

Cultural Attribute in the Modern Transformation of Ideological and Political Education

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Abstract—The lower efficiency and effectiveness of ideological and political education are an extremely important problem of higher education. The current ideological and political education faces up with profound cultural dilemma. Cultural dominance of ideological and political education under diversified cultural integration is weakened. Cultural aggregation force of ideological and political education under the dominance of technical unidirectional rationality is passivated. In addition, cultural emissive power of ideological and political education driven by network media dissemination is narrowed. Due to demands for educational innovation, the paper applied relevant idea of cultural paradigm methodology, concerned scientific principles on ideological and political education from cultural perspective, moderated cultural attribute positioning of ideological and political education, rationalized cultural value selection of ideological and political education, and schematized cultural laws of ideological and political education. The paper aims to look for a cultural path to promote ideological and political education effects and to manifest cultural attribute contained in ideological and political education.

Keywords—*ideological and political education; modernity; cultural attribute; direction of transformation*

I. INTRODUCTION

The modern transformation of Ideological and political education caused by the changes of social structure is an important engine and key platform for the generation of the modernity of Ideological and Political Education, which is important problem area in the study of the modernity of Ideological and Political Education for investigating and searching the way of Ideological and Political Education's transformation. At the same time, cultural connotation belongs to ideological and Political Education and the content of Ideological and political education is the wisdom of the excellent spiritual wealth of human society. The cultural attribute exists as a kind of cultural form in the general category of spiritual culture. The realization of human socialization and civilization is the common value goal of culture and ideological and political education. In essence, the ideological and political education as a cultural phenomenon will be required to view the cultivation and excavation of cultural consciousness in Ideological and Political Education as important direction of the modern transformation.

Ideological and political education is closely related to culture, which cannot be separated. On the one hand, the basic

theory, main content and core goal of Ideological and Political Education are important components of the specific social culture and the development and innovation of Ideological and political education will boost the development and prosperity of social culture. On the other hand, the specific culture circle in line with social development and the circumstances of the times create conditions for the development and innovation of Ideological and Political Education, if separated from the contrast and security of specific culture circle, the ideological and political education will lose its core education carrier and the support of the environment. From this perspective, the symbiosis of Ideological and political education and culture is to some extent bound.

II. LOGICAL OPENING OF CULTURAL ATTRIBUTES OF IDEOLOGICAL EDUCATION

A. *Intrinsic cultural attributes in the essence of ideological and political education*

As a young subject, the subject of Ideological and political education has been discussing and debating the definition, connotation, essence of the concept and other basic theoretical problems in the construction and development process of more than 30 years. At present, the basic point of view of the definition with wide acceptance in the academic field is that the ideological and political education is a society practice activity, in which certain classes, political parties and social groups exert purposeful, planned and organized influence on their members with certain ideas, political views and ethics according to the development law of the formation of people's ideology and morality, so that they form the ideology and morality certain society and certain classes need. Therefore, the ideological and political education in essence is an educational practice activity whose main educational content is to reflect the ideology of the specific classes and the group's interest and whose core goal is the most widespread political identity in the social entities of class existence.

As a special education practice that is different from the general education, the ideological and political education views the basic rules of the formation and development of the individual's ideological and moral character as the logical starting point of educational thinking, the formation of ideas, the shape of political points and the cultivation of ethics and morality as the important focus of educational practice, the demand of the special classes and the society on the

individual's ideological and political quality as the ultimate goal of education placement. It is not difficult to see that the ideological and political education is regarded as a special education activity, whose core points are ideological recognition and identification, and its distinctive political nature is fairly self-evident, at the same time, the cultural significance of the connotation also needs to open. Ideology, in essence, is attributed to a specific representation of conceptual culture, whose own establishment, conflict resolution and the construction of era are presented in the form of culture. Furthermore, Practice of Ideological and Political Education whose core is the most widespread ideological identity is also a cultural and educational activity, which relies on culture as an important carrier and platform with the successful realization of people's socialization as the goal.

B. Infiltrated cultural attributes in the elements of ideological and political education

From the perspective of academic reasoning, the ideological and political education usually covers the following main elements including subject, object, medium and ring, which become the basic elements of the ideological and political education because there is a close relationship with infiltrated cultural gene.

The subject of ideological and political education usually refers to the ideological and political educators, that is, the dominant entity of the organization, coordination and implementation of ideological and political education practice activities. The so-called object of ideological and political education usually refers to the common educatees, that is, the object entity of specific reception, internalization and recognition of ideological and political education's content and information. As the dominant side and the passive side, the subject and object of Ideological and political education are mutually conditioned and indivisible. At the same time, the subject and object of ideological and political education have a certain degree of transformation in the educational practice. In the particular educational phase and educational link, the ideological and political educators turn into educatees and the educators may turn into ideological and political educators, which is the subject-object and the object-subject of ideological and political education and realizes the improvement of comprehensive development of human freedom. But it needs to be explained that educators are always in the leading position of educational activities depending on its education and role traits and the subject of ideological and political education in the practice of ideological and political education, while educatees are object of ideological and political education mainly confined to the situation of receiving education so that cannot get the dominant power of the practice of Ideological and Political Education. The above mentioned boundary of subject and object of education in essence lies in the gradation of ideology and cultural accomplishment deriving from both sides of education due to the dividing line confined by material production weight in society. Based on this, the division of subject and object of Ideological and political education is fundamentally based on the differences between the two sides in the level of ideological and cultural.

The medium of ideological and political education can also be regarded as the related media system in the process of Ideological and political education, usually including the carrier and the way of Ideological and political education. In general, the ring of Ideological and political education is the generic term of the internal and external environmental factors of education relied by the successful development of Ideological and political education. The mediator of Ideological and political education realizes the interactive transmission for cultural resources and information of both sides and the effective integration of the cultural ideas, vision and content of education between the two sides, and the edification and contrast of internal cultural environment of sociocultural environment and ideological and political education contribute to the rational growth of the ideological and political education culture community.

C. Cultural attributes inside the process of ideological and political education

The process of Ideological and political education is the most important part of educational practice, including the development of educational objectives, the implementation of educational programs, the use of educational methods and the observation of educational effect. In terms of the goals of Ideological and political education, to educate and lead the dominant ideology, values and attitude system of classes in society so that the ruling class can control other aspects under the premise of the realization of controlling the ideological consciousness. In terms of the essence, the ideological and political education aims to make the majority of members of the community form the ideology same as that of ruling class, and this kind of ideology is distinctively political. In addition, existing as a kind of ideological concept, it is to a greater extent a kind of spiritual characterization with strong cultural characteristics. In terms of the means of Ideological and Political Education, in spite of such as political propaganda, theory teaching, knowledge inculcation, mandatory statute, invisible endosmosis and multiple modes with certain embedded factors, in fact, the ideological and political education views the culture as the core, such as internalization, enculturation etc.... In terms of the effect of ideological and political education, the social dominant ideology system and the social mainstream ideology system can achieve the integration and identity, getting the best effect of Ideological and Political Education, which means that the ideological and political education has a significant effect. The ideological system, as the core, is the cultural system in essence.

D. Cultural attributes showed by the methods of ideological and political education

From the ancient to the present, the ideological and political education is reflected as the special form of cultural survival and advancement concerning the education itself. As an individual's living condition, culture not only shows the polymerization and creativity of a country and nation, but also embodies the vitality and creativity of the people. Spirit, the spiritual culture, is the soul of society, the embodiment of human nature. From the perspective of culturology, the methods of ideological and political education are the effective inheritance for the culture and powerful innovation of practice

activities. In this process, the majority of educators' ideology, political view and moral feeling are influenced, in order to achieve the goals of Ideological and political education. The ideological and political education mainly use the cultural innovation to drive and generate the way of advanced culture that meets the demand of the times and society, then makes use of the way to provide spiritual guidance for the educated and promotes the formation of the strength of character and the meaning, showing the purpose of ideological and political education. Furthermore, the methods of Ideological and political education are to educate people with culture, namely the cultural method.

III. CONCLUSION

As a kind of cultural reflection, cultural recognition and cultural identity, cultural awareness lies in the affirmation of the diversity of culture and the respect for the multiplicity of cultural differences. As the basic power and the primary premise of the development of Ideological and Political Education culture and cultural behavior, cultural awareness, in the modern transformation of Ideological and Political Education, lies in the essential comprehension and understanding of the cultural nature, the cultural function and the cultural value of the Ideological and Political Education for educational subjects, lies in the analysis and assessment of the occurrence and development of Ideological and Political Education from a cultural perspective for educational subjects, and then they are educated more scientifically in Ideological and political education and moral cultivation by fulling using the paradigm, content and methods of culture.

A. *Appropriate positioning of culture attribute in Ideological and Political Education*

Political attribute and culture attribute are complementary to each other in the practice of Ideological and political education: political attribute in Ideological and Political Education provides theoretical and practical foundation for the survival and development of culture attribute, and culture attributes in Ideological and Political Education constructs the carrier and path for the manifestation and identification of political attribute. If we pay too much attention on cultural attribute in Ideological and Political Education, Ideological and Political Education will become a general educational practice because of reduction of particularity; instead, if we place so much emphasis on political attribute in Ideological and Political Education, Ideological and Political Education will encounter significant block in the process of smooth progress and effect.

B. *Rational choice of cultural value in Ideological and Political Education*

The objective existence of multicultural is the precondition of cultural choice. The cultural choice of Ideological and Political Education should take the cultural spirit with advanced nature, representing the direction of social development, meeting the needs of individual development and embodying the core values and interests of the ruling class in society as the main content for the direction of education.

C. *Scientific grasp of the law of culture in Ideological and Political Education*

In the process of analysis and judgment of cultural phenomenon, we will not only regard it as thinking and understanding of crystallization on people's subjective level, but also fully recognize the practice and regularity of cultural activities, meanwhile, we should focus on the construction of the theory of literature and the development of visual field with scientific attitude so as to enhance the effectiveness and efficiency of the cultural construction and cultural development.

Ideological and Political Education facing the modern transformation caused by the further development of social modernity should fully address the provisions of cultural nature as the important core of cultural construction and the important cultural phenomenon. In the process of transformation, we should give full consideration to cultural factors contained in Ideological and Political Education and follow the general law of the development of culture. The vast majority of educators should lead the educators scientifically to fully understand the cultural representation and cultural characteristics of Ideological and Political Education. In practice, we should focus on the formation of cultural themes and the excavation of cultural resources of Ideological and Political Education under the guidance of correct culture theory. At the same time, we should strengthen the development of the subjectivity and actual effect of the cultural carrier of Ideological and Political Education; further improve the effectiveness and efficiency of Ideological and Political Education by using construction of multidimensional cultural activities and output of diversified cultural products cultural products, to enhance the attractiveness and expressiveness of education.

The low effectiveness and efficiency of Ideological and Political Education is a very important issue of higher education. As the Ideological and Political Education is facing profound cultural dilemma, to meet the needs of educational innovation, this paper studied the ideological and political education academically from the perspective of culture, the innovation of this paper lies in the cultural path of enhancing the effect of Ideological and political education.

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