

Reflections on the Ideological and Political Education Leading the Construction of Campus Culture

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Abstract—The ideological and political education in universities and the construction of campus culture are two relatively independent fields of study, but as an educational practice, they have consistency in the goal, complementarity in the functions, symbiosis in interaction and intrinsic permeability in practice. In reality, a good treatment of the four pairs of practical contradictions of ideological and political education in the construction of campus culture in the new period is conducive to activating the ideological and political education under the carrier of advanced campus culture. We should make an organic combination of the two from the campus material culture, spiritual culture, behavioral culture and institutional culture and other structure of different levels, to build a benign mutually-soluble mechanism and to enhance the campus culture influence of universities.

Keywords—*ideological and political education; campus culture construction; mutually-soluble mechanism; campus culture influence*

I. INTRODUCTION

The ideological and political education and the campus culture in colleges and universities mutually influence and mutually interact. In February 2017, the CPC Central Committee and the State Council's pointed out in the "Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities in the New Situation": Adhering to the all-round education of the entire staff in the whole process; make the ideological value guide and run throughout the entire process of education and teaching and all links, to build a long-term mechanism of educating people by teaching, by scientific research, by practice, by management, by service, by culture, and by organization. Therefore, how to guide the construction of campus culture with ideological and political education, to highlight the implicit ideological and political education function of campus culture and to face the challenges of current ideological, political and moral education? This is an inevitable task in the construction of advanced campus culture in the new era.

II. THE INHERENT RELATIONSHIP BETWEEN THE CAMPUS CULTURE AND THE IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

A. Consistency in the Goal

In the theory of relational thinking, it is believed that thing and phenomena does not exist in isolation and they both are entities made up of innate matters. The existence of every thing and phenomena is based on the existence of other things and phenomena. Thus, "phenomenon, reality and existence are confined to a group of essentially inseparable relational structures." [1] Therefore, the ideological and political education in colleges and universities lead the value orientation of campus culture, both jointly serve the cultivation of socialism "Four-Haves talents" and the education of "morality and talents" in the goal, of which the "morality" stands for the unalterable socialist ideals and beliefs and the core values; the "talents" refer to the "the qualified social workers and reliable successors with Chinese characteristics, who are socialist-minded and professionally competent persons with ability and political integrity and with development in a all-around way. Specifically, the fundamental goal of the campus culture construction is to internalize the ideological concept in the views and values according to the cognitive laws of human ideology, raise the ideological and moral sentiments of college students and cultivate talents of all-round development in the campus; as a conscious and purposeful practical activity, the ideological and political education should follow the formation, change and development of human's ideological and political morality, and focus on the training of college students to make students establish a correct world outlook, outlook on life and values, to enhance their understanding of the world and their ability of reconstruction of the world, so as to play a positive role in education.

B. Functional Complementarity

From the social and personal point of view, the function of campus culture has both social and personal functions, of which the social functions include promoting social and cultural development and shaping the spirit of the university,

and the personal functions include developing students in an all-round way. As an important front and effective carrier of ideological and political education, campus culture can create conditions for the all-round development of college students through reconstruction of the social cultural environment and the campus environment. However, due to the dual functions of campus culture on ideological and political education, it can not only promote the development of ideological and political education, but also hinder the development of ideological and political education. Therefore, in practice, it is necessary to exert the positive influence of ideological and political education. In the ideological and political education, "social functions include political functions, critical functions, transformational functions, etc.; personal functions include promotion of people's all-round development; political functions give college students the political personality and guide them to think rationally about the social and political performances and individual political behaviors from the perspective of democratic politics." [2] Therefore, the dominant value function of ideological and political education can not only correct the negative impact of campus culture, but also shape the campus culture that embodies the characteristics of socialism, the characteristics of the times and the characteristics of colleges and universities. Therefore, the function of the two is not repeated, but cross-useful and mutually complementary.

C. Interactive Symbiosis

Humanity, self and society are all formed in social interaction. [3] From the subject of interaction, the construction of campus culture includes both the entire students and all the staff; the object of ideological and political education is all teachers and students; the common participation subjects of the two constitute the human factor of interaction. Campus culture provides the internal psychological environment and external cultural environment for teachers' and students' ideology. At the same time, the ideological and political education also influences, reforms and innovates the cultural construction of campus people. From the form of interaction, the campus culture must embody the essential requirements of socialism and follow the party's education policy. In this way, the construction of campus culture can not be separated from ideological and political education. However, the carrier of campus culture has the characteristics of "diversity in form, completeness of influence on people, and permeability of influence ways." [4] Campus culture can not only carry the sources of information such as purpose, task, principle and content of ideological and political education, but as a form of linking the subject of education and the object of education, it also make the subject and the object gain development opportunities through this interactive form. Therefore, it is necessary to make innovation on the path of campus culture construction and divert the content of ideological and political education to all aspects and activities of campus culture, so as to make the two play an effective role in the integration and co-existence.

D. The Intrinsic Permeability in Practice

From a cultural viewpoint, as a subculture, campus culture is a part of the construction of social culture and can also be

understood as a subsystem of social and cultural system, with the characteristics of permeability, practicality, implicitness and long-term; this attribute determines that the external influence of campus culture carrier for college students is intrinsically imperceptible, so it is necessary to eliminate the simple "metaphysical" enlightenment and enhance the realistic "physical" care of life; from the acceptance of ideological and political education, the content of ideological and political education is also an important part of the advanced culture of socialism and a special process of cultural transmission and enlightenment. The ideological and political education can not achieve its goal only by the way of instillation and enforcement, but by subtly influencing the educational object as the spring rain, so as to make the thoughts and behaviors of the educational object subtly transformed from theory to practice and from internalization to externalization. one should prove the truth of his/her thinking in practice, that is the reality and strength of his/her own thinking, and that is the this-sidedness of his/her own thinking. [5] Therefore, it can not be accomplished overnight for the educational objects of the two in accepting the influences of the subject of education, but the subject of education and the object of education must be connected through mutual permeability in the intermediary practice.

III. THE PRACTICAL CONTRADICTIONS OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE CONSTRUCTION OF CAMPUS CULTURE IN THE NEW PERIOD

With the restructuring and reconstruction of institutional mechanisms, the differentiation and reorganization of material interests, and the dispersion of various social trends of thought, "students hear more than the voice of the party on the Internet, but the voice from the global." [6] The campus culture presents a complicated situation: there is both the promotion of mainstream culture and the growth of non-mainstream culture. This sign in reality of weakening differences and trumpeting the nihilism, makes a direct impact on the effectiveness of the ideological and political education, leading to the "two skins" phenomenon and the numerous contradictions in practice of political education.

A. The Content of Ideological and Political Education: Conflicts between at Current Stage and in the Future

The current content of ideological and political education is to face the world of campus life, make timely and effective feedback on the new ideas and opinions, conflicts and problems in the campus culture reality, and rectify the negative campus culture. The future content of ideological and political education is to have a foresight beyond reality to follow the law of education, the law of ideological and political work, the law of students' growth, grasp the development needs and trends according to the "hot spots" of campus culture and the thinking excitement point of students, and apply the advanced thinking beyond the current ideological level to create a positive campus culture. In the era of network, information and internationalization, how to deal with the contradictions between the reality and the future in the ideological and political education? It is not only reflected in the theory and but also required in the practice. The vitality of ideological and

political education in the construction of campus culture comes from its guiding ideology - Marxism. However, "Marxist scientific theory is not a metaphysical reverie beyond the practice of human society, nor is the rigid dogma or ice-cold logic, but it is a scientific system full of vigor and power that is deeply rooted in the practice of human society. "[7] Therefore, in the face of the fact that the variation of values impacts the carrier of campus culture in ideological education, we must use the theory and method of Marxism to grasp the tension between the current and the future.

*B. The Form of Ideological and Political Education:
Conflicts between the Dominant Education and the
Recessive Education*

For a long time, the main place of ideological and political education for the campus culture is confined to the dominant class, which is knowledgeable, authoritative and obedient. mainly based on the utilization of the "Two Lessons" in ideological and political education resources, the intensive education is implemented in this form through the teaching plan so that students acquire systematic theoretical knowledge, but it can not stimulate students' interests and emotions well, and neglects the internalized ideological and moral education; the recessive education is an important channel of ideological and political education, and as the extension and deepening of ideological and political education from classroom to after-school, it can expand the breadth and depth of ideological and political education with pertinence, initiative and implicitness. "We should take students as learners of knowledge, but also the individual with a rich inner world, independent personality and dignity." [8] However, as their own characteristics are ignored intentionally or unintentionally, no enough attention is paid and no enough development is made for them. Therefore, the dominant ideological education and recessive ideological education are interrelated and interpenetrated, and under certain conditions and significance, they can be transformed into each other. By integrating the first class and the second class, we can achieve the creative transformation from "ideological and political class" to "ideology in class".

*C. The Methods of Ideological and Political Education:
Conflicts between the Single Inculcation and the
Diversified Influence*

The traditional methods of dominant ideological and political education often emphasize one-way inculcation of educators, and the teaching content focuses on the theoretical and political teaching, but ignores the diversification and vividness of educational forms. This teaching emphasizes the subjective desire of educators and neglects the learner's subjectivity and individualized requirements; in the teaching evaluation, they attach importance to the test scores but ignore the cultivation of learners' ideological, moral and behavioral skills. This top-down way of ideological and political education hardly gets substantive results, which uses one model and one method. The diversified influence of ideological and political education methods in campus culture requires an overall plan and coordination of in-class and extra-curricular, in-school and after-school, online and offline resources, and it needs a intersection of multi-level campus

culture and ideological and political education and a application of participation, PBL (Problem- Based Learning), interactive exploration and other methods to change the commanding ideological inculcation and change the tagging tendency of ideological and political education. The ideological and political work is fundamentally based on human, so educators must innovate in teaching methods, change the passive form into the interactive form, to break the single-inculcation way of "white (chalk) plus black (blackboard) ", and try for a remarkable effect in the multi-dimensional interaction.

*D. The Effect of Ideological and Political Education:
Conflicts between Political Aspect and Educational Aspect*

In the traditional ideological and political education, it is thought that that ideological and political education is equal to political education plus ideological education, based on political theory education, and mainly emphasizes the directivity of effect, with the shortcomings that is only for teaching school but not for educating people, only for teaching knowledge but not for telling the way to live, for example, its main content are theoretical education, current affairs policy education and revolutionary traditional education. Generally it brings students a boring feeling and can not stimulate emotional resonance of learners, ignoring the enrichment of ideological and political education. In reality, the "ideological floating" phenomenon will produce: [9] On the one hand, it will lead to the reverse psychology of learners; on the other hand, it will cause the social emotional fatigue of learners. For the value of ideological and political education, we not only emphasize the study of political theory, but also guide learners to learn discernment and thinking, to establish scientific and political thinking, to build their own belief system, and to enhance their theoretical identification, political identification, and emotional identification. Therefore, we should make teaching go together with knowledge, pleasure and beauty so as to get better teaching and better learning; by highlighting the political nature of political and ideological education, we will give a guarantee for the positive and healthy development of campus culture. At the same time, we should fully develop vivid and artistic campus culture to make an organic integration of the practice system of ideological and political education and the practice activities of campus culture, and further to improve the anti-infiltration ability of ideological and political education.

**IV. TO BUILD A MUTUALLY-SOLUBLE MECHANISM OF
IDEOLOGICAL AND POLITICAL EDUCATION WITH CAMPUS
CULTURE AS THE CARRIER**

*A. To Strengthen the Basic Conditions of Ideological and
Political Education, and Recreate the Carrier of Campus
Material Culture*

The carrier of college campus material culture is the "hardware" foundation of ideological and political education. People can create the environment, and the environment can also create people. The construction of the campus material culture should reflect the characteristics of the times, education, inheritance and culture so as to make the "solid" material and

culture of the campus achieve a functional harmony and unification of application, aesthetics and education, and "Let all the walls of schools able to speak", and create a natural and humanistic environment with culture visible everywhere from time to time.

1) *Build a new media education platform:* "Digital Campus" has become the development trend of big data era. The cultural carrier communication mode of ideological and political education should focus on the combination of traditional media and emerging media, and should promote the further integration of the traditional advantages of ideological and political education and the information technology, and expand the space-time scope of ideological and political education. However, the new media education platform of network is a "double-edged sword", which requires colleges and universities should strengthen the monitoring and management of campus network information security, transplant the current and future ideological and political education content onto the network, promote the main theme of socialism and build the ideological and political culture system of network. South China Normal University took the initiative to explore a new mode of "Internet +" ideological and political education, and built the "micro-class" video library of ideological and political course, the "school media group" of news network, the self-media of excellent teachers and students and other new platforms.

2) *Establish a new base platform:* The interaction between campus culture construction and ideological and political education practice is essentially a kind of "activity", of course, the development of various activities need the support of base platform. Therefore, colleges and universities should continue to consolidate, perfect and expand the construction of professional practice bases, employment training bases, work-study practice bases, patriotism education practice bases and overseas exchange practice bases, and build the new base platform both inside and outside the class, inside and outside the school, as well as home and abroad, to make ideological and political education "go out of" the confined dominant classes and to purify and improve students' ideological, political and comprehensive qualities in all kinds of activities.

B. To Highlight the Value Orientation of Ideological and Political Education, and Reshape the Carrier of Campus Spiritual Culture

The carrier of campus spiritual culture is the core component of ideological and political education, mainly reflected in the style of study, the style of teaching and the school ethos. "For the things in the field of culture, we must use the theory of Marxism to analyze, identify and criticize its ideological content and from." [10] Therefore, ideological and political education can be regarded as a beacon for construction of campus spiritual culture. In the construction of campus spiritual culture, we should unify the political and educational natures of ideological and political education, combine school-based features, promote social-based values

and respect individual-based values so as to convey the "wishes of the higher authorities" but also understand the "feelings of the masses".

1) *Really promote the main theme, and reflect the characteristics of the times:* The campus culture of colleges and universities inevitably embodies the spirit and the characteristics of the times in the campus. The report in the 18th CPC National Congress pointed out that the socialist core value system is the substantial reflection of socialist ideology. Therefore, the socialist core value system is the foundation for construction of the spiritual culture of campus. In the implementation of ideological and political education, we must firmly believe the "four self-confidence" and take the socialism core value system --- "the greatest common divisor" to lead the construction of campus spiritual culture. Specifically, we should adhere to the guidance of Marxist thought, give prominence to the guiding force of value, establish the common ideal of socialism with Chinese characteristics, embody the idealistic charisma, promote and nurture the national spirit and the spirit of the times, and sublimate the inner cohesion.

2) *Really meet the human nature, and grasp the law:* The subjective factors, such as individual's knowledge background, cognitive level and practical ability, play a decisive role in the development of ideological and political qualities. In the construction of campus spiritual culture, we should adhere to the "people-oriented" philosophy of education, follow the law of student growth and development, respect for individual values and subject awareness. The theoretical needs for ideological and political education have general and individual characteristics due to the age differences, academic level differences, and academic discipline differences, so we should focus on the combination of general requirements and classified guidance, and distinguish the group differences of educational objects, to meet the needs of college students in the promotion from ideological cognition to and behavioral choices and make them get an effective guidance in the process, and really achieve the people-oriented principle of ideological and political education.

3) *Really highlight the school-based features, and enhance the effectiveness:* Campus spiritual culture is both invisible and tangible. We should explore the value of school history documents, gather recessive resources of ideological and political education, and emphasize the characteristics of running schools and highlight the campus spiritual culture. We should collect and integrate historical and educational resources of ideological and political education such as historical stories, ceremonies, cultural and art activities, excellent teachers and students and elite alumni cases in the colleges and universities, to promote the construction of school history museums and museums, create the symbolic signs of campus culture, demonstrate the course of running schools, promote the fine traditions of colleges and universities, improve the pertinence, effectiveness and influence of ideological and political education, and cultivate

the profound affection of college students for their schools to make them love school like their family and maintain the reputation of school, and further promote the development of their schools.

C. To Emphasize the Behavior Orientation of Ideological and Political Education, and Cultivate the Carrier of Campus Behavior Culture

The campus behavior culture of colleges and universities is the manifestation of mental state, interpersonal relationship and behavior ethics of faculty members and college students, and it reflects the mentality of teachers and students, the atmosphere of colleges and universities and the cultural characteristics of the campus. Therefore, in a certain sense, the campus behavior culture reflects the achievements of campus culture. How to guide college students to convert their thinking into behavioral competence and to solve the problem of separation between theory and practice in the ideological and political education, which is the separation of knowing and doing? In the "Planned Behavior Theory", it is thought that under the premise of no specific environmental factors, the stronger the individual's intention to act is, the more likely it is to carry out the behavior, and the "Theory of Behavioral Situation" holds that individual behavior will be promptly changed due to the changes of behavioral situation. [11]

1) To strictly guard the "pass of entrance" from the perspective of behavior process input: The principle of the unity of knowing and doing is the application of Marxist principle of the unity of cognition and practice in the moral education. Colleges and universities should combine the activities of ideological and political education in the new period through a concerted effort to strengthen the construction of "four unities" for the ethics of teachers, elect the typical and positive examples for giving exemplary and demonstrative roles. At the same time, we should inspire college students' will to create good behavior and firmly establish "four consciousnesses" so as to make the socialist concept of honor and disgrace --- "Eight Honors and Eight Disgraces" go into the minds of students, and apply the method of "introspection" to change the text into the knowledge in mind and further internalized as personal qualities.

2) To monitor the "pass of exit" from the viewpoint of behavior result output: In the ideological and political work of colleges and universities, we should adhere to the "four services", establish a scientific and diverse behavior evaluation system, and strengthen the supervision and guidance of the teachers' and students' behaviors. According to the phenomenon and characterization of teachers' and students' behavior in campus, we can find their ideological and political changes, then we can combine the solution of ideological problems and the solution of actual conflicts and use the method of "tempering by practice" to guide the student individual and the student group separately according to the specific situation and timely correct the bad behavior of the group, and we can implement the one-to-one "feedback-

introspection" way for individuals to correct their vulgarized, formalized and utilitarian bias of behavior culture, to make them restricted by themselves through self-introspection and self-suggestion, and further practice a "prescribed action" and "optional action".

D. To Establish the Security System of Ideological and Political Education, and Regulate the Carrier of Campus System Culture

The carrier of campus system culture in colleges and universities includes the formal rules and informal rules for maintenance of normal order in campus culture, as well as the implementation and operation mechanisms, and it has the functions of political orientation and ideological education. "Only when establishing a set of workable norms, can we make the activities of campus culture regulated." [10] Therefore, the carrier of campus system culture is an important guarantee for the development of ideological and political education. From the operating mechanism, the campus system culture can not be a natural part of the campus culture, and it can play its role only when accepted by teachers and students, so we should organically integrate the campus system culture and the ideological education in practice, and use a variety of infiltrative methods of ideological and political education to achieve an organic combination of rigid constraints and flexible education.

1) To strengthen the concept of managing schools according to the laws and improve the leadership organization mechanism: Establish and improve the unified leadership of party committees, and the great ideological and political work system of the party and the government jointly taking effort for management together with the masses; we also should adhere to the combination of ideological and political education with the administration by law, and enhance the scientific and fine level. The Party committee must ensure that colleges and universities have a correct orientation of running schools, and master the leadership of ideological and political work. We should implement the three-level linkage of Party committee, department (faculty) party organizations and grassroots Party branches in colleges and universities, uphold the system of "three sessions and one lesson", highlight the roles of Party branch as mainstay, innovate the modes of master + branch, project + branch, model + branch and others. Adhere to the cultivation of all-round talent for all members in the entire process, and make the ideological value guide the construction of campus system culture throughout the entire process.

2) To adhere to the principle of people-oriented management and implement a democratic management mechanism: "Anything that is of ideological nature ... only can be solved in a democratic way, or in a way of discussion, criticism and persuasion and education." [12] The campus system culture will act as a coercive or restrictive role for teachers and students to a certain extent, but this does not mean that it must be an ice-cold clause. We can establish and improve the democratic systems and mechanisms, perfect the

right and interest remedies system of school leaders, department (faculty) leaders, teacher and students, change the long-term subordinate position and even the "absent" state of teacher and students in the management of school, make a good ideological guide in a equal communication, democratic discussion and interactive exchange and further improve the democratic management system.

3) *To improve the incentives and rewards and punishment system, and take the interests driving mechanism into account:* Abraham Maslow, an American psychologist, pointed out in *The Theory of Human Incentives* that other needs can become the new incentives only when the most basic need for survival is met. Therefore, in the construction of campus system culture, we should persistently carry forward the fine traditions and also combine with the reflection of needs, improve the incentive mechanism of ideological and political education, pay attention to the symbolic significance of encouragement, and insist on the spiritual encouragement to form the collective moral opinion. At the same time, "a reasonable system of punishment is not only legal but necessary." [13]

4) *To coordinate the operation mechanism as a whole and strengthen the construction of the guarantee system:* Establish and improve the evaluation system of ideological and political work to promote the construction and management through assessment, make a clear system of people and property investment security, and promote the institutionalization of ideological and political work in colleges and universities. First, strengthen the construction of ideological and political education team; in accordance with the standard, increase and strengthen the teachers of ideological and political class, the school (department) full-time League branch secretary, and the full-time and part-time counselor team, to promote the establishment of specially-appointed professor posts in the areas and colleges and universities with ready conditions. Second, adhere to the principle of saving and practicability, to achieve the maximized input-output efficiency. According to the actual needs, we can set up an interactive fund for campus culture construction and ideological and political education. We can also use social resources to solve the problem of insufficient funding for interaction between campus culture construction and ideological and political education. Make strict special management of the organization, the introduction of talents, and the construction of material infrastructures, to ensure the construction of system purposed for transform of the material resources into the spiritual resources, and form a powerful educational effect so as to achieve the ideal educational goal.

V. CONCLUSION

The ideological and political education in colleges and universities is an important part of campus culture construction. The carrier of campus culture is also an important way of ideological and political education for college students. Campus culture carries the function of ideological and political education at many levels, and ideological and political

education leads the development of campus culture in terms of education, orientation, adjustment and cohesion. Therefore, the two will permeate each other and integrate with each other in the concrete practice. Ideological and political education is like salt but we can not eat only salt, and the best way is to dissolve salt naturally into the campus culture.

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