

# Research on the Path of Integrating Party Construction Aesthetics into Ideological and Political Education in Colleges and Universities

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Party construction aesthetics is a valuable aesthetic resource formed in the practical exploration of rural revitalization, and it has logical compatibility with ideological and political education in terms of concepts, goals, tasks, etc. At present, comprehensive deepening reform has entered a deep-water zone, and some erroneous value orientations such as utilitarianism, emptiness, and liberalization are common in colleges and universities, and ideological and political education is caught in a new round of difficulties. As the main position of ideological and political education, colleges and universities should further use party construction aesthetics to strengthen and improve ideological and political education, adhere to the carrier of aesthetic education, carry out diversified integrated education, broaden the ideological and political practical teaching system, build a long-term mechanism for collaborative education of ideological and political education and party construction aesthetics, and fully integrate party construction aesthetics into ideological and political education in colleges and universities.

*Keywords:* party construction aesthetics, ideological and political education, integration path

## Introduction

Colleges and universities have always been an important distribution center for the achievements of human civilization, an important window to showcase human civilization, and an important base for cultivating high-quality talents for the cause of socialist modernization construction (Mu, 2006). In school education, party building is the soul. Party building and ideological and political education are important contents of higher education. Ideological and political education is the guarantee for the in-depth implementation of party building in colleges and universities. Under the background of the new era, party construction aesthetics emerged at the historic moment. Integrating party construction aesthetics into ideological and political education in colleges and

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universities is of great significance in improving the party spirit of teachers and students in colleges and universities, enhancing the affinity and belief of ideological and political education, and cultivating educated people to become socialist talents that integrate truth, goodness, and beauty.

### **The Proposal of Party Construction Aesthetics**

Party construction aesthetics is a new term emerging from the practice of party building. In 2016, based on in-depth research on county-level party building, Xiuwu County, Henan Province took the lead in exploring and proposing the concept of “party construction aesthetics” across the country, playing the role of aesthetics in the whole region, promoting the improvement of the party construction aesthetics system layer by layer, guiding the overall aesthetics with party construction aesthetics, and driving high-quality development of the county with aesthetic economy. The investigation report “Exploring the Integration of Aesthetic Ideas into Grassroots Party Building Work in Xiuwu” on the official website of the Xiuwu County Government of Henan Province pointed out that party construction aesthetics refers to:

in the process of grasping the grassroots and strengthening party building, fully utilizing artistic design to integrate symbolic symbols and aesthetic elements that embody communist ideals, the purpose of serving the people, party history, local culture, and the spirit of the times into carriers such as buildings and logos, integrating into the construction of party members’ organizational life and behavioral norms, enabling party members and cadres to be in the spatial art of party building culture, feel the appeal of the party’s beliefs and purposes, and enable the people to feel the warmth of the party in a subtle way.

Tracing back to the source, party construction aesthetics inherits and innovates the aesthetic spirit of traditional Chinese political civilization originating from the rites of Zhou, inherits and promotes the spirit of Chinese aesthetics, and in the new era, party construction aesthetics is more used in rural revitalization practices. The academic community focuses on the research of party building and ideological and political theory work in colleges and universities, and its application in party building and ideological and political education in colleges and universities is relatively lacking. Integrating party construction aesthetics into ideological and political education in colleges and universities refers to implementing the party’s original intention, mission, and ideals and beliefs in ideological and political education in colleges and universities through aesthetic ideas, artistic design, and other forms, integrating party construction aesthetics into ideological and political education in colleges and universities from multiple levels such as external and internal, material and spiritual, enhancing students’ aesthetic literacy in practical activities related to party building, expressing relatively abstract ideological and theoretical knowledge in aesthetic forms that students like and are willing to see, thereby triggering students’ recognition of the value of ideological and political education and building a lofty ceremony of firm communist belief.

### **The Significance of Integrating Party Construction Aesthetics Into Ideological and Political Education in Colleges and Universities**

The ideological and political education in colleges and universities undertakes the important responsibility of guiding students’ correct values and aesthetics. Party-building aesthetics and ideology and politics have the function of educating people. Taking party-building aesthetics as the entry point for improving ideological and political education in colleges and universities is the realistic basis for strengthening and improving ideological and political education in colleges and universities and achieving effectiveness. It is of great significance to

enhance the effectiveness of soul-building and educating people in the ideological and political education of colleges and universities in the new era and further consolidate the theoretical foundation of ideological and political education in colleges and universities.

### **Xi Jinping Thought on Socialism With Chinese Characteristics for a New Era**

President Xi Jinping says, no matter how the combination punches are delivered, ultimately, it is essential to make ideological and political courses more approachable, infective, targeted, and effective, achieving the unity of knowledge, emotion, will, and action (Zhao, 2019). At present, ideological and political education in colleges and universities is facing many difficulties, and it still needs to enhance its affinity and appeal. The aesthetics of party building itself has aesthetic characteristics such as “affinity, attraction and appeal”, which can subtly infect the hearts of college students, and has distinct scientific nature, nationality, times, and openness. Speculation and analysis on the integration of party building aesthetics into ideological and political education in colleges and universities can enrich and innovate the theoretical system of ideological and political education in colleges and universities, and enhance the educational effect of party building quality in colleges and universities. At the same time, it is also a creative transformation and innovative development of party building work in colleges and universities and aesthetic education thought in the new era. Aesthetic concern is the ultimate value of human beings and the meaning and value of human life, which is the true proposition of ideological and political education (Xi, 2020). Party building aesthetics with temperature is integrated into the whole process of ideological and political education, extracurricular activities, and campus culture construction in colleges and universities, and the spirit of Chinese aesthetic education is vigorously inherited and carried forward. A series of party building activities are used to enhance the effect of ideological and political education in colleges and universities, highlight the Chinese aesthetic style in education, focus on the ultimate value of students, and give students an ideal ideological and political education model to cultivate their noble or sound personality, which is also the mission entrusted by the aesthetic education thought in the new era.

### **The Era’s Requirement for Implementing the Fundamental Task of Cultivating Morality and Fostering Talents**

Cultivating morality and fostering talents, as well as improving the quality of talent cultivation, are the foundation and essence of party building and ideological and political education in colleges and universities. A consistent educational philosophy is a crucial prerequisite for building a new collaborative education mechanism in the new era and under new circumstances. With the proposal of “cultivating morality and fostering talents” as the fundamental educational task, ideological and political education urgently needs to return to the positioning of “comprehensive education”. Everyone has aesthetic needs, and people’s aesthetic awareness is generally improving. Ideological and political education increasingly calls for innovative teaching methods in the new era. Party construction aesthetics can provide invisible yet profound aesthetic support for party building in colleges and universities. Integrating party construction aesthetics into ideological and political education in colleges and universities aligns with students’ inherent aesthetic needs, helps motivate students’ initiative in receiving and benefiting from education, allows students to cultivate their hearts through moral cultivation, enhances the efficiency of ideological and political education work in colleges and universities, and promotes the high-quality development of ideological and political education in colleges and universities. For example, guided by party construction aesthetics, organizing activities such as reciting Chinese classics in ideological and political education can not only allow students to enjoy a visual and auditory feast, enhance their aesthetic interest, but

also tap into the moral dimensions inherent in party construction aesthetics and innovate the value embodiment of party construction aesthetics in “cultivating morality and fostering talents”. When reciting Mao Zedong’s “Spring Snow at Qin Yuan”, students can feel the beauty of the icy northern landscape, the grandeur of the Great Wall, and the ceaseless flow of the great river, as well as the beauty of the aspiration of the revolutionary leaders to save the nation from danger. Whether from the perspective of cultivating morality and fostering talents, aesthetic needs, or cultural inheritance, integrating party construction aesthetics into ideological and political education is in line with the trend of the times and the wishes of the people.

### **The Realistic Need to Enhance the Affinity of Ideological and Political Education**

Ideals and beliefs are the calcium of spirit, and the aesthetics of party building contains rich humanistic aesthetic spirit and unique educational value. Integrating it into ideological and political education in colleges and universities and endowing it with aesthetic value, the essence of which is to start with aesthetic perception and explore the correspondence between them in form and content, can not only cultivate students’ firm ideals and beliefs and political stance, but also highlight the attraction and affinity of ideological and political education, and build an “empathetic” ideological and political education to make it enter the hearts of teachers and students. At the national conference on ideological and political work in colleges and universities, President Xi Jinping pointed out that it is necessary to “enhance the affinity and pertinence of ideological and political education to meet the needs and expectations of students’ growth and development” (Ministry of Education in China, 2017, pp. 45-47). Affinity is the key to improve the efficiency of ideological and political education in colleges and universities. It is an important mission of the new era to carry out ideal and belief education in colleges and universities under the guidance of Party building aesthetics, to understand the real needs of students with a “gentle feeling” attitude, to promote the closeness, identity, and harmony between the education subject and the educated, to enhance the affinity and appeal of ideological and political education in colleges and universities, and to reshape modern students’ spiritual belief system. Party building aesthetics is one of the ways to strengthen the affinity of ideological and political education in colleges and universities. Integrating party building aesthetics into the current ideological and political education is conducive to combining education with reality, improving students’ political literacy and ideological and moral quality, helping students create a place where their hearts can settle down in this world, and providing faith guidance, value guidance, ideal and belief education, with a view to observing students’ spiritual realm and forging their ideological souls.

### **An Important Link in Promoting Students’ Free and Comprehensive Development**

“Cultivating talents and educating students is the foundation of a country”. Promoting comprehensive human development is a manifestation of the superiority of socialism and a guideline for ideological and political education. The goal of ideological and political education in colleges and universities is to shape ideal personalities and cultivate qualified socialist builders and successors who are comprehensively developed in terms of morality, intelligence, physique, aesthetics, and labor. Integrating party construction aesthetics into ideological and political education in colleges and universities essentially takes students as the main body, guided by the spirit of humanistic aesthetics, and stimulates students’ pursuit and exploration of the meaning and value of life through aesthetic methods, thus guiding the free development of students. The inherent affinity of “party construction aesthetics” can infect and guide students with its harmonious style of beauty and goodness. Within the scope and framework of ideological and political education, the gentle approach of party construction aesthetics can effectively promote students’ free and comprehensive development, ignite the torch of faith in

college students, and enhance their aesthetic sentiment and humanistic qualities. Ideological and political education is inevitably related to beauty, as it is itself an art. College students' ideological and political education is undoubtedly one of the greatest aesthetic creations, as it cultivates and shapes comprehensively developed socialist builders and successors (Xu & Liu, 2021). Currently, some colleges and universities use academic performance as the sole criterion to measure students, while the substantive goal of education is to cultivate talents with both moral integrity and ability, comprehensive development, and achieve comprehensive and holistic education. By maintaining the stability and harmony of integrating party construction aesthetics into ideological and political education in colleges and universities and exploring innovative paths for the integration of party construction aesthetics and ideological and political education in the new era, it will greatly benefit improving the effectiveness and relevance of ideological and political education in colleges and universities, and cultivating talents with comprehensive development in morality, intelligence, physique, aesthetics, and labor for socialist construction work.

### **Paths for Integrating Party Construction Aesthetics Into Ideological and Political Education in Colleges and Universities**

#### **Exploring the Educational Implications of Ideological and Political Education and Developing Quality Educational Resources**

When integrating party construction aesthetics into ideological and political education, the “beauty” aspect must first possess Marxist ideology, adhering to the organic unity of aesthetics, politics, and ideology. Although party construction aesthetics and ideological and political education have their relatively specific contents, both are integral parts of quality education. Party construction aesthetics can better fulfill the role of the party organization as a stronghold of struggle, thus producing distinct educational effects in students' ideological education. Ideological and political education should not be merely theoretical; colleges and universities can incorporate party construction aesthetics into ideological and political education through aesthetic education, deeply explore educational materials for party construction aesthetics, and provide students with regular aesthetic cultivation, making ideological and political education in colleges and universities more systematic and distinctive. The function of aesthetic education also lies in transforming the passive attitude of educational subjects into a proactive one, which is the core of ideological and political education, transforming external requirements into voluntary actions (Tao & Wen, 2010).

A university in Shaanxi province, guided by party construction aesthetics, organized “Party Building plus Aesthetic Education” activities. Taking the spiritual lineage of the Communist Party of China as the main line, it carried out a series of activities such as appreciation of paintings depicting the history of the party through art, micro-party class competitions, and art exhibitions. Colleges and universities can also learn from such activities in their ideological and political education to nurture students' personalities and nourish their hearts, inspiring students' autonomy and creativity in learning. Through self-created paintings, students can showcase the contributions of the party during the revolution, construction, and reform periods. To effectively promote the integration of party construction aesthetics into ideological and political education in colleges and universities, teachers should fully promote and disseminate the connotation of party construction aesthetics, summarize and explore the educational implications of ideological and political education, develop quality ideological and political education resources, and construct an educational mechanism for ideological and political education in the new era, providing rich educational materials for ideological and political education in colleges and universities.

### **Innovating and Integrating the Curriculum System**

For a long time, the traditional educational model of knowledge indoctrination has diminished the affinity of ideological and political education and overshadowed the brilliance of value beliefs. However, integrating party construction aesthetics can effectively improve this current situation. To enhance the appeal and infectiousness of ideological and political education in colleges and universities, efforts must be made to improve the penetrating power of educational content and forms. Currently, in the teaching of ideological and political courses in colleges and universities, the focus is on students' memorization of relevant party building theories, and most teaching revolves around teaching modes such as videos, MOOCs, and Rain Classroom. However, there is a lack of specific application of party construction aesthetics theory.

In the context of the new era, colleges and universities should innovate ideological and political teaching models, transform single-linear teaching thinking, construct an integrated education philosophy, carry out diversified integrated education, innovate and integrate the curriculum system, and expand the space for teachers to teach and educate students. The method is the "convergence point" of theory and practice, and methodological innovation should take current educational issues as a breakthrough point. Based on traditional ideological and political teaching, party construction aesthetics should be integrated to form a new teaching idea supported by party construction aesthetics theory and create an integrated education environment. Colleges and universities can create a strong atmosphere that encourages teaching innovation and praises advanced ideological and political classrooms, encouraging and motivating teachers' enthusiasm for teaching innovation through a new teaching evaluation system.

For example, teachers can use multimedia in ideological and political courses to show excellent films about the party's revolution and reform periods, deepening students' understanding of party history and allowing them to gain aesthetic experience from the artistic beauty of the films. Films such as "The Battle at Lake Changjin" and "The Battle at Lake Changjin: Watergate Bridge" are excellent films promoting the War to Resist US Aggression and Aid Korea. They reproduce the brutal battles on the Korean battlefield and the scenes of our volunteer soldiers helping the Korean people defend their national sovereignty, fearlessly sacrificing, and charging forward under the hail of bullets. The explosive scenes provide visual and spiritual shock, and this series of innovative teaching methods and ideas can subtly strengthen the effectiveness of ideological and political education, realize the humanistic care of ideological and political education, and meet the needs and expectations of students' growth and development.

### **Expanding the Practical Teaching System in the Classroom**

To safeguard the "field of responsibility" for ideological and political education, it is necessary to strengthen the main position of course teaching and supplement it with necessary practical courses, enhancing the vitality and emotional warmth of ideological and political education in colleges and universities. By strengthening students' party building work, innovating the content and form of organizational life within the party, focusing on effectiveness, highlighting the times, and reflecting uniqueness, a reliable organizational guarantee can be provided for the development of ideological and political education (Chen & Yao, 2013). Traditional ideological and political education teaching models are often classroom-based, with limitations in time and space. Ideological and political education is not merely for popularizing theoretical knowledge; its ultimate goal is to guide practice with theory, rather than merely interpreting and explaining concepts, texts, and policies mechanically. Practice breeds true knowledge, and practice fosters ability. Ideological and political teaching in colleges and universities

should focus on key points and difficulties in the curriculum, imparting knowledge through in-depth social practice, allowing students to learn from theoretical study and cultivate their spirits through practice. In ideological and political education in colleges and universities, students can be organized to carry out practical teaching activities such as observation and learning experiences at the party construction aesthetics practice base, infiltrating party construction aesthetics in practice, and exploring practical cases with party construction aesthetics as the carrier, forming party building and educational resources that promote the development of colleges and universities and help students grow. Colleges and universities can organize students to visit beautiful villages under the background of the new era, and through a series of visits, investigations, and practical activities, it can also enhance students' ability to use their professional knowledge to transform rural party building, improving the relevance and effectiveness of education. Another example is that colleges and universities can establish "mobile party construction aesthetics classrooms" to enhance the affinity of party classes and create a good pattern of cooperation and sharing between colleges and universities and local party building bases. Only by resonating with college students' hearts through practical experiences can external educational content be internalized into their own ideological consciousness, thereby enhancing the effectiveness of ideological and political education (Chen, 2012).

### **Building a Long-Term Cooperative Education Mechanism**

At present, colleges and universities should adhere to the guiding of Marxism-Leninism and Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, construct a curriculum system of integrating Party building aesthetics with ideological and political education in colleges and universities through systematic top-level design, enhance the action force of "Party building aesthetics intervening in ideological and political education in colleges and universities", integrate the forms of resource innovation to form a joint force, promote the renewal and reform of ideological and political education in colleges and universities with party building aesthetics, show Chinese aesthetic style and style with party building aesthetics, and improve the system guarantee of collaborative education of party building aesthetics and ideological and political education. For example, a teacher in a university in Zhejiang has created the "343" working mode and the "Dawn" series platform for students' party building. Applying this case to imitate teaching in ideological and political education is of great benefit to the cultivation of students' party spirit thinking, promoting the integration of party building aesthetics into ideological and political education through various activities, innovating the form and content of party history education, and highlighting the times, locality, and practicality of ideological and political education. For another example, colleges and universities can actively carry out aesthetic propaganda activities of party building or visit activities of party building bases to deepen students' profound understanding of revolutionary history and construction history, and take ideological and political education as the "lifeline" through aesthetic guidance to effectively enhance students' action consciousness and ideological consciousness of listening to the party's words, feeling the party's gratitude, and following the party. In short, multi-factors work together to form a synergistic effect, which is the necessary power support and environmental atmosphere for the orderly operation of the ideological and political work system, and is also conducive to the rational interaction and benign coordination among various factors (Zhang, 2017).

### **Conclusion**

Party-building aesthetics is an inheritance and promotion of the Chinese aesthetic education spirit, serving as an important path for ideological and political education in colleges and universities in the new era. Integrating

it into college ideological and political education represents a creative transformation and innovative development based on traditional education models. This approach not only enhances the affinity, penetration, and appeal of ideological and political education, but also promotes the free and comprehensive development of students. Colleges and universities integrating, inheriting, and promoting party-building aesthetics into ideological and political education benefits the nurturing of teachers' and students' spirits, strengthening students' beliefs, enhancing the synergistic effect of improving the quality of ideological and political teaching and education, and cultivating more qualified socialist builders and successors with pure hearts, good intentions, aesthetic appreciation, and firm beliefs.

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