Analysis on the Development of Innovative Education in Colleges and Universities from the Perspective of Cultural Confidence

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Abstract. With the rapid development of China, the environment of contemporary college students is diversified, informationized and complicated, and their outlook on life, values and world view are gradually influenced by the characteristics or cultures of different fields. Therefore, the establishment of cultural self-confidence of college students has become an indispensable part in the development of innovative education in colleges and universities. As an important factor for the growth and development of college students, innovation education in colleges and universities should be improved in the process of ideological and political education, professional teaching and innovation training. The purpose of this paper is to propose meaningful Suggestions and views on the future teaching mode, innovative talent cultivation and school-enterprise cooperation in colleges and universities based on the results of field investigation and questionnaire survey of the research group and the current situation and existing problems of China's college education innovation and development.

1. Introduction

At present, cultural confidence is a research hotspot in the field of humanities and social sciences in China. Most people define cultural confidence from the perspective of cultural connotation and value identification.¹ As for the content and core of cultural confidence, many scholars believe that the core of cultural confidence lies in the confidence of values. Among them, socialist core values are the research focus and hot spot.² As for the research of college students' cultural confidence, many scholars mainly focus on analyzing the existing problems of college students under the influence of globalization and multi-culture. They mainly believe that contemporary college students, facing the complicated ideological culture, show insufficient attention to the traditional culture, lack of cultural identification, lack of cultural awareness, and lack of confidence in socialist culture.³

2. Cultural Confidence and Innovation Education

2.1. The Importance of Cultural Confidence Education

Since General Secretary Xi Jinping put forward the "four self-confidence" on the basis of perfecting the "three self-confidence", cultural self-confidence has become one of the essential topics for the broad masses of people.⁴ Cultural confidence refers to a kind of pride that comes from the heart and is full of hope for the future development of culture after in-depth understanding and study of the national culture. Cultural confidence is the university students' recognition of the struggle
history and glorious deeds of the Communist Party of China, the spiritual food for the great rejuvenation of the Chinese nation and the support for the development of socialism with Chinese characteristics, as well as the highest embodiment of their patriotism. Under the colorful living environment with diversified information, college students are easily influenced by foreign cultures, which makes them easy to lose the direction of self-development and adversely affect the progress of the whole society. As a key period for the growth of young students, colleges and universities must shoulder the responsibility of cultural self-confidence education.

2.2. Factors Influencing College Students’ Cultural Confidence

With the rapid development of China's information field, young students' cultural confidence and cultural understanding channels have many influences. Social progress, civilization development or indispensable is the exchange and contact with foreign cultures. Under the impact of "blowout" of foreign culture, young students show their extreme admiration for foreign culture due to the immaturity of the three viewpoints, incomplete mind and insufficient cognition of the society. The popularization of mobile phones and Internet also enables young students to receive external information anytime and anywhere in their life. The push and articles related to foreign software, foreign stars, foreign festivals and foreign goods, etc., influence the life style, daily necessities, language habits and aesthetic standards of college students all the time. As the mainstay of the future of the motherland, good ideological and political education can guide young students to look at the current situation of China rationally and not worship foreign countries and become the reserve innovative talents that the country really needs.

2.3. Necessity of Innovative Education in Colleges and Universities

In recent years, China's colleges and universities have expanded their enrollment in large areas, and the number of graduates has increased year by year. The improvement of education mode and the cultivation of innovative talents have become the key goals of the development of colleges and universities. The development of innovative education in colleges and universities can greatly improve the employment rate of graduates, increase the destination of graduation, improve young students' awareness of professional innovation, train young students' innovative learning ability, and adapt to the development of today's society as soon as possible. The consciousness of innovation is a necessary quality for the future development of science and technology, humanities and social sciences in China. At the same time, in the process of innovative education, the guidance methods can be improved according to the different students, so as to make the educational methods more mature and the educational objects more accurate. The cultivation of innovation ability can also preserve the independence of students to the greatest extent and provide a powerful help for the reform direction of college education mode.

3. Current Situation and Problems of Innovative Education Development in Colleges and Universities in China

3.1. Imperfect Innovation Education Management and System

In terms of leadership system, it is still generally in the traditional vertical closed mode, without close connection or horizontal connection with other industries or companies in the society. Although the state and the government gradually subsidize the education of university students in recent years, they still lag behind and stagger in policy and management compared with developed countries. There are few opportunities for the school to connect with social enterprises, and young
students cannot accurately understand the working scene and development prospect of relevant majors after graduation. In the aspect of innovative education management, influenced by traditional teaching, innovative improvement of educational ideas and decision-making Suggestions on management cannot be implemented effectively. Students are not familiar with the contact information of the school management in terms of innovation, so it is difficult for the school to timely solve students' demands. The combination and communication between students and schools and between schools and society are less, which leads to the phenomenon that young graduates and society are out of track.

3.2. The Innovative Teachers are Weak

As the direct contact object between school and young students, teachers are powerful implementers and promoters of innovative education and culture confidence training. Most teachers in Chinese colleges and universities still adopt the traditional teaching mode and "vertical" teaching in compulsory education. On the basis of individual differences of students' acceptance ability, learning ability and professional ability, they regard teaching work as a task and fail to play an effective role in talent cultivation. In the long-term boring teaching process, it also weakens the innovation consciousness and spirit of college teachers to a certain extent, which fails to bring positive influence to young college students. Although Chinese colleges and universities are making efforts to promote multimedia teaching mode, including scoring options such as "adding online teaching students' participation" in the assessment, many teachers still reject or pay little attention to information tools and insist on traditional teaching, failing to keep pace with the times.

3.3. Weak Awareness of Innovation

Many students have very low self-requirements for professional knowledge during their college years. Due to the sudden release period, most students are relieved of their mental pressure, which in turn endlessly lowers their expectations of themselves and does not force them to learn or develop the professional abilities they may need in the future. At the same time, college students, teachers and management personnel have a weak awareness of innovative education, which leads to the fact that undergraduate teachers generally do not take improving students' independent innovation as the teaching purpose during the teaching period, and it is still similar to the compulsory education infusion teaching mode. The interdisciplinary scope of innovation projects in colleges and universities is small; College students on the use of professional knowledge and innovation consciousness is not enough, to overcome the difficulties of perseverance to be improved.

4. Improvement Measures for Innovative Education in Colleges and Universities from the Perspective of Cultural Confidence


First of all, the government, as the decision maker, should provide sufficient support for colleges and universities to carry out innovative quality-oriented education. To introduce favorable policies to promote the development of innovation education in colleges and universities, give full play to the role of legal subject, and provide a strong guarantee for the cultivation of students' innovation quality. Secondly, in order to ensure the full implementation of various policies, the government must establish relevant supervision systems. The government should mobilize the society to provide necessary support for the cultivation of innovative quality in colleges and universities and the
improvement of students' innovative ability. Government support is very important in the development of innovative education. The school vigorously promotes the internal innovation education quality training, needs the good environment. In order to build a good platform for innovative education, attract more innovative educators and give full play to the advantages of higher education, we must remove obstacles and build a good external platform for colleges and universities. The first step is to strengthen the government's guidance to the innovative cultivation of higher education.

4.2. Strengthen the Construction of Teachers' Innovation Team

It takes a good blacksmith to make steel. In order to strengthen the development of its own innovative culture, schools should attach importance to the construction of its own innovative teachers team. Through cooperation with relevant departments of the state, efforts should be made to develop and train innovative education teachers of various specialties, so as to improve their professionalism in terms of teaching staff. First of all, for innovative education teachers, colleges and universities should organize regular professional training to improve the professional quality of relevant teachers. Secondly, by inviting professional scholars to carry out innovation training lectures for teachers, a strong atmosphere of school innovation can drive teachers' own quality. Third, as an important promoter of innovation in today's society, entrepreneurs who are leaders must have rich experience and strong interest in innovation. Schools can establish good cooperative relations with social high-tech enterprises and invite entrepreneurs as external teachers of innovative quality training courses. At the same time, through the cooperation with social high-tech enterprises, the school can provide relevant innovative quality training teachers with the opportunity to rent out the classroom, go out of the campus, go deep into enterprises and the front line, enrich the practical operation ability. Thus it lays a solid foundation for teachers to carry out effective innovative quality training teaching. In addition, colleges and universities should rely on the network platform to establish a new position, set up a "one-to-one" ideological and political service platform, and arrange full-time teachers to serve students at any time, so as to strengthen the atmosphere of school innovation.

4.3. Strengthen the School's Cultivation of Students' Innovative Thinking

Students are the main force of innovative culture development in colleges and universities. Innovative thinking plays a key role in the continuous improvement of students' self-development. However, after investigation, there are obvious deficiencies in the innovation of college students. Therefore, in order to strengthen the innovative cultural atmosphere and improve students' innovative thinking consciousness, schools should take relevant measures to promote the cultivation of innovative quality. First of all, on the basis of fully understanding the students' internal personality, hobbies and other aspects, each student's innovation literacy is preliminarily evaluated. The results of the preliminary evaluation will be taken as the basis for innovative training. In the training process, attention will be paid to the ways and methods of training according to the actual situation of each student, and attention will be paid to teaching students in accordance with their aptitude. Secondly, the cultivation of innovative thinking not only needs to be stimulated from the inside out (from the perspective of self-development), but also needs to be guided by external goals. For example, the development of society needs innovation, so that students can establish a sense of responsibility and enhance their understanding of the improvement of innovative literacy. Third, schools should actively guide students to combine innovative thinking with practice. Innovation and practice complement and promote each other. Meanwhile, relevant academic lectures are regularly
held to cultivate students' innovative thinking. Fourthly, the school should rely on the "Challenge Cup" and other extracurricular academic competitions and the national college students' innovation training plan to explore students' innovation team, stimulate students' innovative thinking, guarantee the conditions for carrying out innovative activities, and encourage students to actively participate in, so as to promote the development of school innovation education.

5. Conclusion

To sum up, innovation education in Chinese colleges and universities is inseparable from the cultivation of cultural confidence. At present, there are still some deficiencies in education mode and cultivation methods. Only by improving the management system, enhancing the faculty, strengthening the publicity of cultural confidence and innovation education, reasonably improving various problems and phenomena, strengthening the innovative cultural atmosphere in colleges and universities, can the effective output of innovative talents in colleges and universities be realized finally.

References


