and must adhere to the correct political direction. The excellent traditional culture, revolutionary culture and advanced socialist culture of the Chinese nation contain the spiritual connotation of the Chinese nation and the revolutionary history of the CPC, profoundly interpret the purpose of the CPC to serve the people wholeheartedly and the outstanding spiritual qualities of the Chinese people, such as hard work, pioneering progress, solidarity and cooperation, and have clear political guidance and strong appeal, Integrating it into the ideological and political education in colleges and universities will help strengthen the ideological guidance work, guide college students with the CPC people's world outlook, outlook on life and values imperceptibly, urge them to firm their correct political stance and political pursuit, adhere to the original mission of fighting for the cause of the party and the people, and enable young college students to more deeply understand and identify with the far-reaching significance of China's great struggle, great project, great cause, and great dream, Support the Party's policies and guidelines, and cultivate young people in the new era who understand the Party's situation, listen to the Party's words, and follow the Party.

2.2. Enhance cultural confidence and cultivate new generations with patriotism and cultural confidence

Without a high level of cultural confidence, there will be no prosperity and prosperity of culture, and no great rejuvenation of the Chinese nation. As the backbone of building a socialist modernized country and realizing the great rejuvenation of the nation, college students in the new era must have a high level of cultural confidence. Cultural resources are excellent materials for college students' cultural confidence, with excellent traditional Chinese culture as the source and foundation, advanced figures and deeds in the process of revolution, construction, and reform as the main content, and socialist advanced culture as its future development direction. Integrate cultural resources into the process of ideological and political education for college students, guide them to unconsciously experience the excellent traditional culture of the Chinese nation, such as patriotism, serving the people, dedication, and dedication contained in cultural resources, feel the firm, persistent, brave, and tenacious revolutionary spirit and will of the martyrs and predecessors in revolutionary culture, and feel the innovation, vitality, unity,

and cooperation connotations in socialist advanced culture. Cultural resources have achieved the organic integration of Marxist beliefs, communist beliefs, and excellent traditional Chinese culture. In the process of revolution and the emergence of advanced socialist culture, innovative transformation and development have been carried out, which helps college students establish scientific ideals, firm beliefs, and become a new generation with patriotism and cultural confidence.

2.3. Firmly uphold ideals and beliefs, cultivate new generations who consciously practice core values

The excellent traditional culture, revolutionary culture, and advanced socialist culture of the Chinese nation have profound ideological content, strong spiritual appeal, and influence. Despite their various manifestations, they have a high degree of consistency, including unwavering patriotism, unwavering pursuit of serving the people wholeheartedly, and fearless sacrifice. These are the concentrated manifestations of the national view, collective view, and interest view. These contents are fresh teaching materials for carrying out education on ideals and beliefs, national sentiment, and cultivating and practicing socialist core values. They have the role of guiding political direction, shaping values, cultivating moral qualities, and stimulating spiritual motivation for young college students. Integrating the concept of "educate people with culture" into the ideological and political education work in universities is to fully tap into the spiritual character and value orientation in the integration of cultural resources, cultivate young people to form excellent qualities such as firm belief, self-improvement, innovation, and courage to take responsibility in the education process, and establish correct worldviews, outlooks on life, and values, Firmly adhere to the Chinese Dream of realizing the great rejuvenation of the Chinese nation and the ideal belief of lifelong struggle for the cause of communism.

3. EDUCATING PEOPLE WITH CULTURE: PRACTICAL PATH TO ENHANCE THE EFFECTIVENESS OF IDEOLOGICAL AND POLITICAL EDUCATION IN UNIVERSITIES

The types and forms of culture are very rich, and the spiritual and educational factors contained in different cultures are also different. The focus of cultural people is to excavate the "humanization" factors hidden in various cultures, and make full use of these factors to educate, infect, and influence people, realizing the transformation of people's spiritual style, humanistic literacy, ideological character, and other aspects.

3.1. Create excellent cultural works to enrich the content of ideological and political education in universities

The effective operation of "educate people with culture" requires excellent cultural carriers, and excellent cultural products are an important part of it. As a cultural carrier of ideological and political education, excellent cultural works are integrated into campus cultural construction through immersion, infiltration, and participation, enhancing the value, emotional, and cultural identity of college students towards the excellent traditional Chinese culture, advanced socialist culture, and revolutionary culture in a subtle and silent way. For example, schools use campus construction as a carrier to integrate elements of excellent traditional culture. Traditional cultural elements can be integrated into aspects such as school building style, road naming, and iconic promotional slogans, allowing students to immerse themselves in a good traditional cultural atmosphere anytime and anywhere, achieving a quiet and nourishing effect. Reflect or integrate revolutionary culture in the design and construction of campus environments, such as reflecting the struggle of the Chinese revolution, local party history, and heroic figures in the construction of cultural landscapes such as school sculptures

and cultural corridors. Make full use of red slogans hanging on corridors and corridors, and rely on fixed material and cultural carriers to extend the time and space field of ideological and political education, so that young students can remember the glorious history in their daily learning and life, Inheriting the red gene, condensing strong spiritual strength, and making greater contributions to the realization of the Chinese Dream of the great rejuvenation of the Chinese nation.

3.2. Create distinctive campus cultural activities and innovating methods of ideological and political education in universities

Universities should carefully create distinctive campus cultural activities, such as club cultural activities, internal and external volunteer service activities, and timely integrate the excellent traditional culture of the Chinese nation, advanced socialist culture, and revolutionary culture into campus culture and social practice. Based on various cultural activities, optimize the operational carrier of cultural personnel, and make it one of the bases for ideological and political education work in universities, Guide college students to establish correct values, accumulate good cultural heritage, cultivate solid cultural confidence, and enhance the effectiveness of ideological and political education in universities. To create a series of themed event brands with revolutionary culture as the content, such as red classic story telling, red drama competitions..., to create event brands that are contemporary, interesting, educational, and ideological in one, enriching the era connotation of revolutionary culture; In response to the increasing trend of celebrating foreign festivals, eating foreign food, and living in western-style houses, we should carry out in-depth "Our Festivals" themed activities, in a way that college students enjoy, and ignite the trend of "Chinese Festivals" that are grounded and popular, showcasing the profound foundation and contemporary charm of traditional culture, making it a link and carrier for nourishing life, comforting emotions, and nourishing the soul.

3.3. Create a good campus cultural environment and enhance the infectivity of ideological and political education in universities

Xi Jinping values the role of cultural environment for cultural people, He clearly stated: "To strengthen ideological and political work in universities, we should pay attention to cultural infiltration, infection, and influence. We should not only attach importance to explicit education, but also pay attention to subtle and implicit education, to achieve the effect of being in the room of Zhilan for a long time and self enriching. Universities should take the lead in the construction of spiritual civilization, widely carry out the creation of civilized campuses, improve the level of campus civilization, and strive to create a good educational environment. Through the intangible cultural environment, we should implement the concept of "educate people with culture". Emphasis is placed on actively creating a good cultural environment and exerting the influence and influence of culture, in order to subtly achieve the effect of nurturing people and truly moistening things silently. For example, the school spirit and academic style reflect the cultural atmosphere and value orientation of a university, as well as the concentrated reflection of the moral quality and spiritual outlook of teachers and students. A good school spirit and academic atmosphere can cultivate the moral character of college students, making them unconsciously influenced. It not only strengthens the role of ideological and political education, but also enables them to cultivate correct behavior habits. Therefore, making the construction of school spirit a key focus in ideological and political education in universities not only benefits the smooth teaching work of universities, but also provides important guarantees for creating a positive and upward cultural environment.

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