

Research on the Path of Campus Culture Construction in the Field of Ideological and Political Education in Colleges and Universities

Yangkai Wu^{1,*}

¹Zhejiang Shuren University, Hangzhou, Zhejiang, 310015, China

*Corresponding author

Keywords: Higher education, Ideological and political education, Campus culture construction, Route, Mutual integration

Abstract: The fundamental task of both the ideological and political work in colleges and universities and the construction of campus culture is to establish morality and cultivate people, and to cultivate socialist builders and successors for the Party and the country. How to organically combine ideological and political education in the construction of campus culture is of great significance in helping college students to strengthen their ideals and beliefs, foster patriotism, consolidate their professional foundation, and enhance their comprehensive quality. The purpose of this paper is to analyze the relationship between ideological and political education in colleges and universities and the construction of campus culture, point out the problems and shortcomings in the integration of the two at present, and promote the construction level of campus culture from the aspects of ideology, system, environmental construction, cultural activities, etc., so as to give play to the educational function, and protect the adult talents of young students.

1. Introduction

As an important part of the advanced culture of socialism with Chinese characteristics, university campus culture closely follows the pulse of the times, fits in with the connotation of the times [1], and educates people imperceptibly and silently in an immersive way, reflecting the characteristics of running a university and cultural heritage, affecting the completion of the fundamental task of establishing morality and cultivating people in universities. In the new era, when carrying out campus culture construction in the face of youth groups, we should always keep in mind our original aspiration and mission, maintain our innovative passion and pragmatic style, stimulate young students' common ideal of socialism with Chinese characteristics, encourage them to shoulder the heavy responsibilities of the times and actively participate in the cause of the great rejuvenation of the Chinese nation [2]. Therefore, the construction of campus culture in colleges and universities should be multi-dimensional integrated with ideological and political education, so that ideological and political education can lead the healthy development of campus culture and feed back the educational effect of ideological and political education with the high-quality construction of campus culture.

2. An Overview of Campus Culture in Colleges and Universities

As for the definition of campus culture in colleges and universities, many scholars have given their own understanding and elaboration. This paper believes that campus culture in colleges and universities is the ideal belief, value orientation, spiritual pedigree, code of conduct, thought and emotion that all teachers and students jointly recognize and present during the construction and development of colleges and universities. It is the general term of material wealth and spiritual wealth in colleges and universities, mainly including material culture, spiritual culture, institutional culture Activity culture. At the same time, campus culture is an important part of the advanced socialist culture and an important embodiment of the university spirit. It can not only meet the spiritual and cultural needs of teachers and students, but also provide a strong spiritual impetus for the development of school education.

The natural environment, social environment and cultural environment all have important educational functions [3]. The construction of campus culture should adhere to the principle of "educating people with culture and strengthening the country with culture", take the socialist core values as the guiding ideology, make full use of the accumulation of campus culture, enrich the connotation of culture, improve the quality of culture, and form an advanced and healthy campus culture with distinctive characteristics [4]. A good campus culture is of great significance in promoting the school running level and cultivating socialist builders and successors with all-round development of moral, intellectual, physical, artistic and labor.

3. The Relationship Between Campus Culture Construction and Ideological and Political Education

The campus culture of colleges and universities is a group culture dominated by advanced social culture and supported by the cultural activities of teachers and students. It complements, depends on and coexists with the ideological and political education work [5].

3.1 The Essence of Campus Culture Construction and Ideological and Political Education is Consistent

Culture and thought have always been the unity of mutual restriction, mutual regulation and mutual influence [6]. The campus culture construction and ideological and political education in colleges and universities have the same purpose and similar function in the essence of "building morality and cultivating people". Both take the education of ideals and beliefs as the core, and the education of patriotism as the focus. They help college students connect their personal ideals with the common ideal of socialism with Chinese characteristics, and integrate their personal struggle with the struggle to realize the "Chinese Dream" of the great rejuvenation of the Chinese nation, Cultivate a new generation with responsibility and courage.

3.2 Campus Culture Construction is a Powerful Guarantee for Ideological and Political Education

The campus culture of colleges and universities closely follows the pulse of the times, inherits the university spirit, and contains innovative, diversified, elegant and open education elements. It helps young students establish a correct world outlook, values and outlook on life, influence and educate students' development from the environment, system, culture and other aspects, and help students improve their cultural quality and moral sentiment in a harmonious campus cultural atmosphere, It is an important carrier and channel of ideological and political education in colleges and universities in

the new era, providing a strong guarantee for improving the ideological and political quality of college students.

3.3 Ideological and Political Education leads the Development Direction of Campus Culture Construction

To create a good and healthy campus culture, we must take the socialist core values as the guide, and provide the direction for the construction of campus culture. Ideological and political educators must scientifically integrate the socialist core values into the teaching and educating links in campus culture, so as to help improve the autonomy of campus culture builders [7]. Effectively cultivate students' sentiment, build healthy personality, comprehensively improve students' quality, ensure the progressiveness of campus culture construction, and lead its upward development.

4. Shortcomings in the Integration of Campus Culture Construction and Ideological and Political Education in Colleges and Universities

At present, from the perspective of the current situation that the ideological and political work in colleges and universities is integrated into the construction of campus culture, the cultivation and construction of both have been widely and deeply carried out. The campus culture containing ideological and political elements has played a significant role in educating people, but there are still some common problems.

4.1 Ideological Awareness needs to be Strengthened

Most colleges and universities have recognized the importance of the integration of ideological and political elements into the construction of campus culture for educating people, and actively promoted the development of related work. However, some colleges and universities are not emancipated enough, lack a deep understanding of the significance of the integration of the two, fail to carry out substantive and effective organizational construction, and teachers and students have not yet felt the chemical reaction generated by the collision and integration of the two. Inadequate ideological cognition and weak work consciousness make the ideological and political work and campus culture independent, leading to the unclear theme of campus culture construction, which affects the effect of campus culture education under the guidance of ideological and political education.

4.2 The Integration System needs to be Improved

The integration of ideological and political elements into the construction of campus culture is a comprehensive and long-term systematic project that covers a wide range of areas, takes a long time to develop, and has a complex process. Colleges and universities should start from the top-level design, effectively carry out the overall planning of campus culture, constantly improve the working mechanism and system of integration, and improve the working system. At present, some colleges and universities have not yet built a sound mechanism and scientific working system, which is difficult to meet the needs of promoting the development of campus culture with high quality.

4.3 Inadequate Integration of Environmental Construction

Colleges and universities do not have a comprehensive understanding of the basic connotation of campus environment construction. Most colleges and universities spare no effort to tackle the physical

environment construction of colleges and universities, such as whether the school's buildings are gorgeous, whether the campus environment is beautiful, and whether the living environment is comfortable. Of course, the improvement of these campus environments can not be blamed for changing the school style and improving the learning and living environment of teachers and students. However, in the process of construction, how to integrate ideological and political education elements into the overall planning of the campus environment construction, the beautification of the campus environment, the embellishment of humanistic sketches, and the creation of elegant culture are still slightly inadequate.

4.4 Inadequate Improvement of Cultural Activities

Cultural activities are the most youthful and colorful educational links in campus culture, which directly affect the effectiveness of college students' ideological and political education. Various colleges and universities have carried out rich cultural and sports activities, such as sports meet, singing contest, reading meeting, recitation and speech, etc., but these conventional cultural activities have not had an obvious impact on the quality of school teaching and the comprehensive development of students. Therefore, planning campus cultural activities, improving the quality of activities, and carrying out cultural activities in various forms, healthy and elegant style are issues that cannot be ignored in the construction of campus culture.

5. Approaches to the Integration of Campus Culture Construction and Ideological and Political Work in Colleges and Universities

The construction of campus culture in the new era should closely focus on the fundamental issue of who to cultivate, how to cultivate people, and for whom to cultivate people. The fundamental task is to implement moral cultivation, strengthen the integration of ideological and political education, improve the level of campus culture construction from the aspects of ideology, system, environmental construction, and cultural activities, and build the school into a beautiful campus environment, advanced education concepts, and a strong atmosphere of educating people, The main position of educating people for the Party.

5.1 Improve the Ideological Awareness of Teachers and Students

Colleges and universities should improve the ideological and political awareness of teachers and students through various ways to achieve the effective integration of ideological and political education and campus culture construction. First, we should strengthen the construction of teachers' ethics and style. The Central Committee of the Communist Party of China insists on taking the construction of the teaching staff as the basic work, with the goal of "Four Haves" good teachers, "" Four Guides "and" Four Harmonies ", strengthens the ideological and political education of teachers and the construction of teachers' ethics and style, and guides college teachers to devote themselves to the education cause with the heart of sincerity, dedication and love. At the same time, it is also necessary to strengthen the ideological and political guidance of young teachers outside the Party, and promote the learning activities of the construction of teachers' ethics and work style through a variety of ways, such as thematic learning, collective discussion, watching videos and personal self-study. Second, strengthen the construction of school spirit and style of study. School spirit and style of study is an important part of campus culture, a concentrated expression of university spirit, and an essential requirement for teaching and educating people. The construction of school spirit and style of study in colleges and universities should closely focus on the fundamental task of establishing morality and cultivating people, strengthen the ideological and moral construction of students,

constantly improve the incentive mechanism, cultivate students' learning initiative and creativity, and create a good style of study that is united and enterprising, diligent, rigorous, pragmatic and innovative, so as to promote students to work hard, forge ahead and grow healthily.

5.2 Improve the Long-term Mechanism and System

To realize the deep integration of campus culture construction and ideological and political education, it is necessary to strengthen the construction of system and mechanism, and promote the healthy development of both. The first is to build the mechanism of campus culture construction. To carry out campus culture construction in colleges and universities, efforts should be made to build an overall plan by the leadership of the Party committee, with the participation of all functional departments and secondary colleges, so as to form a construction pattern in which all teachers and students of the school are under the joint management. Establish a campus culture construction leading group to take the lead, comprehensively coordinate, supervise and manage the construction work, establish an assessment and incentive mechanism, and incorporate the construction work into the secondary assessment system; The Propaganda Department should build a platform for teachers and students to exchange and interact with the construction of campus culture, fully listen to opinions and suggestions, widely learn construction experience and wisdom, study and judge public opinion guidance, and promote the mechanism of combining construction and management; All functional departments and secondary colleges should take the initiative and actively cooperate with the implementation of campus cultural work. Marxist colleges should take the initiative to give play to their professional advantages and help the new trend of campus cultural construction; The teaching department should govern teaching according to the rules, actively adopt effective means, strengthen teaching supervision, standardize the construction of teachers' style, strictly manage the style of study, and create a strong and healthy learning atmosphere; Give full play to the Party's construction leading the League's construction, carry out rich and beneficial, elegant and civilized student activities, and jointly promote the in-depth development of campus culture construction. Second, improve the campus culture construction system. It is necessary to coordinate the normative construction of campus cultural system, establish and improve various rules and regulations, management systems, organizational structures, operating mechanisms, etc. of campus cultural construction, highlight the rigidity of the system, and clarify the main responsibility. The standardized system can not only enable colleges and universities to carry out campus cultural construction work in accordance with rules, rules and democracy, but also enable teachers and students to participate in the construction work in a way that can be followed, standardize their speech and behavior, promote personal accomplishment, improve their enthusiasm for work and learning, and effectively promote the speed and effectiveness of campus cultural construction.

5.3 Strengthen the Construction of Harmonious Environment

Ideological and political elements should be integrated into the environmental construction of the campus, so that the ideological and political elements can be seen in the campus. Colleges and universities can create a harmonious and beautiful educational environment through various forms. First, attach importance to the construction of campus cultural front. First of all, we should strengthen the construction of traditional positions on campus. Set up value objectives, strengthen political responsibility, build a solid ideological and theoretical foundation to resist the invasion of wrong values, and resolutely defend the traditional positions. For example, public spaces such as teaching places, office spaces, canteens and dormitories, and sports venues should, according to the needs of the scene, use traditional publicity positions such as window display boards, campus radio, and electronic displays to create appropriate ideological and political education elements, reflect the

educational concept, and play the role of education. Second, strengthen the construction of financial media positions. In accordance with the principle of the Party governing the media, we should improve the construction of public opinion platforms such as mainstream media in schools, strengthen the management of mainstream public opinion positions, seize the commanding heights of public opinion propaganda, and effectively play the role of guiding correct public opinion and spreading positive energy [8]. Build a publicity team with solid theoretical foundation, outstanding writing ability and strong awareness of prevention. Relying on the campus official microblog, WeChat, APP and other new media platforms, strive to create a network front with distinctive orientation, rich content, novel form and high quality, and actively create a campus culture form that is close to youth life and full of youth. Organize a research and development team that is good at eliminating network public opinion, familiar with network monitoring and proficient in Internet technology, to escort the healthy development of campus culture. Second, strengthen the construction of campus physical environment. The architectural culture, greening and beautification, and cultural scene of the campus are the direct presentation of the school appearance, as well as the direct reflection of the school's material and cultural construction and school running level. In order to continuously improve the level of running a school and enhance its competitiveness, a university must strengthen the construction of campus material culture and give full play to its educational function [9]. The physical environment construction of the campus is a huge and comprehensive work. It should be considered comprehensively according to the school's economy, characteristics, region, climate and other factors. It should also be combined with the overall development plan of the school. According to the needs of scientific research, teaching, rest, education and other multi-function needs, make a long-term plan, make short-term arrangements, and build a campus environment with school characteristics and rich culture.

5.4 New Cultural Activities

Organizing campus cultural activities is the main channel for campus cultural construction and an important carrier for activating ideological and political education [10]. As an important part of ideological and political training in colleges and universities, cultural activities with diverse forms, healthy and elegant styles play a key role in enhancing the sense of responsibility for cultural inheritance and improving the effectiveness of education. First, focus on major activities. Through activities such as creating a safe campus, a green campus, a scholarly campus, a civilized campus, and a beautiful campus, we will actively play the guiding role of campus culture in educating people. We will promote construction, reform, and construction through evaluation, constantly optimize the educational environment, enrich the connotation of school running, highlight the characteristics of school running, and consolidate the educational foundation for the all-round development of morality, intelligence, physique, beauty, and work. The second is to build brand activities. Build a high-quality campus culture brand education system with school characteristics, regional characteristics and era characteristics, so that cultural elements and cultural forces become a powerful force to unite people, promote development and create characteristics. Carrying out high-quality, high-grade and multi-dimensional campus cultural brand activities in colleges and universities, such as various cutting-edge academic, cutting-edge science and technology, industry dynamics, employment and entrepreneurship, can substantially attract the attention of young students, and penetrate the elements of ideological and political education, so that students can get spiritual and moral enrichment and sublimation in the process of participating in campus cultural activities. Third, expand innovative theme activities. Colleges and universities should seize the important occasions such as the National Day, the anniversary of the founding of the Party, the anniversary of the founding of the army, the May 4th Youth Day and other major festivals and anniversaries to carry out innovative campus

cultural activities. They should make efforts to expand theme cultural activities, combine advanced socialist culture, excellent traditional Chinese culture, revolutionary culture with the content of theme cultural activities, and through rich connotation, diverse forms, novel and beneficial theme activities, Let the ideological and political education and campus cultural activities be deeply integrated to achieve the educational effect.

6. Conclusion

Colleges and universities should firmly take the leadership of the Party as the fundamental guarantee, integrate the important statements of the Party Central Committee on education, socialist core values and other important contents into the construction of campus culture, improve the influence and effectiveness of campus culture on the ideological and political education of teachers and students, and take the implementation of the fundamental task of building morality and cultivating people as the goal. By proposing four integration paths between ideological and political education in colleges and universities and campus culture construction, this paper hopes that colleges and universities can take multiple measures to further strengthen and deepen the integration of the two, constantly deepen the ideological and political education function of campus culture, create a healthy, civilized, harmonious and progressive campus cultural atmosphere, refine college students' ideological and political literacy, improve teachers' ideological and political education concepts, and make the school a beautiful campus environment The main position of virtue cultivation with advanced education concept and strong atmosphere of education is to protect the growth of students.

References

- [1] Cai, H. S., Hu, Z.Y. (2017) *Building Virtue and Cultivating People, the Holy Mission of University Campus Culture in the New Era*, Guangming Daily, December 14, 14th edition.
- [2] *New Comments on People's Daily: Cultivating the Soil of Campus Culture*, People's Daily, October 30, 2019, 05 edition.
- [3] Shen, L. D., Shu, T. C. (2021) *Connotation Mining and Path Exploration of University Cultural Construction in the New Era*, Ideological and Theoretical Education, Issue 08, pp. 103-107.
- [4] Tang, Y. (2022) *Research on the Strategy of University Campus Culture Construction in the New Era*, Journal of Bohai University, Issue 3, pp. 102-105.
- [5] Sun. N. X. (2022) *Research on Ideological and Political Education in Higher Vocational Colleges from the Perspective of Campus Culture Construction*, Journal of Harbin Vocational and Technical College, No. 3, pp. 62-65.
- [6] Liu, Z. Luo, X. K. (2018) *Principles to be grasped in the construction of an interactive mechanism between campus cultural construction and ideological and political education in colleges and universities*, Journal of Huaihai Institute of Technology (Humanities and Social Sciences Edition), October Issue 10, pp. 19-23.
- [7] Zheng, J. Z, Wang, Q. (2022) *Campus Culture Construction Path Based on the Vision of Ideological and Political Education in Colleges and Universities*, Frontier Economy and Culture, Issue 1, pp. 114-116.
- [8] Wang, Q., Yin L. N., Wu Y. (2022) *The Path to Strengthening the Construction of Campus Culture in Colleges and Universities*, Public Relations World, Issue 10, pp. 83-84.
- [9] Chen D. K. (2007) *Material and Cultural Construction of University Campus and Its Educational Implications*, The Masses, Issue 12, pp. 71-72.
- [10] Liu, Y. (2014) *Research on the Interaction between Campus Culture Construction and Ideological and Political Education*, Intelligence, vol. 29, pp. 157.