

Research on the Optimization of Ideological and Political Education in Colleges From the Perspective of Cultural Confidence

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Under the perspective of globalization, college students' outlook on life, values and world outlook are affected, and corresponding changes have taken place. From the perspective of cultural self-confidence, explore the difficulties in integrating cultural self-confidence into ideological and political education in colleges and universities, clarify the significance of cultural self-confidence in ideological and political education in colleges and universities, and then discuss the way that cultural self-confidence and other traditional cultural spirits can be integrated into college ideological and political education, and expand ideological and political education. Educational methods and influence are expected to provide a more targeted and effective thinking path for the optimization of current ideological and political education in my country's colleges and universities.

Keywords: cultural self-confidence, ideological and political education, optimization path

In the context of the development of the new era, my country's excellent traditional culture has shown new vitality and influence. The organic combination of cultural self-confidence and ideological and political education can improve the cultural literacy of college students, which is of great significance to the development of cultural innovation and the optimization of ideological and political education in colleges and universities. Incorporating the spiritual power contained in traditional culture into ideological and political education and advancing the educational goal of "cultivating people by virtue" has become an important goal of current ideological and political education in colleges and universities. Ideological and political education plays an important role in the long-term development of many universities and is closely related to the inheritance of excellent culture, the guidance of ideological concepts, and the cohesion of spiritual power.

Difficulties of Ideological and Political Education in Colleges and Universities From the Perspective of Cultural Self-Confidence

Chinese traditional culture contains profound spiritual power, which is a highly manifestation of the precious spiritual character and lofty value pursuit of the Chinese nation. Incorporating it into the ideological and political education of our country's colleges and universities is the requirement of the educational goal of "cultivating people by virtue" and an important guarantee for helping college students understand the spirit of traditional culture and build cultural confidence. However, at present, there are still difficulties in integrating

traditional cultural spirit into ideological and political education in our country's colleges and universities, which need to be improved urgently. In actual operations, some colleges and universities may devote more energy to curriculum planning, resource coordination, or teacher-student management, while neglecting the optimization of the ideological and political education system and mode. This makes it difficult for cultural self-confidence to be fully integrated into regular education work, and brings certain obstacles to the improvement of the level of ideological and political education. Some colleges and universities that retain traditional concepts may become accustomed to a fixed ideological and political education model. If new concepts and models are forcibly applied to ideological and political education, it will easily affect the working ideas of educators and reduce the effect of cultural self-confidence transmission. Therefore, it is difficult for students to resonate with the ideological and political education of colleges and universities rashly integrating traditional culture. Therefore, how to take the essence of Chinese traditional cultural spirit and integrate it into ideological and political education is a question that educators should think about.

The Significance of Integrating Traditional Cultural Spirit Into Ideological and Political Education in Colleges and Universities

Although the traditional cultural spirit has its limitations of the times, to a certain extent it hinders the process of integrating it into the ideological and political education of colleges and universities, but in general, the traditional cultural spirit is the spiritual food of the Chinese nation and the source of our survival. In addition, the traditional cultural spirit is refined and integrated into the ideological and political construction of colleges and universities, which not only helps students build national cultural self-confidence, but also helps to expand the methods and influence of ideological and political education.

Conducive to Improving Students' Cultural Accomplishment

The cultural accomplishment of students is improved under the influence of ideological and political education and practical experience, which has a positive impact on the establishment of students' values and the construction of their spiritual world. Integrating cultural self-confidence into ideological and political education can not only improve students' awareness and understanding of the importance of self-reflection, and face their own shortcomings with a positive and positive attitude, but also contribute to the expansion of students' thinking and concepts. Divergence has a stimulating effect, which is conducive to enhancing their self-confidence and exploration spirit. Because some college students may exhibit different cultural accomplishments due to factors such as family environment or learning awareness, they are prone to inferiority or negative psychology when facing students who are better than themselves, which indirectly increases the difficulty of implementing ideological and political education. With the intervention of cultural self-confidence, students can change their negative mentality under the drive and blessing of spiritual power, strengthen their anti-stress ability, and at the same time inject vital elements into the gradual improvement of personal cultural accomplishment.

Conducive to Strengthening Ideological and Political Education

Different types of colleges and universities will have certain differences in their ideological and political education models and concepts, which will make the final education intensity different. For example, some colleges and universities will pay more attention to the explanation of theoretical content, but do not give high attention to practical guidance. The emergence of this kind of situation will easily lead to the imbalance of

ideological and political education, which will hinder the absorption and digestion of students' ideological and political concepts. Driven by cultural self-confidence, colleges and universities can not only make a balanced plan for the theoretical and practical content of the education plan, so that the two can get a virtuous circle; they can also adjust the intensity of ideological and political education in accordance with the current development of the times, and effectively integrate cultural self-confidence to provide an opportunity. But before citing cultural self-confidence, colleges and universities must do adequate preliminary research and comparative analysis. For example, whether the adjusted educational intensity has an intuitive impact on students, so as not to bring unnecessary pressure and burden to students and weaken the value of ideological and political education.

Conducive to Stimulating Students' Enthusiasm for Learning

The implementation of ideological and political education can not only help students enrich their spiritual world, strengthen their sense of social responsibility and mission, but also promote the enhancement of their learning ability. It is one of the powerful weapons for cultivating outstanding social talents. However, some students may find it difficult to maintain a normal mentality to face daily learning due to weak professional foundation, obvious personality differences, or unclear employment direction. As a result, the individual's comprehensive strength has not been effectively improved and hidden dangers for future development. With the encouragement and support of cultural self-confidence, students can acquire positive spiritual power in ideological and political education activities, guide actions with thinking, and change their mindsets with actions, thereby enhancing students' subjective learning awareness and guiding students to find learning goals and directions. For some students who lack learning interest, effective ideological and political education can not only restore their morale in a short period of time, stimulate their own potential, so that they can find their own learning methods under the gradual tempering of will, but also enable students to be culturally confident. The fun and value of learning can be discovered in this process, which injects valuable power into creating a good atmosphere of ideological and political education.

Conducive to the Transformation of Traditional Educational Concepts

It is difficult to achieve the best results in the ideological and political education work under the background of the new era with solidified and traditional educational concepts. If colleges are complacent and fail to organically integrate the people-oriented concept with ideological and political education, it will easily affect the depth and breadth of the spread of new ideas and new culture, and hinder students' understanding and mastery of cultural connotations. By implementing cultural self-confidence into the ideological and political education system, the educational thinking of the instructor will be changed to a certain extent. For example, it will be reflected in the selection of educational content, the adjustment of educational plans, and the innovation of educational forms. The emergence of this kind of phenomenon can provide a driving force for the development of traditional education to diversified education, and gradually improve the level of ideological and political education. It should be noted that colleges and universities must combine their own operational characteristics and future plan to grasp the intensity of the transformation of ideological and political education concepts, and adjust the degree of cultural self-confidence penetration according to the educational evaluation at each stage, so that new concepts can be obtained in ideological and political education. A more realistic presentation.

The Optimization Path of Ideological and Political Education in Colleges and Universities From the Perspective of Cultural Self-Confidence

As mentioned above, traditional cultural spirit is a cultural treasure of our country, and integrating it into ideological and political education in colleges and universities has a positive effect. However, we should also note that there are parts in the spirit of traditional culture that deviate from the value orientation of the new era. It is necessary for educators to “remove the dross and select the essence” before conducting ideological and political education.

Adjust Measures to Local Conditions and Integrate the Spirit of Traditional Culture

Judging from the textbooks used by most colleges and universities for ideological and political education, there is little involvement in traditional cultural content. Therefore, in the selection of ideological and political textbooks, it is necessary to add textbooks or tutorials that cover or reflect the spirit of traditional culture. Of course, the content of the teaching materials needs to be adapted to local conditions and change with time. In education, the terracotta warriors and horses are taken as the entry point of traditional Chinese culture, so that students can understand the long history of Shaanxi, so that students can experience the profoundness and longevity of Chinese culture, and build cultural confidence; during the prevention and control of the new crown epidemic, they can be “the most beautiful retrograde”. Incorporating it, let students feel the collective strength and understand the spirit of dedication; for “post-00s” college students who emphasize individuality and self, they can interpret the concepts of “home” and “nation” in traditional culture in detail, so that students can understand the individual. The position and role in the collective, of course, must also clarify the limitations of the “harmony” thought, so that students learn to look at the spirit of traditional culture dialectically.

Innovate and Develop Online Ideological and Political Education

The application of the Internet to education is a trend of the times. In the practice of integrating the spirit of traditional culture into ideological and political education, it is also possible to innovate, carry out online ideological and political education, improve educational efficiency, and improve educational effects. Such as: setting up a traditional cultural spirit publicity section on the campus website; publicizing characters and historical allusions related to the traditional cultural spirit on the school’s WeChat official account, Weibo account, and Douyin account.

Attach Importance to Practice and Deepen the Reform of Ideological and Political Education

In the spirit of traditional culture, there is the spirit of “knowledge and action”, which emphasizes the unity of “cognition” and “behavior”. Therefore, in order to deepen the reform of ideological and political education and enhance the effect of ideological and political education, when traditional culture is integrated into ideological and political education, practical education in ideological and political classrooms should be strengthened. Such as: building an ideological and political practice education platform, organizing and carrying out various activities on the platform, such as traditional etiquette activities, voluntary service activities, Chinese classics recitation competitions, idiom conferences, poetry contests, patriotic song contests, etc., so that students can participate in activities. In the process, we deeply perceive the charm of traditional cultural spirit, accept the infiltration and influence of traditional cultural spirit, and combine the traditional Chinese cultural spirit with the socialist core value system to strengthen the effect of ideological and political learning.

The Conclusion

In summary, the integration of traditional cultural spirit into ideological and political education in colleges and universities has the effect of expanding the path of ideological and political education, improving the efficiency of ideological and political education, and cultivating students' moral quality. Educators need to coordinate the relationship between the spirit of traditional culture and the development and changes of the new era, taking the essence of the former, adapting measures to local conditions, innovating and emphasizing practice, to carry out ideological and political education to ensure the effect of moral education.

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