

Strategies for Improving the Effect of Ideological and Political Education in Colleges and Universities from the Perspective of Cultural Self-confidence

Hongwei Zhong¹, Yuqian Mei²

¹ School of Nanjing University of Finance & Economics, Nanjing 210000, China

² School of Nanjing University of Information Science & Technology, Nanjing 210000, China

Abstract: Cultural self-confidence is an important basis for the construction and development of Socialism with Chinese characteristics's cause in the new era, which has a certain consistency with ideological and political education in colleges and universities, and is the guarantee for the smooth development of ideological and political education. Improving the effect of ideological and political education from the perspective of cultural self-confidence is a realistic need to cultivate college students' cultural consciousness and socialist core values, and it is also an important condition for education to meet the needs of the times. However, the content of ideological and political education in some colleges and universities is not deeply integrated with cultural self-confidence, educational discourse and campus environment construction are backward, and teachers lack deep cultural self-confidence, which all hinder the improvement of educational effect. Therefore, universities and ideological and political teachers should deeply study the integration of cultural self-confidence with the content and discourse of ideological and political education, create a good campus cultural environment, deepen teachers' cultural self-confidence, and provide assistance for ideological and political education to achieve educational effect improvement from the perspective of cultural self-confidence.

Keywords: Cultural self-confidence; Ideological and political education; Core values; Teachers.

1. Introduction

Cultural self-confidence is more basic, broader and deeper, which has an important impact on the progress and development of the country. The culture here covers Chinese excellent traditional culture, revolutionary culture and advanced socialist culture, and self-confidence is the recognition, persistence, inheritance and development of the above-mentioned cultures. Cultural self-confidence is an important part of China's spiritual development and an important support for Socialism with Chinese characteristics's construction and development in the new era. Ideological and political education in colleges and universities (hereinafter referred to as ideological and political education) is the main position for China's higher education to implement the fundamental task of "cultivating people by virtue". Through ideological and political theory, ideological and moral cultivation and cultural education in Socialism with Chinese characteristics, it helps college students to form a correct world outlook, outlook on life and values, make them identify with Socialism with Chinese characteristics's core values, gradually establish cultural self-confidence, and grow into new people of the times to realize the Chinese dream. It can be seen that cultural self-confidence and ideological and political education in colleges and universities are compatible from this perspective. The smooth development of ideological and political education in colleges and universities is inseparable from cultural self-confidence. The development of ideological and political education can enhance the cultural self-confidence of college students to a certain extent and achieve the effect of "educating people with culture". From the perspective of cultural self-confidence, improving the effect of ideological and political education in colleges and universities can strengthen the cultural consciousness of college students, make them form a deep recognition of

Socialism with Chinese characteristics's core values, and drive ideological and political education to meet the needs of Socialism with Chinese characteristics's development in the new era. However, it is worth noting that there are still some obstacles in improving the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence, which are embodied in educational content, educational discourse, teachers' subject and educational environment. In this context, how to solve the above problems and help ideological and political education to improve the educational effect from the perspective of cultural self-confidence has become an important issue facing colleges and universities.

2. Importance

Education in colleges and universities from the perspective of cultural self-confidence

Cultural self-confidence and ideological and political education in colleges and universities promote and complement each other. Improving the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence is a realistic need to cultivate college students' identity with Socialism with Chinese characteristics's core values and an important condition to cultivate their cultural consciousness. Only by constantly improving the effect of ideological and political education can colleges and universities adapt to the needs of the times when cultural soft power is increasingly important.

The fundamental task of ideological and political education in colleges and universities is to educate people and convey the principles of Marxism and the theory of Marxism in China to college students. With the construction and development of Socialism with Chinese characteristics entering a new era, whether the ideological and political education in colleges

and universities can effectively cultivate college students' recognition of Socialism with Chinese characteristics's core values is an important embodiment of its educational effect. Especially from the perspective of cultural self-confidence, improving the effect of ideological and political education in colleges and universities is a realistic need to cultivate college students' recognition of socialist core values. Ideological and political education in colleges and universities has dual attributes of politics and culture. The improvement of its educational effect requires us to attach importance to culture while emphasizing politics. Only in this way can ideological and political education be fully integrated with cultural self-confidence and play the role of cultural education. At the same time, only by improving the quality of ideological and political education in colleges and universities from the perspective of cultural self-confidence, can ideological and political education have a certain vividness in classroom education, enrich the content and form of education with the influence of cultural self-confidence, and let college students form a deep and systematic understanding of Socialism with Chinese characteristics's core values in the new era. On this basis, ideological and political education can give play to the education and edification of socialist core values to college students, so as to cultivate their recognition of socialist core values.

Improving the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence is also a necessary condition to strengthen college students' cultural consciousness. Only through effective ideological and political education can college students form a correct understanding of Chinese excellent traditional culture, revolutionary culture and advanced socialist culture, effectively establish their responsibility for the development and construction of Socialism with Chinese characteristics culture, and form a certain cultural consciousness, and take promoting cultural progress and construction as their mission. Cultural consciousness requires college students to form due consciousness in their inner consciousness through education and guidance, and to further externalize their inner consciousness into practical activities, so as to practice cultural consciousness from practical actions and constantly promote the cultural progress and development of Socialism with Chinese characteristics. Specifically, in ideological and political education, it is necessary to improve the educational effect, especially the effect of cultural education, and realize effective education from the perspective of cultural self-confidence. This requires that ideological and political education in colleges and universities should enrich the cultural nature of educating people, implement the education of cultural self-confidence, help college students deeply and systematically understand the excellent Chinese traditional culture, revolutionary culture and advanced socialist culture, strengthen their cultural consciousness, guide them to practice consciously in their daily study and life, and carry out their due responsibilities and missions at the level of cultural consciousness, so as to promote the progress of Socialism with Chinese characteristics culture.

In today's era of deepening globalization, the competition among countries is increasingly reflected in the cultural level, and cultural soft power has become an important content for all countries in the world to show their international competitiveness. Under this situation, it has become an important demand for China to realize the great rejuvenation

of the Chinese dream under the background of globalization to enhance the effect of ideological and political education in colleges and universities with cultural self-confidence, strengthen the cultural consciousness of college students, cultivate their profound recognition of socialist core values and enhance their national cultural pride. At the same time, it is also an important condition for promoting China's cultural soft power with college students as the main body. Ideological and political education in colleges and universities, as the main position to carry out the fundamental task of "cultivating people by virtue" in China, shoulders the important responsibility of cultivating college students to form correct values and helping them develop cultural self-confidence and cultural consciousness. It must improve the teaching effect from the perspective of cultural self-confidence, pass on excellent traditional culture to college students, and make them clear the important role of socialist culture in the process of socialist construction, thus forming a correct cultural view and practicing socialist core values in their daily life and study. Therefore, ideological and political education in colleges and universities can continuously meet the needs of the development of the times at the cultural level and contribute to strengthening China's cultural soft power.

3. Problem

Cultural self-confidence is an inevitable demand to realize the Chinese dream of great rejuvenation in the new era. In the perspective of cultural self-confidence, improving the effect of ideological and political education in colleges and universities is still in the initial stage and faces certain practical obstacles, which are embodied in educational content, teacher-led, educational discourse and educational environment.

At present, the content of ideological and political education in colleges and universities mainly depends on the needs of teaching materials and syllabus, and there is a certain trend of immobilization. When explaining the relevant content, ideological and political teachers pay too much attention to the teaching of theoretical knowledge, lack of attention to ideological and political education, and the cultural content related to cultural self-confidence has not been organically integrated with the educational content, which seriously affects the effectiveness of ideological and political education in colleges and universities, and also hinders the improvement of ideological and political education effect from the perspective of cultural self-confidence. On the one hand, the content of ideological and political education in colleges and universities is not organically integrated with various cultural contents contained in cultural self-confidence, which makes the ideological and political education lack a certain depth and affects the further improvement of its educational effect; On the other hand, the solidified development of ideological and political education content in colleges and universities has failed to absorb nutrition from the development trend and content of cultural self-confidence and to innovate educational content at the cultural level, which gradually makes college students lose interest in learning, thus hindering the ideological and political education from improving its educational effect in the perspective of cultural self-confidence.

Ideological and political teachers are the leading factor of ideological and political education in colleges and universities, and their knowledge literacy and teaching level

can have an important impact on the educational effect. At present, it is difficult to improve the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence, and the lack of teachers' deep cultural self-confidence is an important influencing factor. On the one hand, due to the fact that the current ideological and political education in colleges and universities has a heavy teaching task and a large and diverse educational target group, and the ideological and political teachers are mostly professional teachers in Marxist colleges, they need to complete the ideological and political teaching work within the whole school in addition to the teaching tasks and scientific research needs of our college, which leads to the heavy daily tasks of ideological and political teachers, the lack of extra time and energy to study the various cultural contents contained in cultural self-confidence, and it is difficult to form cultural consciousness and cultivate students' cultural self-confidence, which leads to On the other hand, the lack of professional training and guidance for teachers' cultural self-confidence in colleges and universities affects the process and effect of teachers' in-depth study, cultivating cultural self-confidence and playing an important role in ideological and political education. At present, the training of ideological and political teachers in colleges and universities is mainly based on the content required by the syllabus, which may include the interpretation of the major policies of the country at that time. However, the content related to cultural self-confidence is relatively rare in the training, and the content and methods for guiding teachers to cultivate college students' cultural self-confidence are also lacking, which makes it difficult for ideological and political teachers to effectively improve their cultural self-confidence level and the effect of "cultivating people with culture".

After long-term construction and development, ideological and political education in colleges and universities has formed a relatively stable educational discourse and form. When the educational content changes, although educators will integrate relevant content into the original knowledge system according to the needs of the syllabus and related policies, educational discourse often follows the established form in traditional education, which seriously affects the innovative development of educational discourse. Under the background of the new era, the related connotations of educational discourse and cultural self-confidence show a certain disconnect, and their integration is not sufficient, which makes it difficult to effectively improve the effect of ideological and political education from the perspective of cultural self-confidence. On the one hand, at present, the discourse of ideological and political education in colleges and universities is fixed, and the educational content is often presented in a relatively fixed form, which leads to the incomplete combination of educational discourse and various contents contained in cultural self-confidence, and the related contents of cultural self-confidence cannot play an educational role through ideological and political education discourse. On the other hand, the discourse of ideological and political education in colleges and universities has obvious educational nature, but some discourses are out of touch with the development of the times and society, which makes the educational discourse unable to be guided by the development of cultural self-confidence in the new era and still maintain the traditional form. In the ideological and political education, the educational discourse has not been adjusted according to the reality of real life and the acceptance habits of college

students, and it shows certain theoretical characteristics. The educational discourse is blunt and difficult to attract the attention of college students, thus restricting the improvement of the ideological and political education effect.

Campus is the main activity field of college students' study and life. Good campus culture can not only provide a good atmosphere for college students' study and life, but also enable college students to be influenced by excellent culture, promote the positive influence of culture on students and promote the effect of ideological and political education. However, at present, colleges and universities have not enriched the construction of campus culture with cultural self-confidence, which makes ideological and political education lack a good environment to improve the educational effect from the perspective of cultural self-confidence. On the one hand, the current construction of campus environment in colleges and universities is backward, which does not reflect the demands of cultural self-confidence development in the new era, excellent traditional culture and other elements have not yet been reflected in campus culture, and the way of campus culture display is outdated, which can not attract college students to take the initiative to participate, and the educational role of culture is also difficult to play. On the other hand, the construction of campus culture in colleges and universities has not been highly integrated with the development of modern information technology, the network platform of ideological and political education in colleges and universities has not been integrated into the construction of cultural self-confidence, and the challenges brought by the development of network information technology have impacted college students' values, making it difficult for them to be truly influenced by excellent culture, which in turn makes it difficult for excellent culture to play a role in educating people through ideological and political education, and the effect of ideological and political education is also difficult to improve..

4. Conclusion

In order to cope with the obstacles to improving the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence, colleges and ideological and political teachers should deeply study the compatibility between cultural self-confidence and ideological and political education, promote the educational role of cultural self-confidence in ideological and political education from the aspects of educational content, discourse and environment, and at the same time improve the level of teachers' cultural self-confidence and play its leading role in education, so as to lead ideological and political education to improve the educational effect. To improve the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence, colleges and ideological and political teachers should enrich the educational content, enrich the ideological and political education content with multiple connotations of cultural self-confidence, play an important role in attracting college students' attention, and lay a solid foundation for improving the educational effect. First of all, Chinese excellent traditional culture is an important part of ideological and political education in colleges and universities, and many excellent ideological and moral qualities in ideological and political education come from excellent traditional culture. From the perspective of cultural self-confidence, ideological and political education in colleges and universities should

draw nutrition from Chinese excellent traditional culture and enrich the educational content, so that college students can be influenced by excellent traditional culture and be on par with ancient sages in daily life practice, thus reflecting the effectiveness of ideological and political education. Secondly, from the perspective of revolutionary culture, "Outline of Modern History" is an important part of ideological and political education in colleges and universities. It aims to explain the important course of China Revolution in modern history to college students, so that they can understand the international and domestic environment in which China was at that time and realize the revolutionary spirit of countless revolutionary ancestors who struggled hard and were not afraid of sacrifice. From the perspective of cultural self-confidence, ideological and political educators in colleges and universities should deeply study the integration of revolutionary culture and ideological and political education, explore excellent cultural content suitable for contemporary ideological and political education from revolutionary culture, and infiltrate relevant culture into ideological and political education to promote the cultural development of ideological and political education, so as to more effectively play the educational role of revolutionary culture in ideological and political education. Finally, from the perspective of advanced socialist culture, Socialism with Chinese characteristics's advanced culture is the foundation of China's social development and progress, and it is an important basis for the promotion of national cultural soft power. Ideological and political education in colleges and universities should achieve educational effect from the perspective of cultural self-confidence

To improve, we need to absorb the contents of relevant cultural education from the advanced socialist culture, grasp the correct direction of cultural education, and provide effective basis for improving the educational effect. Integrating the content of advanced socialist culture into ideological and political education can not only enrich the content of educating people, but also enable college students to accept the influence of advanced socialist culture, form correct values and practice Socialism with Chinese characteristics's core values, thus showing the effect of ideological and political education. To sum up, enriching the content of ideological and political education from Chinese excellent traditional culture, revolutionary culture and advanced socialist culture will help to attract students' attention from many angles, enhance their interest in learning, give play to the important role of ideological and political education as a cultural person, and enable college students to make progress in ideological and values under the influence of various beneficial cultures, so as to enhance the effect of ideological and political education from the perspective of cultural self-confidence.

Improving the effect of ideological and political education in colleges and universities is inseparable from the guidance of high-quality ideological and political teachers. Therefore, to improve the effect of ideological and political education from the perspective of cultural self-confidence, teachers' cultural self-confidence should also be enhanced. Only under the leadership of teachers with high level and profound connotation can ideological and political education in colleges and universities achieve the improvement of cultural education effect. On the one hand, ideological and political teachers should start from themselves, strengthen their awareness of Socialism with Chinese characteristics culture

and socialist core values, and consciously form an identity with Chinese culture. Only in this way can ideological and political teachers lead ideological and political education to obtain certain educational effectiveness at the cultural level. This requires that ideological and political teachers should always pay attention to the construction and development of Chinese culture, have a comprehensive understanding of various policies and guidelines related to cultural development put forward by the party and the state, and at the same time, thoroughly study Chinese excellent traditional culture, have a clear understanding of the new manifestations of the connotation of excellent traditional culture in the contemporary era, and form a profound recognition of Chinese culture on this basis, consciously integrate cultural self-confidence into ideological and political education, and play the educational role of excellent traditional culture for college students. On the other hand, colleges and universities should provide ideological and political teachers with training in cultivating cultural self-confidence, strengthen their understanding of Socialism with Chinese characteristics culture from the outside, and help teachers form cultural consciousness through training, so as to drive them to innovate the cultural content of ideological and political education and attract them from various levels.

College students' attention to ideological and political education. In the process of training, colleges and universities should integrate the rich contents of Chinese excellent traditional culture and contemporary advanced socialist culture, and provide in-depth and systematic explanations to teachers to help them form a correct cognition; In terms of training methods, colleges and universities should pay attention to the presentation of innovative cultural content, enhance teachers' enthusiasm for training, let teachers accept the influence of excellent traditional culture in a relaxed and harmonious atmosphere, form a high level of cultural self-confidence, and implement cultural self-confidence in ideological and political education teaching to lead the improvement of ideological and political education.

Discourse is the necessary carrier for education to express content and achieve educational effect. Ideological and political education in colleges and universities should improve its educational effect from the perspective of cultural self-confidence. It needs to transform educational discourse, promote the internal integration of ideological and political education and cultural self-confidence, and improve the quality of ideological and political education. First, the discourse of ideological and political education in colleges and universities in the new era should learn from the discourse of Chinese excellent traditional culture, revolutionary culture and advanced socialist culture contained in cultural self-confidence, and organically integrate it with the original discourse of ideological and political education, and strengthen the fit between educational discourse and cultural self-confidence from the integration of the two, so as to realize cultural people with ideological and political education discourse. For example, in ideological and political education, ideological and political teachers should scientifically use the unique expression of excellent traditional culture, and combine the excellent traditions such as "benevolence, courtesy, wisdom and trust", "self-improvement" and "hard struggle" with the content and discourse expression of contemporary ideological and political education, so that excellent traditional culture can also be expressed in a modern way and play its unique

educational role. Second, cultural self-confidence is realistic and practical in the current society, which requires that the discourse of ideological and political education in colleges and universities should be close to real life and get the direction and basis of discourse transformation from the cultural transmission between people and between people and society. Therefore, ideological and political educators should use practical words related to cultural self-confidence in education, explain the educational content through relevant words in real life, and enhance the fit and adaptability of ideological and political education words with college students' real life and cultural self-confidence, so as to enhance the ideological and political learning effect of college students in easy-to-understand words. In addition, the discourse of ideological and political education can be transformed with the support of big data, cloud computing, Internet and other information technologies, from which the discourse expression related to cultural self-confidence can be obtained, and the learning characteristics, effects and needs of contemporary college students can be dynamically analyzed, so as to enhance the pertinence and accuracy of the discourse transformation of ideological and political education, which can help improve the educational effect by discourse transformation.

To improve the effect of ideological and political education in colleges and universities from the perspective of cultural self-confidence, we also need a good campus cultural environment construction, and integrate the contents related to cultural self-confidence into the campus environmental construction of colleges and universities, so that college students can be influenced by excellent culture in the process of participating in campus cultural construction, providing a good campus environment for ideological and political education and promoting its educational effect. Therefore, colleges and ideological and political educators should attach importance to the construction of campus culture, actively create activities related to cultural self-confidence on campus, attract college students to participate, lead college students to feel the charm of Chinese excellent culture in various cultural activities and actively practice a variety of fine cultural traditions, so that college students can form their recognition of Socialism with Chinese characteristics's core values and cultural consciousness in a good campus cultural environment. For example, colleges and universities can carry out various activities such as "how much do you know about Chinese studies", "I feel and practice" and "classic reading" to attract college students to participate in a variety of activities and make them consciously learn excellent culture.

And actively practice it in daily life, thus cultivating college students' cultural self-confidence. In addition, with the rapid development of information technology, ideological and political education in colleges and universities should

also attach importance to the construction of network culture, create a safe and harmonious network culture environment for college students, teach students to correctly distinguish information in the network, and safely cope with the new challenges of the development of network information technology. In addition, colleges and universities should make full use of the new opportunities of network technology development, make the network a new carrier and platform for ideological and political education, and create a good campus network culture environment. Therefore, colleges and universities can set up a special network platform for ideological and political education, and publicize cultural self-confidence and Socialism with Chinese characteristics's core values in the network platform, so that college students can accept the influence of mainstream culture and mainstream values at any time, thus helping ideological and political education to achieve the improvement of educational effect from the perspective of cultural self-confidence.

References

- [1] Chiang, Ted. *Stories of your life and others*. Vintage book:Northampton, Massachusetts, 2010.
- [2] Foster, Thomas. *Faceblindness, Visual Pleasure, and Racial Recognition: Ethnicity and Technicity in Ted Chiang's Liking What You See: A Documentary*. *Camera obscura feminism culture & media studies* 70:135-175, 2019.
- [3] Lucking, D. ENACTING CHRONOLOGY: Language and time in Chiang's *Story of Your Life* and Villeneuve's *Arrival*. *Lingue e Linguaggi*, [s. l.], v. 21, p. 129–143, 2017.
- [4] Ramón Saldivar. *The Second Elevation of the Novel: Race, Form, and the Posttrace Aesthetic in Contemporary Narrative*. *Narrative* 21.1:1-18, 2013.
- [5] J. Wang, "Fundamentals of erbium-doped fiber amplifiers arrays (Periodical style—Submitted for publication)," *IEEE J. Quantum Electron.*, submitted for publication.
- [6] C. J. Kaufman, Rocky Mountain Research Lab., Boulder, CO, private communication, May 1995.
- [7] Y. Yorozu, M. Hirano, K. Oka, and Y. Tagawa, "Electron spectroscopy studies on magneto-optical media and plastic substrate interfaces (Translation Journals style)," *IEEE Transl. J. Magn. Jpn.*, vol. 2, Aug. 1987, pp. 740–741 [Dig. 9th Annu. Conf. Magnetism Japan, 1982, p. 301].
- [8] M. Young, *The Technical Writers Handbook*. Mill Valley, CA: University Science, 1989.
- [9] J. U. Duncombe, "Infrared navigation—Part I: An assessment of feasibility (Periodical style)," *IEEE Trans. Electron Devices*, vol. ED-11, pp. 34–39, Jan. 1959.
- [10] S. Chen, B. Mulgrew, and P. M. Grant, "A clustering technique for digital communications channel equalization using radial basis function networks," *IEEE Trans. Neural Networks*, vol. 4, pp. 570–578, Jul. 1993.