



Strategic Research on the Cultivation of Political Identity Literacy among College Students in University Ideological and Political Education

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Abstract. Against the backdrop of globalization, informatization, and diversification, university ideological and political education bears the responsibility of shaping the political identity literacy of college students. [3]Based on political socialization theory and constructivist learning theory, this paper delves into the academic connotation of political identity literacy, and through specific cases, explores how universities can strengthen college students' political cognition, emotion, and behavioral identity through systematic and innovative educational strategies.

Keywords: university ideological and political education; political identity literacy; educational strategies.

1 Introduction

Political identity literacy, as a crucial element in the process of citizens' political socialization, encompasses multiple dimensions such as political knowledge, political emotion, political attitude, and political behavior. In the complex and ever-changing international environment, enhancing the political identity literacy of college students is not only an inherent demand for their personal all-round development but also a vital cornerstone for safeguarding national ideological security and promoting social harmony and stability.[2] Therefore, this paper aims to provide more precise and effective strategic guidance for university ideological and political education through theoretical analysis and case studies. [7]

2 The Connotation of Political Identity Literacy

Political identity literacy emerges as a multifaceted attribute within the political socialization process, representing a synthesis of psychological and behavioral tendencies. It is not merely an intellectual understanding but a profound engagement with the political system, encompassing cognition, emotion, attitude, and behavioral inclinations. This literacy is grounded in a deep comprehension and affirmation of political structures,

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ideologies, and creeds, which in turn cultivates a sense of political responsibility, participatory aptitude, and critical acumen. It mirrors an individual's level of political sophistication and is indispensable for the bedrock of societal equilibrium and advancement.

Drawing from the theoretical underpinnings of political socialization, the development of political identity literacy is seen as a gradual internalization of political values and norms [18]. [1] It is through this process that individuals become active, informed participants in the political landscape, capable of making decisions that reflect both personal and collective interests.

2.1 Characteristics of Political Identity Literacy

Attribution and Stability. Political identity literacy is akin to a compass in an individual's political journey, providing a sense of belonging and orientation. Once ingrained, it offers a stable framework that directs political behavior and choices over time. This stability is crucial for maintaining continuity in political engagement and allegiance.

Dynamism and Development. The dynamism of political identity literacy is reflective of the evolving nature of political systems and societies. As individuals encounter new ideas and societal shifts, their political literacy adapts, demonstrating a capacity for growth and adaptation. This adaptability is essential for navigating the complexities of a changing political environment. [1]

Practicality and Behavior-Orientedness. The practical manifestation of political identity literacy is evident in the political actions and decisions of individuals. It transcends theoretical knowledge, becoming a tangible force that shapes political conduct and engagement in the public sphere. [1]

2.2 The Importance of Political Identity Literacy in Ideological and Political Education

In the academic sphere, political identity literacy is recognized as a cornerstone of university ideological and political education. It is intrinsically linked to the formation of well-rounded political perspectives among students, which is vital for their civic participation and contribution to the polity.[2] By nurturing political identity literacy, educational institutions aim to sharpen students' political sensitivity and critical thinking skills, instilling a robust sense of national and societal identity.

The cultivation of political identity literacy is not an end in itself but a means to foster a generation of socialist builders and successors who embody moral integrity, intellectual vigor, physical health, aesthetic discernment, and a strong work ethic. This holistic development is encapsulated in the concept of 'socialist core values,' which serves as a guiding principle in the educational curriculum. [8] [19]

In essence, political identity literacy is the crucible within which the values and competencies of future citizens are forged. It is through the deliberate and thoughtful cultivation of this literacy that societies can ensure the perpetuation of democratic ideals, social harmony, and political stability.

3 Current Status and Challenges of Political Identity Literacy among College Students

3.1 Current Status

In today's complex and diverse social environment, the political identity literacy of college students is not only related to their personal political stance and value orientation but also intimately linked to national stability and development. In recent years, with the popularization of higher education and social progress, college students have generally demonstrated a positive trend in political identity literacy.[12] They are universally concerned about national affairs, have a high sense of identity with socialist core values, and are willing to contribute to realizing the Chinese Dream of national rejuvenation. However, while acknowledging the positive trend, we must also address the existing issues and deficiencies.

Relative Lack of Political Theoretical Knowledge. Some college students do not delve deeply into political theoretical knowledge, relying solely on textbooks and lacking systematic and comprehensive understanding. Their ambiguity and even misconceptions about basic political concepts, systems, and processes can easily lead to a lack of judgment and analytical skills when facing complex political issues, making them vulnerable to misguidance by erroneous viewpoints.

Political Participation Consciousness and Ability Need Improvement. Although college students are generally concerned about national affairs, their political participation consciousness and ability are relatively weak. They tend to express political opinions through indirect means such as the internet, lacking practical experience and abilities in political life.[9] This indirect participation can easily lead them to lose independent thinking and judgment capabilities and be influenced by extreme ideologies and internet rumors.

Instability of Political Emotions. College students' political emotions are prone to fluctuations due to external factors, demonstrating significant instability. In the internet age, where information spreads rapidly, negative information and rumors can easily trigger emotional fluctuations and shake students' political sentiments. This instability in political emotions not only affects their own political judgments and behavioral choices but may also destabilize campus political culture and even lead to unnecessary political disputes.

3.2 Challenges Faced

Faced with the current status of college students' political identity literacy, we must address the underlying challenges, which stem from both students themselves and the external environment. [12]

Challenges Arising from Information Diversification. With the rapid development of internet technology, channels for information dissemination have become increasingly diversified. As the main force in the internet era, college students are exposed to a vast amount of political information daily. However, the quality of this information varies widely, including erroneous and one-sided viewpoints.[7] Lacking sufficient political theoretical knowledge and judgment, students are susceptible to these misleading opinions, resulting in misunderstandings and distrust towards the political system. This misunderstanding and distrust further weaken their political identity literacy, making it difficult for them to form correct political beliefs and values.

Conflicts During Social Transition. China is currently undergoing a period of social transition, with various contradictions and issues gradually emerging. Social issues such as wealth disparities, corruption, and employment pressures can evoke dissatisfaction and anxiety among college students.[16] If these emotions are not promptly addressed and resolved, they may translate into distrust of the political system and indifference towards political participation. This indifference further weakens students' political identity literacy, hindering their active involvement in political life and contributions to national stability and development.

Limitations of Educational Approaches. Traditional ideological and political curriculum teaching methods often adopt a one-way approach, emphasizing theoretical knowledge transmission while neglecting students' subjectivity and practicality. This teaching method fails to stimulate students' interest and initiative, let alone cultivate their political participation capabilities and critical thinking. Therefore, the limitations of educational approaches pose a significant challenge to cultivating college students' political identity literacy.[10] Under this teaching mode, students often remain in a passive receptive state, lacking opportunities for active thinking and exploration, making it difficult for them to develop profound political identity and a sense of belonging.

4 Strategies and Case Studies on Cultivating College Students' Political Identity Literacy through Ideological and Political Education in Universities

4.1 Strategies for Cultivating College Students' Political Identity Literacy through Ideological and Political Education in Universities

Strengthening Marxist Theory Identification to Lay the Foundation for Political Identity. As the fundamental guiding ideology for establishing our party and country,

Marxism remains the core content of ideological and political education in universities under the background of the new era. To cultivate college students' political identity literacy, the primary task is to strengthen basic Marxist theory education, guiding students to deeply understand and identify with Marxist fundamental viewpoints, positions, and methods. [11] Through systematic theoretical teaching, help students grasp the basic principles of Marxism and understand the historical necessity and practical rationality of the path of socialism with Chinese characteristics, thereby theoretically strengthening their identification with socialism with Chinese characteristics. First, constantly improve systematic theoretical teaching: establish a teaching system that comprehensively covers the basic principles of Marxism and the theoretical system of socialism with Chinese characteristics, using case studies, special lectures, and other forms to explain Marxist classic works and the latest theoretical achievements in a simple and profound manner, helping students form a solid theoretical foundation'[14][17] Second, strengthen the construction of interactive discussion platforms: establish online and offline interactive discussion platforms, encourage students to express their opinions on Marxist theory and social hotspots, and deepen their understanding and identification with the theory through teacher-student and student-student discussions.

Incorporating Era Elements to Deepen Emotional Identification. Based on theoretical identification, emotional identification is an important support for political identification. Ideological and political education in universities should closely integrate the characteristics of the new era, incorporate social hotspots and national events into teaching content, and stimulate students' patriotic emotions and national pride through vivid examples and touching stories. For example, by telling the great achievements of socialism with Chinese characteristics in the new era, students can personally experience the superiority of the socialist system with Chinese characteristics, thereby enhancing their sense of identity and belonging to the country and nation. Another example is strengthening current event education: regularly hold current event lectures and seminars, invite experts and scholars to analyze and interpret major domestic and international events, guide students to pay attention to national development and social progress, and enhance patriotic emotions and national pride. Red culture experiences can also be conducted: organize students to visit revolutionary memorial halls, history museums, and other red cultural sites, and through field trips and personal experiences, feel the struggle process and great spirit of the revolutionary martyrs, deepening their emotional identification with the country and nation. [12] [16]

Strengthening Practical Teaching to Achieve Behavioral Identification. Political identification not only stays at the cognitive and emotional levels but also needs to be reflected in behavior. Universities should actively carry out various forms of practical teaching activities, such as social surveys, voluntary services, and red culture experiences, allowing students to deepen their understanding of socialism with Chinese characteristics in practice, experience the superiority of the socialist system, and thereby consciously translate political identification into practical actions. [13] Practical teaching aims to exercise students' practical abilities, enhance their social responsibility and

mission, and cultivate strugglers and successors for the new era. For example, encourage students to participate in social practice projects such as social surveys and voluntary services, allowing them to understand social reality in practice, experience the superiority of the socialist system, and translate political identification into practical actions. Another example is through activities such as simulated NPC deputy elections and simulated United Nations conferences, allowing students to simulate participation in political life, understand political operation mechanisms, and cultivate their awareness and ability to participate in politics. [10]

Leveraging Campus Culture to Create an Atmosphere of Identification. Campus culture is an important carrier of ideological and political education in universities. Universities should fully utilize campus cultural resources and create a positive and uplifting campus cultural atmosphere by holding various cultural activities with distinct themes and diverse forms, such as theme class meetings, speech contests, and cultural performances.[4] At the same time, it is also necessary to strengthen the construction of campus network culture, use new media platforms to spread positive energy, guide students to establish correct world views, outlooks on life, and values, thereby enhancing the consciousness and initiative of political identification and making the campus an important front for cultivating college students' political identity literacy in the new era. By conducting campus cultural activities: hold campus cultural activities with distinct themes and diverse forms, such as theme class meetings, speech contests, and cultural performances, promote socialist core values, and create a positive and uplifting campus cultural atmosphere. Strengthen the construction of network culture: strengthen the construction of campus network culture, use new media platforms to spread positive energy, guide students to establish correct network views and values, and enhance their network political literacy and discrimination ability. [1] [8]

Paying Attention to Individual Differences and Implementing Precise Identification Education. Given the diversity of the college student population, there are also differences in their levels of political identification. Ideological and political education in universities should pay attention to students' individual differences and implement precise education. [5] Understand students' current status and needs in political identification through questionnaires, individual interviews, and other methods, formulate personalized education plans for different students based on their characteristics and needs, and provide targeted guidance and assistance.[6] It is also necessary to strengthen mental health education, help students resolve psychological confusion and problems, improve their psychological quality and stress resistance, and promote their healthy growth and comprehensive development. At the same time, pay attention to the psychological needs of special groups, such as ethnic minority students and impoverished students, provide necessary psychological support and assistance, and thereby comprehensively enhance their political identity literacy, cultivating more excellent youth with firm political identification for the development of the new era.

4.2 Case Studies and Insights on Cultivating College Students' Political Identity Literacy through Ideological and Political Education in Universities

Teaching Strategies for Deep Integration of Theory and Practice. An university's "Red Footprints" practical project: A university organized students to carry out red cultural practical activities in revolutionary base areas such as JingGangShan. Through visiting revolutionary sites, listening to red stories, and experiencing the life of the Red Army, students deeply understood the struggle spirit of the revolutionary martyrs and the hard-won path of socialism with Chinese characteristics.[7] By adopting interactive theoretical teaching methods such as group discussions, case analyses, and role-playing, students' participation enthusiasm is stimulated, and their understanding and identification with political theory are deepened. For the teaching theme of the course "An Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics," organize students to debate a certain social hotspot issue, deepening their understanding of the path of socialism with Chinese characteristics through ideological collisions.[12] Establish off-campus practical education bases, such as red education bases and community service centers, to provide students with opportunities for field visits and research. Through personal experiences, let students feel the achievements of national development and the reality of social progress, enhance their sense of political identification and belonging, and significantly improve students' political identity literacy.

Personalized and Differentiated Education Strategies. "Political Navigation" personalized learning plan: A university uses big data analysis technology to develop a personalized political learning plan for each student. The plan precisely pushes relevant political education resources and activity information based on students' interests, professional backgrounds, and learning progress. After implementing the plan for some time, students' political identity literacy generally improved, and their learning interest and enthusiasm significantly increased.[14] Universities use modern information technology to build personalized learning platforms and provide customized learning resources and learning paths for students. Through data analysis, precisely push political education content that matches students' interests and learning needs to improve learning outcomes. Implement tiered teaching for students of different grades and majors. For example, focus on the initiation of political cognition and the teaching of basic knowledge for lower-grade students; for upper-grade students, strengthen the deepening of political identification and the cultivation of practical abilities, constantly enhancing the pertinence and timeliness of political identity literacy cultivation.

Organic Integration of Campus Culture and Political Identification. "Youth Dedicated to the Motherland" themed speech contest: A university held a speech contest themed "Youth Dedicated to the Motherland." Students competed fiercely around themes such as the path of socialism with Chinese characteristics and national rejuvenation. Through the preparation and participation process of the contest, students not

only exercised their expression and speech skills but also deepened their understanding and comprehension of national development and social progress, and their political identity literacy was comprehensively improved. Hold various campus cultural activities themed around political identification, such as political knowledge contests, themed speech contests, and political culture festivals.[9]Through participation and experience in activities, let students receive political education in a relaxed and pleasant atmosphere and enhance their political identity literacy. Utilize campus network platforms to build a positive online political culture space. By publishing positive political information, guiding online public opinion, and conducting online political discussions, create a healthy online political atmosphere and enhance students' online political literacy.

5 Conclusion

The educational landscape of our time, particularly within the hallowed halls of universities, is at a pivotal crossroads. It is a period rife with challenges and replete with opportunities, all converging on the critical task of cultivating political identity literacy among our youth. [5] As society rapidly evolves and the global stage undergoes profound transformations, the necessity to instill a robust sense of political literacy in the younger generation stands as an urgent priority.

The onset of the information age, with its vast repositories of knowledge and its kaleidoscope of perspectives, offers both promise and peril. It underscores an undeniable truth: universities must step up to the plate, evolving their educational frameworks to meet the multifaceted demands of contemporary society. It is incumbent upon these institutions to embrace innovative teaching methodologies and integrate the latest research to create a curriculum that is not merely academic but also a catalyst for political awareness and civic responsibility.[7]

In taking on this mantle, universities have the onerous responsibility of reinforcing their educational infrastructure. This means investing in the professional development of their faculty, sharpening their political insight, and perfecting their teaching skills. The goal is to develop a faculty that stands firm in their political beliefs and serves as a model of expertise and work ethic.

In tandem with this, universities must create an educational ecosystem that nurtures well-rounded growth. They must establish an environment alive with political and cultural vibrancy—one that sparks intellectual curiosity and fosters a dynamic exchange of ideas. The campus should be a fertile ground for open dialogue, spirited debate, and the free flow of thought, allowing students to grow both intellectually and personally.[10]

Furthermore, the perspective must extend beyond national borders to include the broader global community. By aligning with international standards and learning from successful global practices in political education, universities can elevate their educational models. This exchange of ideas is not about adopting foreign concepts wholesale but about blending the universal with the indigenous, thereby enhancing the international standing and allure of Chinese universities.

The integration of international perspectives should be reciprocal, with Chinese universities actively contributing to the global dialogue on political education, showcasing their unique insights and innovative approaches. This not only strengthens the internationalization of Chinese higher education but also adds depth and variety to the global mosaic of political thought.

In summary, the cultivation of political identity literacy among college students is a mission of both immediate urgency and profound significance. It is a journey that requires universities to lead the way in educational innovation, cultural enrichment, and international collaboration.[10] By embracing this role, universities will not only equip students with the political resilience and social consciousness needed for the new era but also instill in them an international outlook that is both broad and deep. Through such concerted efforts, we can envision a future where our youth are the beacons of political enlightenment, stewards of society, and global citizens.

This pursuit transcends academic achievement; it is about shaping the very soul of a nation's destiny. It is about fostering a generation that is politically adept, socially accountable, and globally conscious—individuals who will carry the torch of progress into the unexplored realms of the future. It is a duty that universities must undertake with zeal and a steadfast commitment, for what is at stake is nothing less than the promise of a more enlightened and inclusive tomorrow.

The stakes of this educational mission are high, as they pertain to the foundational values and principles that will guide our youth in their civic life. It is about instilling a deep understanding of the political processes that shape societies and equipping students with the skills to engage with these processes constructively. It is about encouraging a sense of active citizenship, where students are not mere bystanders but active participants in the democratic life of their communities and nations.

Moreover, the cultivation of political identity literacy is about developing a critical consciousness that enables students to navigate the complexities of contemporary politics with discernment and wisdom. It is about encouraging a spirit of inquiry and a commitment to truth that can withstand the pressures of misinformation and dogmatic ideologies.[15]

In this pursuit, universities must also remain vigilant against the dangers of indoctrination and must uphold the principles of academic freedom and intellectual diversity. The goal is not to produce a generation of echo chambers but rather to create an environment where diverse political views can be expressed and debated respectfully.

The role of universities in this endeavor is multifaceted. They must be centers of learning, hubs of innovation, and custodians of cultural heritage. They must be places where the past informs the present and where the present shapes the future. In doing so, universities play a pivotal role in preparing students to be informed and responsible global citizens who can contribute positively to the international community.

As we look to the future, the mission of universities in cultivating political identity literacy among college students becomes even more significant. [11] It is a mission that is intertwined with the very survival and prosperity of our societies. It is a mission that calls for a collective effort from educators, policymakers, and all sectors of society to create a nurturing ground for the growth of our youth.

In conclusion, the task of nurturing political identity literacy in college students is a testament to the transformative power of education. It is a call to action for universities to rise to the occasion and lead the way in shaping a generation that is not only academically accomplished but also socially engaged and globally competent. It is a mission that is both urgent and enduring, one that will define the character of our societies for years to come.

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