Deep Effectiveness Analysis of the Ideological and Political Education in Colleges and Universities from Cultural Education

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Abstract. This paper aims to explore a combining mechanism of cultural education and ideological and political education, and to make a clear ideological and political education function for cultural education. In the process of ideological and political education, we can combine cultural education and ideological and political education organically to strengthen education Mechanism, to create a campus culture and education environment, to improve the effectiveness of the practice of educating people, and further to form the atmosphere of ideological and political education and cultural education in universities and colleges.

Introduction

As the main position of Ideological and political education, colleges and universities shoulder the important mission of cultivating ideological and political education. From “opinions of the Central Committee of the Communist Party of China and the State Council on Further Strengthening and improving ideological and political education of College Students”, which is provided in 16 files of the central committee of the communist party of China, to “Provisions on the construction of instructors in Institutions of higher learning”, and to the series of important speeches by Xi Jinping from the 18th National Congress of the Communist Party of China, they all stressed the importance of Ideological and political education. Xi Jinping has stressed the importance of using all the spiritual wealth created by the Chinese nation to educate and educate people from his speeches. Therefore, to combing with the actual situation of colleges and universities, it is necessary to promote the ideological and political education in Colleges and universities with cultural education.

The Relationship between Cultural Education and Ideological and Political Education

The Central Committee of the Communist Party of China and the State Council put forwarded “the opinions of further Strengthening and improving ideological and political education of College Students”, they emphasizes that "campus culture has an important educational function", which reveals the relationship between university culture and education. Culture and education are interrelated and mutually permeated. On the one hand, the foundation and premise of the existence and development of school education is culture; on the other hand, education promotes the development of culture, through which human beings inherit, develop and create culture.

Characteristics of Cultural Education

As a soft power, culture is not only the tradition of a school, but also is its special background, and it is also an important carrier of educating people. After a long period of development and accumulation, the material and spiritual wealth created by man has formed a cultural environment. Once it is formed, and then will develop into a certain system—cultural tradition. These cultural traditions would go into people's life through various social media, and they will subtle influence, naturally shape people's ideas and values and living habits, make people's morality play culture "[1]
However, educational function of campus culture is invisible, liking the spring breeze, it is scattered in every corner of the campus, and it includes spiritual culture (school motto,), system culture and material culture (school system) (campus environment, hardware facilities), cultural heritage is hidden and gradual.

Characteristics of Ideological and Political Education

The ideological and political education is one part of cultural soft power, and it belongs to the dominant education, and has indoctrination in the theory of performance directly. Although we can make some activities of the ideological and political education, but the purpose of its teaching and pertinence is very obvious.

The Relationship between Ideological and Political Education and Cultural Education

There are close relations between political ideology and culture, “the ideological and political education and culture have inseparable relationship”. On the one hand, the social theory of ideological and political education, the content and the people to the ideological and political quality is the social and cultural content of the important part of the development of Ideological and political education, will the cultural content of the society to a new level. On the other hand, a certain cultural environment, create conditions for the development of Ideological and political education, leaving the specific cultural environment, the ideological and political education has lost the main carrier and specific support.”[2]

Now, the ideological and political education and campus culture complement each other. Campus culture enriches and develops the content of Ideological and political education, ideological and political education provides a new channel and carrier. While the ideological and political education influences the campus culture, creates a new campus culture, and improves the campus culture development direction. Therefore, the cultural education and the ideological and political education should be combined organically to promote ideological and political education through cultural education, and to play the leading role and the inspiring and condensing role.

The Ideological and Political Education Function of Cultural Education

The campus culture has rich connotation, it is a common heritage created by the school teachers and students. The school culture mainly includes spiritual culture, material culture, system culture and behavior culture. The ideas, values, habits of spiritual culture, which are infiltrated from the traditional campus culture history, are parts of campus culture, and also are real cultural power and call. As the soul of a university, campus culture is the summary of the ideological and political education content and the target height, and cultural education is an irreplaceable way of Ideological and political education. The education functions of the ideological and political of the University Culture mainly include:

The Guiding Function of Cultural Education

Culture not only subtlety infiltrates the daily behavior and subconscious activities of people, but also affects this students who have a common ideological basis, and even assimilate these student members of their thought and behavior. The influence of soundless and stirless affect students’ beliefs and ideas, and help students establish a correct outlook on life and values, establish lofty ideals, improve the quality of students, faculty and staff also have a subtle ideological guidance. Thus, the guiding role of university culture in college students' scientific cognition and value choice reflects the guiding role played by cultural education in Ideological and political education.

The Motivating Function of Cultural Education

In the education process of ideological and political, the appeal of campus culture is invisible, campus culture is not only the invisible form of potentially which affects the campus student ideological norms and value orientation, but also has its strong appeal to inspire students to work hard. School motto, school spirit, school history, typical characters, stories of struggle spirit, side
example embodies the spirit of the school also have great impetus, to inspire students, and make these students have these edification and infection in their school life.

The Cohesive Function of Cultural Education

University culture is not only a goal, a kind of communication, a kind of identity, and also is the consciousness of edification and motivation to students struggle, which can infected students and staff to form a unified consciousness, thus forming a strong centripetal force and cohesion. The cohesion of culture is built by the spiritual atmosphere of campus culture. It can enhance the team spirit and collective consciousness, and play an important role in enhancing the cohesion and centripetal force of teachers and students. Therefore, cultural education should play the sense of identity and belonging of more teachers and students for the campus culture including learning, education, school, moral quality, value identity, personal habits, exert the function of cultural cohesion, and stimulate the initiative and creativity of the students to learn and staff work.

The Way to Promote Ideological and Political Education by Culture Education

In Xi Jinping’s speech at “the National Conference on Ideological and political work in the University”, he pointed out that "Ideological and political work is essentially a man's job." Therefore, in the process of cultivating students, we should pay more attention to cultural education, advocacy training culture leading talents. In the process of the ideological and political education, we should lay emphasis on the cultivation of students' humanistic qualities, occupation spirit and social responsibility.

Perfect the Mechanisms of Cultural Education, Give Full Play to the Educational Function of Campus Culture, and Optimize the Overall Atmosphere of Education

The performance of the campus culture can be seen from the increasingly mature and rich system of student education system. This education system in college is human cultivation target in the background, and forms a way using a team activities as the carrier and a special education road, whose purpose is “finding the value of the students, exploring the potential of students, developing students' specialty and students' personality development”.

Essentially, the mechanism of cultural education is the urgent need for cultural construction and cultural education in the new period, and the cultivation and practice of socialist core values. And the mechanism of cultural education is an important guarantee for the implementation of cultural education. The implementation of the educational function of culture cannot do without creating the management culture and form, also cannot do without the school evaluation system, and also establishing and improving the evaluation mechanism. Therefore, we should improve the ways of management, strengthen the whole process of full efforts to form all-round education pattern, teaching, practice education, long term mechanism of Science Education, service education, and strive to form the good environment of Ideological and political education and cultural atmosphere.

Enrich the Forms of the Ideological and Political Transmission, and Promote Students' Humanistic Quality by Campus Culture

In the process of the ideological and political education, the concept of core literacy should be implemented, with the help of a rich campus cultural activity carrier, to create an atmosphere for educating people, and to enrich the spiritual connotation of the campus with cultural education.

With the help of campus cultural activities of the diverse carriers, we should strive to build the campus cultural activities including a set of ideas, knowledge and service. New students could understand the school history to enhance their identity and sense of responsibility to their school. We can utilize the military training to cultivate the new students' self-reliance and hard struggle spirit.

We can carefully build a campus culture spirit and practice ability platform with the aid of enhancing occupation competition, courses, students' occupation planning track, track and field sports meet, innovation and entrepreneurship competition, college students’ internships and
employment activities. Further, we should make our Efforts to enrich the campus culture, build new carriers, and strive to enhance the mass, autonomy, practice and interest of campus cultural activities, so as to promote and develop students' core quality.

**Inherit the Cultural Spirit, Stimulate the Positive Energy of Ideological and Political Education and Realize the Goal of Educating People in Colleges and Universities**

As heritages of college education culture and university spirit, teachers should fully grasp the advantages of cultural education, which lies in the situation and the process of "body" giving the students. Because the meaning of ethical and moral principles lies on our grasping the real life. Therefore, in the ideological education, efforts should be made to establish an example of cultural heritage, cultural education plays advantage in leading the students thought, it should seize the characteristics of students, and talent training ideas, principles and policies to the down to earth way. We must take a wider view, and start small points, see big things through small ones and strike roots, which can influence the students and teachers by silent type both at work and stay together morning and night, and actively guide the expansion.

**Summary**

In the process of strengthening the ideological and political education, we should give full play to the guiding role, incentive function and cohesion function of cultural education. On the basis of expanding the ways of the ideological and political education, we should improve the cultural education system, enrich the ideological and political education transfer form, play the educational function of campus culture, optimize the educational atmosphere, and improve the students' humanistic quality, finally we can stimulate the positive energy of the ideological and political education, and achieve the goal of high school education.

**References**

