Teaching of Ideological and Political Education for College Students from the Perspective of Culture

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Abstract

The construction of a socialist harmonious society in our country is a long and arduous project that requires a wide range of participation and joint efforts, and the ideological and political education work as a political advantage of the socialist countries in the construction of a socialist harmonious society and the Chinese dream. The process of achieving an important role in the protection, especially in the new era, the trend of world economic integration is more obvious, the competition between countries is becoming increasingly fierce, under the influence of this trend, the chaotic information tide by means of convenience The Internet, began to affect the community as the main force of our future social construction of college students to judge the values, so in this case, to strengthen our university ideological and political education work carried out to play its huge political advantage is very necessary. In this paper, in the choice of the analysis of the cultural horizon, the ideological and political education teaching work, hope to provide useful inspiration for the related education workers, in order to better service for the construction of the socialist harmonious society in China.

Keywords. Cultural horizon; College students; The ideological and political education

1. INTRODUCTION

1.1 It is determined by the nature and function of ideology

Ideology is the sum of various forms of social consciousness, including law, politics, philosophy, ethics, art and other content, it reflects the social economic basis, the concept of the dominant of the ruling class showed the social characteristics of the ideas of the ruling class, and in the service of the corresponding economic base and the interests of the ruling class. The ideology different can affect the people to the identical thing view, its represented the social class the status to decide the different ideology the status which located in the society, but ruling class's ideology was the centralism responded ruling class's benefit, this responded the ideology distinct class characteristic, also was its essential characteristic. Simultaneously the ideology basic function had also decided the ruling class in the thought political education process its value degree, the ideology is produces in certain economic basis, and serves the corresponding economic basis and ruling class's benefit, the concentrated reflection ruling class's related benefit, and affected in the social economy construction and the developing process politics, the culture, the economy and so on many aspects. It in politics for the political goal establishment guidance, and guarantees the correlation politics system and the legal effective formulation, the promulgation and the implementation; It helps the

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society ruling class in the ideology domain to reach the consensus, strengthens internal unity and the cohesive force; It formulates the correlation economic system in the economy, guaranteed the economic development the direction, decides to the economy intervention dynamics, regular economy healthy development; It guides the mainstream culture in the article the development, the safeguard mainstream values status. The ideology influence permeates the social life each aspect, we can see it from its essence and the function to appear very important regarding a ruling class's incumbent party.

1.2 It is determined by the traditional and national conditions

First, in terms of world situation, with the development of world economic development and the trend of regionalization, international exchanges are also increasing, coupled with the third major technological revolution brought about by the major international political, economic, cultural and other aspects as the exchange of information becomes more frequent, and this kind of information exchange is essentially the interaction between different social ideologies. Followed by the western hostile forces in order to undermine the healthy development of the socialist system and the implementation of China's peaceful evolution strategy, they hope that through the penetration of social ideology to the peaceful evolution of the purpose of the Western hostile forces of our stability, rapid development of the status quo of the deliberate destruction, which is also the ideological and political education of college students in the process of facing important challenges.

Second, in terms of national conditions, since the reform and opening up, China has made great progress in both the economy and the social construction. However, in the process of deepening the reform and opening up, the emergence of new social contradictions is inevitable, and all kinds of decaying thoughts In this economic tide began to recover, some of the corruption began to erode the students Xixiang, which to some extent affect the mainstream values of the shape and maintenance. With the continuous development and perfection of the market economy, all kinds of money worship and hedonism began to take advantage of this, which has a serious negative impact in the shaping of college students' values, hindering the students to establish the correct values and lofty Ideal for life, it is easy for students to fall into the muddy and hedonism. At the same time, under the influence of this decadent ideology, the construction of moral education of college students also has problems, which affects the inheritance and development of outstanding Chinese national virtues, which is not conducive to the cultivation and improvement of the comprehensive quality of college students.

1.3 It is the current complex situation in the field of ideology in Chinese universities

First of all, we take into account the characteristics of college teachers and students, teachers and students in Colleges and universities in the ideological aspects are easy to be affected, complex thinking and exemplary role. Because of the ability of university environment free and contact information is strong, university teachers and students with higher innovation at the same time in the study, but also for the invasion of the erroneous ideas of potential problems, and mutual communication and discussion between teachers and students are very easy to make other people affected in this process. At the same time, because of the differences between the teachers and students in the professional and contact information, they have a lot of complexity in the ideological background, which has brought great obstacles in the ideological construction of colleges and universities. Furthermore, because the university is the social knowledge of the most densely populated areas, and occupies a high position in
society in the eyes of the masses, so the university teachers and students in the social ideological and cultural aspects have great influence, plays an exemplary role.

Secondly, due to the characteristics of teachers and students above, so it is easy to lead to the emergence of the following questions. First, the diversity and lack of faith and the liberal environment in colleges and universities and the continuous change of college students' thoughts make the diversification and the lack of faith in colleges and universities, and teachers and students cannot have the high judgment ability in complicated and pluralistic beliefs. In which the loss of their own, and thus lead to the lack of faith, this phenomenon is more prominent manifestations of the lack of Marxism and communist faith; second, the value orientation deviation. The continuous development and perfection of the market economy in our country makes the decadent bourgeois ideology of hedonism and money worship take advantage of it. Under the influence of the economic tide, the college students are very susceptible to the influence of this kind of thought, which leads to the deviation of the value orientation. The formation of extreme individualism and utilitarian values, in terms of social contribution and responsibility dismissive; third, the mainstream ideology desalination while under the siege of the complex ideology, it would be easy to bury it in the absence of propaganda and guide the mainstream ideology, resulting in the desalination of the mainstream ideology, as some students under the influence of the incorrect values, even on communism And the realization of socialism has doubts, cannot be a good look at the hypocrisy of capitalism; Fourth, the penetration of Western ideology more subtle. Western drama on the impact of the cultural aspects of the beginning to do more subtle, and colleges and universities have always been their value advocacy of the important positions, coupled with the ideological changes in college students, thinking development at a critical stage, so college students can easily become their goals, but also more vulnerable to Western values imperceptibly affect; Fifth, college teachers in ideological and political aspects of the problem. In addition to students, college teachers there are some problems, some teachers in the ideal and beliefs have been weak, began to lose confidence in the party, lack of enthusiasm, and even some teachers in the teacher and morality problems, only the job title Promotion, do not attach importance to the ideological and moral role of the model, so that some teachers by the influence of utilitarianism began to make money in scientific research funding, to seek personal interests that let alone teachers.

2. The Development of College Students' Ideological and Political Education

2.1 In today's social and cultural development brings to the college students' ideological and political education work of special challenges

The sum total of material and spiritual culture in a society is what we call social culture, and the paper here refers to the social culture is actually a sign of social ideology, it permeates all aspects of the social practice, is a kind of social the universal spirit. As the increasing trend of economic globalization and world integration, the connection between the countries all over the world are in constant close, in the process of social reform and transition in our country, various cultural collisions between shows many characteristics mainly which can be summarized as the listed aspects.

- In this era of cultural diversity and open, the mainstream and subculture, native and foreign culture, elite and mass culture, traditional and popular culture such as coming together, must be in the cultural environment unceasingly strengthens with the trend of
diversification. And people's socialism and patriotism, the ecological socialism, collectivism positive cultural form is also likely in the diversification trend of constantly subjected to interference from other negative cultural forms. If this kind of undercurrent and overrun with noise, is bound to make the construction of socialist harmonious society in our country a big obstacle, such as the new liberalism culture, extreme individualism, money worship and hedonism, and so on.

- The broadness of information dissemination has brought special challenges to the ideological and political education of college students. With the continuous development of society, people's entertainment and content are constantly enriched, newspapers, books, audio, film and so on are added to this entertainment. The trend of information dissemination, there are more and more extensive features. But under the influence of this trend, the phenomenon of entertainment to death is more and more prominent, the construction of a variety of entertainment around the University of more and more places, they are convenient for the University at the same time also unknowingly on their Thinking caused by corrosion, and even many commercial and entertainment facilities are further spread to the campus, and there is an irresistible trend.

- Fast culture and propagation speed brings special challenges to the ideological and political education, with the development of Internet technology, the update speed of cultural information have witnessed a phenomenal growth in this explosion of information under the background of the times, but also promote the cultural information dissemination speed, and far more than the previous information update and dissemination changing the access, and people's cognitive style in many aspects. The possible emergence of a message in a short span of a few seconds can be spread around the world, and constantly updated. So in this accelerating information updating and propagation speed of the cultural environment, the students for selection and cognitive information will be subject to strong impact, the training for them in the correct values of the formation and the way of thinking will have a great impact.

- Now the social culture influences subtly the corrosion the thought political education work has brought the special challenge for the university student, although the social culture has a swifter more and violent characteristic in the renewal and the dissemination aspect, and but it influences subtly truly regarding the university student thought idea influence profoundly, but the public opinion guidance plays the vital role in the influence which this kind of social culture influenced subtly, once it had the problem, then could cause the negative culture to be able to be in flood in this process, then affected university student correct value idea fostering, the university student in under each cultural attack, also could become is at a loss how to proceed, and only could repose own thought suspicion principle, therefore the university must give the full value to university student's thought political education.

2.2 In the ideological and political education under the cultural horizon and teaching work

First of all, the development of the ideological work in college and universities should take culture as the background that increase its appeal and penetration. The source of the college teachers and students have different cultural and geographical background, the different cultural background of a person's influence is huge, it provides the people with the spiritual sense of belonging and identity, is a personal morality and personality, etc. The main source of mental quality and to maintain the link, so in the ideological work in colleges and
universities in the new period, we don't just blindly to emphasize its political role, also pay attention to the use of the subtle influence of culture on the people, the features, in order to realize the ideological work of attractive and penetration. Such as students in the ideological work we can be different according to different geographical and cultural background partition to carry out ideological propaganda work, from different regions of the advanced model character among students and their corresponding strengthening propaganda, it can enhance students' interest in ideological work, and at the same time to strengthen a sense of pride and honor, are more likely to agree with ideological propaganda work, thus to realize the ideological work of the attractive and penetration.

Second, the ideological and political work in colleges and universities to carry out the humanities to increase the party's ideological identity and cohesion. In the past, the propaganda method of spoon-feeding in the propaganda work is very easy for the students to produce boring emotions, and cannot play a very good publicity effect, and sometimes even play a negative effect. So this requires the current ideological and political propaganda work to establish a humanistic philosophy, attention to humanistic care, people-centered, establish a comprehensive training of human goals, learn to respect, understand, care for others, the object of publicity as a life And emotional individuals, emphasizing their initiative in the ideological and political work carried out in the initiative and enthusiasm. Only to be moving to the people, to emotional people, so that they in the process of ideological and political work to carry out the feeling of warm emotions, rather than the cold preaching, in order to make the object in the heart of the real realization of the mainstream ideology of identity, and its internalization into their own ideology, thereby enhancing the mainstream ideology in college teachers and students in the sense of identity and cohesion.

Third, the university thinks the political work development to have to construct the campus culture and education platform, takes the campus culture fully the construction. In view of the fact that cultural polytropism, the university campus in student also could not avoid suffering this kind of multicultural now the impact. Therefore under this kind of situation, the university must certainly take the university campus fully the cultural reconstruction, guides the student to set up the correct value idea. First the school should understand student's energetic demand aspect makes diligently, through each way, like the mass organization moves, the conversation communication, the questionnaire survey and so on makes a full understanding to student's thought politics condition; Next makes the analysis in this foundation to student's energetic demand, guides according to this to the student thought politics educational work development. The school wants the full conformity campus resources, in this kind of multiplex tendency and the conflict, the school must construct own cultural superiority, the establishment has oneself characteristic campus culture environment. Only then in under oneself campus culture atmosphere protection, can resist in the society the multicultural combination to the student the influence. Also must strengthen the propaganda educational work in this aspect school, if does not encourage the student to participate in the vulgar interest the meeting, encourages them to participate in these positive upward mass organization activity. Establishes one multi-dimensional for the student, open, the positive campus culture, purifies the campus culture the environment, the preventing and controlling decayed negative thought to the campus only place spread.

The development of the college students' ideological and political education work in college and universities should be extended in terms of content, the school working on college students' ideological and political education should make full use of all kinds of cultural
resources, to achieve a variety of cultural fusion, in this to extend the field of vision of the classmate, increase the variety of culture to the world. In the process of the first is to take the national culture as the foundation, on the basis of fully understand the national culture and in strengthen the absorption of other cultures and fusion. In this national culture of the school also attaches great importance to the popularization, the diversity of ethnic culture in enhance students cultural knowledge on the basis of the improvement of national pride. Such as campus can try my best to do according to the different national certain ethnic minority community culture propaganda, can also according to the national minority festival or all kinds of activities held similar activities, to increase the cultural communication between nation, ethnic unity and common development. On the basis of fully understanding the national culture in China, the school also excellent culture to absorb and draw lessons from the abroad, such as in a variety of sports activities, also can is on international popular or has a good development trend of the introduction to school campus sports culture, to cultivate the students' sports enthusiasm, again if still can hold various forms of foreign cultural exchange lecture, so that the students for foreign customs and historical figures have a more comprehensive understanding, to expand their scope of international vision and knowledge.

3. Conclusion

The work of ideological education has important practical significance in the new period, and its efficient play can promote the healthy development of our college students' thought and values, and the construction of the socialist harmonious society is conducive to the realization of the Chinese dream. In today's cultural perspective, the development of ideological and political education with the progress of the times and the development of culture in constant change, so in order to better promote the ideological and political education work, colleges and universities in this regard must be Sometimes change, improve their ability to deal with.

References.