

Research on the Practice Path of Clean Culture Education for College Students in the New Era

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Abstract. As an important component of ideological and political education in higher education institutions, the implementation of integrity culture education holds profound significance. Conducting integrity culture education for college students is not only a crucial link in building an honest society but also plays a vital role in the development of college students. This paper starts from the shortcomings in the implementation of integrity culture education for college students, delves into the practical pathways of such education, and proposes suggestions on aspects such as developing integrity courses and enhancing students' emotional experiences.

Keywords: New Era; Higher Education; Clean Culture; Educational Practice.

1. Introduction

Adhering to the fundamental task of "moral education and nurturing people," integrity culture education has become an indispensable part of higher education. Vigorously promoting integrity culture education among college students plays a significant role in innovating ideological and political education in higher education institutions, enhancing the moral qualities of college students, and fostering the formation of integrity culture values among them. Currently, there are still shortcomings in the integrity culture education conducted by universities for college students, and it is necessary to identify key points and focal areas to achieve institutional and methodological innovation. Therefore, it is essential to innovate the practical pathways for integrity culture education among college students in the new era.

2. The Insufficiency of Clean Culture Education in College Students

(1) The understanding of clean culture is relatively superficial

Integrity culture is a social culture formed by the public's adherence to thrift, diligence, uprightness, and integrity. The integrity culture of public officials embodies the principle of serving the public with integrity, while the integrity culture of the general public does not excessively pursue personal value. There is a distinction between integrity culture and the culture of integrity in society. This significantly diminishes the practical value and role of integrity culture in society, and it is a misconception to believe that the subject of integrity culture is limited to personnel executing state affairs, which is a narrowing understanding of the concept of integrity culture. Integrity culture is oriented towards the entire society and has more than just educational significance; it also provides clear guidance for social practice among the general public. Currently, the understanding of integrity is confined to whether something is corrupt or embezzled, which is a narrow interpretation. This incorrect understanding can lead to limitations in the integrity culture education of college students, which is the fundamental issue currently existing.

(2) There are deficiencies in the content and methods of integrity culture education in colleges and universities

The integrity culture education conducted by universities suffers from incomplete content, outdated methods, and an overall low level of faculty competence, which seriously undermines the effectiveness of integrity culture education for college students. Various issues remain hidden, leading to insufficient understanding of integrity culture among students, preventing them from

achieving "externalization in action and internalization in heart." The fundamental goal of integrity culture education for college students is to ensure that they have a profound understanding of integrity culture and can apply this understanding to guide future practices, including academic learning and social practice.

(3) Clean culture education is not closely related to practice

Higher education often requires interaction between teachers and students to achieve the entire educational cycle, making it an interactive and two-way complete process. Currently, college students have unclear boundaries in understanding the concept of integrity culture and lack a profound comprehension, believing that integrity culture only exists among public officials or that it can only be embodied in student work and social positions, failing to integrate knowledge with action. Teaching by teachers and learning by students are often not coexisting; the absence of a learning and understanding process in teaching makes it difficult to achieve the current effectiveness of integrity culture education in higher education institutions. For example, issues such as thesis fabrication and plagiarism, exam cheating, mutual shielding, and bribing teachers still exist among students. In the face of integrity, some students make choices that violate their original intentions and morals, indicating that recognition of integrity culture does not equate to practice. As an important component of education, family education also plays a crucial role in the growth of college students. However, some families are overly utilitarian and have not fostered an atmosphere of integrity culture, instead promoting utilitarianism, which has a negative impact.

3. Practice Paths of Integrity Culture Education for College Students in the New Era

(1) Improve the content of education and find the focus of clean culture education

The prerequisite for universities to effectively carry out integrity culture education is to build a comprehensive educational system, accurately grasp the content according to the current situation. As the focus of integrity culture education for college students, the perfection of educational content and the recognition of ideological orientation are prerequisites. University ideological and political educators must always keep track of social trends and dynamically manage teaching content. Currently, China's efforts to combat corruption are extensive and impactful. Based on this foundation, teachers should actively promote the significance of integrity culture in social life, continuously improve relevant theories and cases, gradually determine teaching content, and thereby leverage the role of integrity culture education in nurturing students and enhancing their moral qualities. In the theme of anti-corruption and clean government, there should be a complete set of social incidents, pointing out correct practices, and promoting socialist core values. Students' questions and thoughts should also be important components of teaching content, which helps deepen students' learning and truly realizes the educational significance of integrity culture education[1].

(2) Innovate education methods and create a clean culture atmosphere

From a fundamental perspective, the ultimate goal of conducting university integrity culture education is to cultivate qualified successors of socialism who can adapt to social development. To nurture college students into useful talents for society, higher education institutions should focus on students, putting students at the core and integrating integrity culture as one of the strategies for comprehensive talent cultivation, achieving their organic combination. According to the characteristics of the times, university integrity culture education should always maintain contact with students' lives, keep pace with the times, and adapt to social development, maintaining dynamism. Integrity culture education for college students should not be confined to anti-corruption and clean government education but should also consider enhancing students' practical abilities and their acceptance. Higher education ideological and political educators should continuously innovate when conducting courses, such as using real social events to introduce themes, highlighting socialist core values, adhering to the guiding principles of Xi Jinping Thought on Socialism with Chinese

Characteristics for a New Era, and integrating integrity culture education into the original ideological and political education [2].

3.1 Clean Culture into Campus

Creating a good cultural environment is the key to promoting integrity culture among college students, and schools, as the main arena for students learning and living, play a significant role in cultural dissemination. Schools can start from aspects such as hanging integrity maxims and stories, and building cultural corridors to serve an educational purpose, while paying attention to combining the design content with the development of the times, updating and replacing it in a timely manner. Only by being close to students lives can integrity culture be reflected in all aspects of student practice; therefore, teachers should also extend their understanding of "integrity" and combine it with students actual lives, thereby fostering a positive atmosphere of integrity around students, ensuring that students establish correct views on life, values, and the world, enabling them to make comparisons and judgments when facing various events in society after leaving campus, and to detach themselves from environments that do not align with their values. Schools can frequently organize teaching and practical activities, and in the current era of advanced internet technology, schools should also use the internet as one of the primary platforms for conducting integrity education. Firstly, ideological and political educators can utilize modern technological means to enrich teaching content, both quoting classics and introducing social incidents and specific cases, allowing students to form a sense of integrity through observation and learning. Secondly, schools can organize integrity culture competitions to promote this Encourage students to observe life after class and create works through current mainstream media such as Kuaishou, TikTok, and Xiaohongshu, focusing on integrity-related events, hot topics, or original integrity stories that occur in todays society. Upload their own works to guide interaction and communication among college students, enriching the connotations of integrity culture in a positive cultural atmosphere, enhancing students ability to judge social events, staying away from conformity, and always maintaining clarity [3].

3.2 Clean Culture into Practice

In the process of conducting integrity culture education for college students, ideological and political educators should recognize their own tasks. As the main body of integrity culture education, they should enhance their own cultivation and continuously collect and organize cultural resources, forming a sense of initiative, constantly improving their connection quality, adhering to their own beliefs, and enhancing ideological and moral qualities while improving knowledge reserves. To broaden students exposure to integrity culture content, teachers can share, collect, and organize content, as well as experiences gained from participating in exhibitions, lectures, and visits to bases. Teachers and students can engage in mutual exchanges, achieving positive teaching outcomes and increasing mutual benefits. Students will naturally gain a lot of inspiration.

The dissemination and transmission of a culture of integrity are crucial, with the fundamental aim of enhancing college students ability to discern right from wrong. However, practical experience is essential as it not only leaves a deep impression on students but is also a necessary step in guiding students through the practice of integrity culture. By organizing red-themed activities, arranging on-site teaching for students, and selecting venues such as integrity education bases, red revolutionary memorial halls, revolutionary martyrs monuments, and theme parks, schools can provide ample carriers for the dissemination of integrity culture. Schools can also integrate this culture into their academic disciplines and professional development, creating positive contexts in classrooms and integrating stories of integrity into the exploration of disciplinary history. For example, mentioning the arduous experiences and dedication of predecessors in achieving scientific research results can serve as a spiritual role model for students. Outside of class, ideological and political educators should also organize corporate culture resources and deepen their understanding, which can promote the exchange and dissemination of integrity culture. Communication and collaboration among universities are key points in connecting cultural transmission and conducting educational activities.

Cultural resources are not isolated; universities should strengthen connections, draw on each others strengths, learn from one another, and enhance mutual learning to foster a positive academic atmosphere[4].

4. Home-School Cooperation to Cultivate a Sense of Social Responsibility

Family education is a part of higher education, accompanying every stage of students growth. At the same time, the family is the primary arena for shaping students character and cultivating their positive mindset. Only by building a good family ethos and having family members take on corresponding responsibilities can we promote the well-being of the larger community through the smaller one, achieving harmonious social development. As successors of socialism with Chinese characteristics, students should shoulder corresponding responsibilities in both family and society, doing things that contribute to social progress and possessing a broad perspective. In the new era, to integrate integrity culture education closely with students life practices, encouraging them to uphold righteousness and resist negative trends, ideological and political educators must continuously enrich students understanding and enhance their problem-solving abilities, providing spiritual guidance for future life and learning. By organizing activities centered around family themes, university ideological and political educators help students understand the social responsibilities they need to bear, recognize the social responsibilities they undertake at different stages of personal development, and actively integrate the knowledge of integrity culture learned into real-life situations, thereby enhancing effectiveness while promoting social development. Students grow up in the family, which is also one of the foundations of integrity culture construction. Schools should maintain close ties with families, fostering a positive atmosphere within schools. The academic atmosphere and class atmosphere should advocate the formation of a good and clean family ethos in the family, integrating integrity culture education into all aspects of family education. Parents should set an example, advocating patriotism, love for the family, and love for society, providing students with spiritual nourishment with their hearts. Family daily activities should be more diverse, focusing on family spiritual civilization construction to cultivate positive energy. Schools can organize activities with a focus on integrity family ethos, encouraging families with good family education to promote it

5. Conclusion

In summary, universities are important fronts for the country to cultivate high-quality talents, and the college students they nurture will eventually enter society and become a significant force in building the nation and giving back to society, serving as fresh blood in society. In educational and teaching work, promoting the construction of a culture of integrity and facilitating its dissemination into campuses, society, and families is crucial. By integrating theory with practice, the overall level of integrity education among college students can be improved, enabling them to form correct worldviews, outlooks on life, and values, achieving unity between knowledge and action.

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