

# A study on the improvement of college students' cultural confidence from the perspective of ideological and political education

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**Abstract.** At present, some problems existing in cultural self-confidence of some college students are mainly manifested in low sense of national traditional cultural identity, blind recognition of western foreign culture and lack of enthusiasm for cultural activities. In the report to the 19th national congress, general secretary Xi Jinping clearly pointed out that "without a high level of cultural confidence, without cultural prosperity and prosperity, there will be no great rejuvenation of the Chinese nation." To enhance college students' cultural confidence is the mission of ideological and political education. College educators should strengthen excellent traditional culture education, optimize the environment of ideological and political education, adopt various methods and means to improve the effectiveness of ideological and political education, and make full use of ideological and political education to enhance college students' cultural confidence.

## 1. Overview of cultural confidence

Self-confidence is a kind of moderate self-affirmation, rather than arrogance and arrogance. Cultural confidence is a country, a nation and a political party's full affirmation of its own cultural value and firm belief in its own cultural vitality. Cultural confidence first requires people to have a deep understanding of their own national cultural development history and the basic content of culture. Second, on the basis of grasping the direction of cultural development, people should make positive trust in their own cultural value and vitality. Cultural confidence is not arrogance based on traditional advantages, nor cowardice and inferiority in the face of western foreign cultures. It is a social group that, on the premise of cultural awareness, firmly holds its own cultural position, views its own culture with a calm and positive attitude, and rationally analyzes the advantages and disadvantages of national culture.

Cultural confidence does not come into being naturally. It is established and promoted on the basis of material support of comprehensive economic strength under the psychological premise of cultural consciousness, by relying on the excellent traditional Chinese culture for historical accumulation and continuous innovation, by scientific guidance of marxist theory. In the new era, college students are in a relatively loose and free cultural environment. By using the Internet and emerging media, they can get in touch with the distinctive cultures of different countries and ethnic groups, and are the most active participants and disseminators of social and cultural information exchange. Therefore, college students' cultural orientation and cultural mentality have a great influence on the current overall cultural confidence of the Chinese people. Moreover, as the main founder of the advanced culture of socialism with Chinese characteristics in the future, whether college students have high cultural confidence is related to the development prospects of the excellent Chinese culture.

## 2. The relationship between ideological and political education and college students' cultural confidence

Ideological and political education is to exert a purposeful, planned and organized influence on its members with a certain ideology, political viewpoint and moral standard, so that they can form social

practice activities that conform to the ideological and moral needs of a certain society and a certain class. Ideological and political education must keep pace with The Times. In different stages of social development, the content of education should fully reflect the characteristics of The Times and focus should be different. Cultural confidence is the base and main driving force for carrying forward China's excellent traditional culture, inheriting the spirit of revolutionary culture, and promoting the innovation and progress of advanced culture of socialism with characteristics. Cultivating and enhancing college students' cultural confidence in the new era is not only a necessary demand for national cultural development, but also reflects the requirements of The Times for ideological and political education.

### **2.1 Enhancing college students' cultural confidence is the mission of The Times for ideological and political education**

China's reform and opening up has been more than 30 years, people from the former poverty to the present material life is greatly rich, ideas have also undergone a great change. Under the background of globalization, the world multi-cultural communication, exchanges between the more frequent and intense, the idea of a bourgeois value system and cultural impact on China's socialist cultural concepts, various forms of cultural exports, form different countries culture and values of the comparison and competition pattern, in the daily life exerts a subtle influence on the national ideology and cultural mentality. In the face of the new situation and new problems arising in the field of culture and ideology in China under the background of cultural globalization, the CPC Central Committee attaches great importance to cultural construction and puts forward the "fourth confidence" of socialism with Chinese characteristics, namely cultural confidence. Only when the whole country and nation produce a deep and lasting cultural force from the bottom of their hearts can the national culture be revitalized with its own strong advantages, stand tall in the forest of world cultures and become the spiritual support of the country's social development. Ideological and political education, which has not yet fully matured, is highly susceptible to capitalist culture, value and thoughts of western error attacks, as future successor for the socialist cause, whether the college students have the ability to correctly identify the foreign culture and bad culture, whether with a strong cultural self-confidence, relationship to the big development, the prosperity of Chinese culture and realize the great desire of cultural power. Ideological and political education is an important way to cultivate college students' moral and spiritual construction. Therefore, it is an inevitable requirement and the mission of The Times to help college students establish cultural confidence in our ideological and political education.

### **2.2 Ideological and political education is an important way to realize college students' cultural confidence**

Ideological and political education focuses on people, and various activities are carried out around people. It has remarkable individual and social functions, not only guiding people to adopt correct thoughts and values, but also innovating and spreading culture, cultivating innovative cultural talents, which plays a positive and beneficial role in the overall development of people and the progress of national culture. The ideological and political education in terms of individual function, give full play to its guiding function, namely through the mobilization, inspiration and education way to guide students to establish correct values and cultural viewpoint, so that the young college students under the correct value guide rational view of foreign culture, the negative cultural erosion, consciously take on spread and carry forward the excellent culture, promoting the development of social and cultural prosperity. At the same time, because the communist party of China is extremely pay attention to the national spirit and ideological construction, the ideological and political education as a national political philosophy convey tools and the way of theory propaganda, its priority is to spread the communist ideology and the social positive energy, create a good cultural atmosphere in the whole society within the scope of publicity of the socialist core values with the dominant ideology of Marxism, promote the construction and optimization of culture environment, exert a subtle influence and infected people, enrich young college students' mental state, inspire people to cultivate high culture. In terms of social function, first of all, ideological and political education spreads ethical culture and political culture to the masses through information exchange and two-way emotional

interaction, showing a strong cultural communication function. Secondly, in terms of cultural selection, ideological and political education does not exactly copy all cultures, but carefully extracts them according to social development and people's needs, abandons bad cultures, and selectively transmits excellent cultures in line with the development direction of China's advanced culture. Thirdly, in the face of increasingly close cultural exchanges and increasingly fierce cultural competition worldwide, ideological and political education keeps pace with the development of The Times and gives full play to the cultural creation function. Ideological and political education not only integrates and innovates political and ethical culture in the process of spreading culture, but also attaches great importance to cultivating talents with great cultural innovation ability. In view of the powerful cultural function of ideological and political education, cultivating college students' cultural confidence should be based on it and make great contributions to enhancing cultural influence and competitiveness.

### **3. Enhance college students' cultural confidence from the perspective of ideological and political education**

#### **3.1 Strengthen the education of Chinese excellent traditional culture and build up cultural confidence**

In order to cultivate students' cultural confidence, ideological and political education in colleges and universities must strengthen the education of Chinese excellent traditional culture and deepen their understanding of the value of Chinese excellent traditional culture.

First of all, the ideological and political educators in colleges and universities should pay attention to the education of excellent traditional Chinese culture, deeply explore the ideological theories and values of traditional culture that are valuable and meaningful to the modern society, and combine the characteristics of the development of The Times to dialectically discard traditional culture and carry out innovative transformation, so as to fully stimulate the vitality of traditional culture. The excellent traditional culture, which is conducive to the progress of modern society and the moral and spiritual development of students, will be incorporated into the main content of ideological and political education. It adopts flexible and diversified teaching methods that are easy for college students to accept to transmit the essence of excellent traditional culture, and makes college students feel the value and charm of excellent traditional Chinese culture and understand it through various forms such as research teaching, lectures on sinology and cultural masters. Secondly, to help college students correctly understand Chinese traditional culture and enhance their cultural confidence, it is not only necessary to instill cultural theoretical knowledge, but also to cultivate their cultural consciousness and make them identify with excellent traditional culture from the bottom of their hearts. Ideological and political educators in colleges and universities actively communicate with students in daily life, go deep into students, take the initiative to take care of students' ideological trends, and answer questions in time in view of students' ideological problems. To give full play to its guiding functions, inspire the student to take the initiative to excavate the value of traditional culture and ideas, guide them to learn to rational dialectical view of traditional culture, trains the student to culture innovation consciousness, help students to consciously recognize the inherit and carry forward the excellent traditional culture of responsibility, the purpose of prompting students to consciously agree with Chinese excellent traditional culture, strengthen the cultural consciousness of college students.

#### **3.2 Optimize ideological and political education environment and enhance cultural confidence**

At present, with the development of science and technology, ideological and political education in colleges and universities is in the dual environment of real campus and virtual network. It is not only necessary to optimize the real campus environment, but also to purify the virtual network position.

First, optimize the actual campus environment of ideological and political education. College students can not live and study without the campus environment, a good campus cultural environment can edify sentiment, subtly promote the cultivation of excellent ideological quality of college students, the overall development of students and the whole social civilization and harmony have a significant

impact. As the main position of ideological and political education, the campus environment should be strengthened especially in the construction of cultural environment. On the one hand, the school should increase the campus material environment investment, strengthens the campus hardware facility construction. The material environment of campus is closely connected with the study and life of college students, which plays a positive role in the improvement of students' ideology, culture and morality. On the other hand, it is necessary to strengthen the construction of class atmosphere and school atmosphere, and create a positive campus spiritual and cultural environment. Ideological and political educators must take effective measures to spread socialist core values and national spirit through lively classroom teaching. According to the needs of college students and personality characteristics, carry out a rich and colorful campus cultural activities, inspire each student to take the initiative to participate in class style, school style culture construction, let students in cultural activities to cultivate cultural confidence. At the same time, the ideological and political educators in colleges and universities must keep alert, resolutely prevent bad culture from invading and polluting the campus environment, and maintain the healthy cultural atmosphere on campus.

Second, purify ideological and political education virtual network environment. The new media network has been widely developed and applied, and its characteristics of virtuality and immediacy provide a new way for the dissemination of bad foreign ideas and cultures, which has caused certain interference to the ideological and political education in colleges and universities. College students' discrimination and judgment are still not high, and they are easy to lose themselves and cultural confidence in the process of using new media. Therefore, it is very urgent to purify the virtual environment of ideological and political education, ideological and political education must be in the new media network space occupation and culture actively, establish and perfect the mainstream culture sites, master the network cultural discourse dominance, timeliness, make full use of new media network ideological and political education as the important means to spread the outstanding traditional culture and an advanced socialist culture, to form a positive public opinion environment. In view of the anomie of some students' network behavior, the ideological and political educators in colleges and universities should carry out new media network education in time and guide and regulate students' network morality. At the same time, improve the campus new media network supervision system, strictly control the dissemination of campus information, for cultivating college students cultural confidence to create a good network environment.

### **3.3 Improve the effectiveness of ideological and political education and enhance cultural confidence**

With the development of social material level, the ideological and cultural needs of college students are also constantly improving, which requires the ideological and political education in colleges and universities to keep pace with The Times, enrich and improve education methods.

First, facing the current situation of multicultural coexistence, ideological and political education in colleges and universities should cultivate a contingent of teachers with excellent professional qualities. Ideological and political educators in colleges and universities, as the main force guiding students to build cultural confidence, must be firm believers in socialist culture with Chinese characteristics. In the process of life and teaching, practice, consciously promote excellent traditional culture and advanced culture, have deep cultural knowledge, resist bad culture and wrong trend of thought. With a high degree of cultural confidence, we will guide college students to absorb nutrients in the socialist culture with Chinese characteristics, so as to get rid of vulgar interests and cultivate lofty and noble cultural beliefs.

Second, take the student as the main body fully, carries on the reform in the teaching way. Ideological and political educators in colleges and universities integrate cultural factors into the teaching of theoretical knowledge, and enhance the attraction of theoretical courses through cultural forms such as poetry appreciation and history learning, so as to improve the rise rate, acceptance and satisfaction of ideological and political courses. Encouraging students to actively create culture can not only cultivate students' innovative thinking and dialectical thinking, but also cultivate students' sense of cultural value and their ability to effectively distinguish advanced culture from backward and

decadent culture. Cultural exchanges and mutual learning are indispensable to cultural prosperity. In their cultural exchanges with different countries and ethnic groups, college students respect and tolerate each other, learn from various civilizations, enrich Chinese culture and draw useful spiritual strength to enrich themselves.

#### **4. Conclusion**

Culture, as the soul of a country and a nation, must be given full confidence. With the continuous improvement of the level of information technology, the world has become a global village, and the ideological and cultural exchanges among various countries and ethnic groups are frequent. In the context of cultural globalization, maintaining a scientific and rational cultural mentality is particularly important to the enhancement of national soft power, the progress of social civilization and the development of national culture. General secretary Xi Jinping pointed out that "cultural confidence is a more fundamental, broader and profound confidence". This fully shows that the communist party of China has recognized and paid full attention to the role of cultural confidence as the promotion of national soft power in social development and national progress. However, as the hope of the future of the country, college students still lack cultural confidence and worship foreign things. Therefore, it is an urgent problem for ideological and political education in colleges and universities to improve their cultural confidence and establish scientific and cultural views.

Under the multicultural collision impact, cultivate and improve college students' cultural confidence is the major issues of the current university faces, the ideological and political education to guide the direction of the construction of the social ideology and personal value orientation, ideological and political education in the construction of our country culture could not only promote cultural development new level, but also promote the social group cultural confidence important channel and the main position. Ideological and political educators can only enrich the educational content, innovate the educational methods and constantly open up new ways to gradually cultivate the cultural confidence of each college student, make college students become loyal supporters of Chinese culture and jointly promote the development of socialist advanced culture.

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