

# Research On “Embroidery Spirit” From The Perspective Of Ideological And Political Education In Colleges And Universities

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**ABSTRACT.** “Embroidery Spirit” is embodied in a kind of professional spirit, which is the comprehensive embodiment of three elements of morality, ability and quality, and the external expression of a person's code of conduct and value orientation. The reasonable integration of “Embroidery Spirit” in ideological and political education in colleges and universities can not only further enhance the effectiveness and sense of the times of ideological and political education in colleges and universities, but also better promote the overall development of college students. Therefore, it has become an inevitable trend to integrate the “Embroidery Spirit” into the ideological and political education of college students. This paper discusses the influence and necessity of “Embroidery Spirit” on ideological and political education of college students, and explores the innovation and practice path of “Embroidery Spirit” on ideological and political education of colleges and universities.

**KEYWORDS:** Colleges and universities, Ideological and political education, “embroidery spirit”

## 1. Introduction

“Embroidery Spirit” is a very important part of China's excellent traditional culture. The ideological and political education is the main place for professional spirit education in colleges and universities. The reasonable integration of “Embroidery Spirit” can not only promote the realization of the goal of all-round education, but also cultivate contemporary college students' realistic and innovative spirit, dedication and Excellence [1]. College students are in a critical period of life development, their thoughts and psychology are not yet fully mature, their willpower is weak, and their views and attitudes towards things are easily influenced by the outside world. For example, college students lack ideals and beliefs, they tend to give up their work halfway, and their value orientation is distorted. Under the background of the supply-side structural reform and the implementation of innovation-driven development strategy, the “Embroidery Spirit” with professional spirit such as “dedication, innovation and practice spirit” as its connotation has aroused great attention and widespread concern of the state and society.

## 2. Connotation and Social Practical Significance of “Embroidery Spirit”

### 2.1 Connotation of “Embroidery Spirit”

“Embroidery Spirit” is a kind of professional spirit embodied by professional ethics, professional ability and professional quality. Its main connotations include dedication, concentration, lean and innovation. In modern enterprises, “Embroidery Spirit” is mainly embodied in “Excellence, dedication, hard work and dedication”. “Embroidery Spirit” is the infinite and extreme pursuit of craftsmen's works. From the technical level, “Embroidery Spirit” is a spiritual pursuit of persistent work, striving for perfection, exquisite carving, advocating excellence and striving for perfection, which is a long dynamic process [2]. Artisans need to resist outside interference, and they can stand out from the ordinary with extraordinary concentration and persistence. In addition, the popularity of “Embroidery Spirit” should not be limited to front-line workers or blue-collar workers, but should include workers from all walks of life. Artisans can not only make exquisite utensils, but also have professionalism and the ability to innovate and change. Therefore, it is of great practical significance to explore the specific connotation of “Embroidery Spirit” for cultivating contemporary college students with “Embroidery Spirit”.

### 2.2 Social Practical Significance

### **2.2.1 Conducive to Cultivating Innovative Talents**

The integration of “Embroidery Spirit” into ideological and political education is a realistic demand for improving the quality of talents. It is of great significance not only to publicize the professional culture and spirit, but also to carry forward the entrepreneurial spirit and cultivate in the micro-level education system. For students, in the current information age, various foreign information thoughts keep pouring in, which leads to the complexity and diversity of our social thoughts and ideology and culture. In today's social atmosphere filled with utilitarianism, it is the proper meaning for colleges and universities to carry forward and cultivate the “Embroidery Spirit” by cultivating young students' professional qualities with weak fame and wealth and their dedicated, firm and earnest feelings of doing research [3]. Because of this, blending “Embroidery Spirit” into the ideological and political education of college students not only conforms to the development trend of making China a powerful country, but also can improve the effectiveness of ideological and political education of college students more effectively.

### **2.2.2 Conducive to Promoting Professional Construction**

“Embroidery Spirit” attaches great importance to the scientific innovation function, which can greatly promote China's gradual transformation from a manufacturing power to a manufacturing power. The introduction of “Embroidery Spirit” has filled the loopholes in the practice of ideological education in colleges and universities, which makes ideological and political education more operational and feasible. Encourage them to dare to break through themselves, face the challenges and setbacks in their study life, pay attention to the precipitation and accumulation of knowledge and skills, and cultivate the learning concept of “endless learning and continuous improvement”, so as to better realize their self-worth. Under the social background of the new period, “Embroidery Spirit” is a necessary professional quality for people. The ideological and political education in colleges and universities should combine the content of “Embroidery Spirit” to cultivate talents with high quality and “Embroidery Spirit” in the new period [4]. “Embroidery Spirit”, as a high-level cultural form, is a vivid manifestation of socialist core values. “Embroidery Spirit” is deeply rooted in socialist core values, reflecting the social needs of contemporary China and the value pursuit of all people, and creating an upward and good atmosphere for the whole society.

### **2.2.3 It is Conducive to Strengthening Precision Education**

Cultivating and practicing socialist core values is an important task of ideological and political education in colleges and universities. This coincides with the professionalism advocated by the socialist core values, and integrating the “Embroidery Spirit” into ideological and political education is conducive to cultivating and practicing the socialist core values and strengthening the institutional and cultural self-confidence. Under the influence of western values, college students are extroverted, flamboyant, personalized and good at challenging, and have a conflict with didactic education. Therefore, the combination of “Embroidery Spirit” in ideological and political education in colleges and universities has important teaching value and social significance. Innovative thought is the main ideological connotation of “Embroidery Spirit”, which requires craftsmen to pursue self-breakthrough and product innovation, and constantly promote the improvement of product quality through innovation. Students' learning of “Embroidery Spirit” can shape their values, make students better understand the spirit of striving for perfection and seeking truth and innovation in their study and life, and thus promote the completion of ideological and political education tasks.

## **3. “Embroidery Spirit” and Ideological and Political Education of College Students**

### **3.1 The Agreement between “Embroidery Spirit” and Campus Culture Construction**

“Embroidery Spirit” pays attention to correct attitude, which can effectively provide the path of knowing and doing, and promote college students to form independent professional values. From the content point of view, “Embroidery Spirit” includes dedication and Excellence, which is the embodiment of socialist core values at the individual level of citizens, and has the correct direction leading function and value-oriented function. For example, colleges and universities influence the construction of campus culture through education and training, activities and publicity and recreational activities, and put the “Embroidery Spirit” into the construction of campus culture, thus realizing the integration of “Embroidery Spirit” in ideological and political education in colleges and universities. The introduction of “Embroidery Spirit” has filled the loopholes in the practice of ideological education in colleges and universities, which makes ideological and political education more operational and feasible. Spiritual environment refers to the elements that exist in ideology and can influence people's behavior. These elements mainly include customs, public opinion, social atmosphere, ideas, beliefs, social psychology and so on [5].

“Embroidery Spirit” is the inheritance and development of history and culture, and it is a spiritual element refined from the past cultural tradition that is more suitable for today's social and economic development. The main content of

ideological and political education in colleges and universities is to improve students' moral quality, psychological quality, political accomplishment and employment ability, etc. However, at present, ideological and political education in colleges and universities is more about theoretical knowledge education, ignoring the cultivation of students' professional quality and innovative ability. Stimulate students' innovative consciousness through campus innovation competition, and then guide college students to show their individuality and pursue the spirit of Excellence, so that students can practice professional ethics in life and study, which is conducive to the integration of theory and practice [6]. In the ideological and political education, colleges and universities cultivate and carry forward the "Embroidery Spirit" of striving for perfection, actively change the idea of ideological and political education, inherit the "Embroidery Spirit" in the process of ideological and political education for college students, and cultivate new talents needed by society.

### **3.2 The Agreement between "Embroidery Spirit" and Ideological and Political Courses**

The mode of university education in China is mainly exam-oriented and indoctrination. This kind of indoctrination education can not effectively cultivate the true ability of college students, let alone cultivate their "Embroidery Spirit" of independent thinking and innovation. The practical approach of "Embroidery Spirit" in ideological and political education in colleges and universities should give full play to the guiding role of ideological and political education concepts, and combine "Embroidery Spirit" into ideological and political education courses. Only by adhering to the spirit of "Embroidery Spirit" of hard work and perseverance, developing disciplines, cultivating students and constantly exploring, cultivating and internalizing the university spirit, can we continuously improve the level of personnel training.

Colleges and universities should master the spiritual connotation of ideological and political education, and ensure that students have the craftsman quality of dedication, innovation, development and Excellence. The cultivation of college students' "Embroidery Spirit" requires the joint efforts of all teachers (teachers and counselors in each class). Teachers should realize that every course in colleges and universities has the function of cultivating students' "Embroidery Spirit", and every teacher has the responsibility and obligation to cultivate students' "Embroidery Spirit". "Embroidery Spirit", as a kind of values and professional beliefs, has a universal ideological consensus. Incorporating "Embroidery Spirit" into ideological and political education enriches and develops the content of ideological and political education, promotes the innovation of ideological and political education forms, and is the response and inevitable choice for ideological and political education to adapt to the new problems faced by ideology in the new era.

## **4. Innovative Research on the Cultivation of "Embroidery Spirit" to Ideological and Political Education in Colleges and Universities**

### **4.1 Create a Campus Cultural Environment for Cultivating "Embroidery Spirit"**

Campus cultural environment is an important material carrier for ideological and political education in colleges and universities, including material cultural environment and spiritual cultural environment. Campus cultural environment affects students in tangible and intangible ways. Take advantage of typical demonstration and outstanding students to lead the spirit, and then put the unremitting spirit of "Embroidery Spirit" into the construction of campus culture. At the same time, strengthen cooperation with enterprises, give full play to the power of enterprises and establish an off-campus practice base. On the one hand, the talent training plan of colleges and universities should fully consider the talent needs of enterprises and combine theory with practice; Ideological and political theory course is a core course which focuses on the cultivation of college students' thoughts, character, accomplishment and ability, and is the "soul" of quality education in colleges and universities [7]. Cultivating and carrying forward socialist professional ethics is a fundamental task of ideological and political theory teaching in colleges and universities. Therefore, teachers in colleges and universities should also strengthen the education of "Embroidery Spirit", and lead students with teachers' "Embroidery Spirit". Teachers' job is to teach and educate people, and it is their mission and responsibility to train college students to become useful talents in society.

### **4.2 "Embroidery Spirit" is Integrated into Students' Life**

"Embroidery Spirit" is a kind of professional ethics. To cultivate college students' professional ethics education should not only be in the ideological and political class, but also be integrated into students' study life. Actively attach importance to the practical training of college students, lead by example, and give full play to teachers' exemplary and guiding role, so that college students can learn the spirit of Excellence and appreciate the bitterness and joy of life. Really let the students feel the exemplary and typical life, and exert a subtle influence on their study and life. Class

collective is an important place for ideological and political education, and it is necessary to give full play to its positive role. Colleges and universities should strive to form a full-staff, all-round and whole-process education system, cultivate and shape the professional value of “Embroidery Spirit”, penetrate into all courses through “gene type”, highlight the value of educating people, and truly internalize the “Embroidery Spirit” as an invisible force for students to grow and become talents.

#### **4.3 Improve the Curriculum Structure and Establish a Characteristic Curriculum System**

In order to cultivate the “Embroidery Spirit” of college students effectively, in addition to establishing a market-oriented professional structure, we should optimize and perfect the curriculum structure and establish a curriculum system that reflects the characteristics of higher education. “Embroidery Spirit” is integrated into ideological and political education in colleges and universities, and the courses of ideological and political education in colleges and universities are constantly innovated and reformed, combining theory with practice, training students' self-care ability and improving students' learning ability, language expression ability, communication ability and cooperation ability through the guidance and help of ideological and political education. We must give full play to the subjectivity and initiative of university teachers and guide them to actively participate in the practice of promoting the integration of “Embroidery Spirit” and ideological and political education. University teachers should lead by example, play an exemplary role, set a good example, strictly supervise the examination results and operation ability of practical courses of college students, establish a firm idea of embroidery in ideological and political education, adhere to the people-oriented educational idea, and strive to refine the working mode and idea of ideological and political education combined with “Embroidery Spirit” to improve their professional ability in education.

#### **5. Conclusion**

“Embroidery Spirit” requires people to adhere to the thought of earnest focus, Excellence and continuous innovation in the production process. As an important resource of ideological and political education, college students' “Embroidery Spirit” includes patriotic dedication, striving for perfection, honesty and trustworthiness, and focusing on innovation, which plays an important role in improving college students' cultural quality and ideological and moral cultivation. The reasonable penetration of “Embroidery Spirit” in ideological and political education in colleges and universities can promote the all-round development of college students. The spirit of an era is the spirit of young people, and the character of an era is the character of young people. In this era of ingenuity, dream building and handed down from generation to generation, the responsibility, commitment and persistence of young students will endow the “Embroidery Spirit” with more inheritance genes and connotation of the times.

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