

A Study on the Way to Optimize the Ideological and Political Education Model in Colleges and Universities Based on the Construction of Campus Culture

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ABSTRACT

As the base for the future talent training, universities are attaching more and more importance to the training of higher education with the reform of education in China. In universities, in addition to students' daily work and study, ideological and political education is particularly important for students, and cultural construction also has a great impact on students. The school should guide the students to establish correct values from various aspects, combine the construction of campus culture with ideological and political education to optimize, and achieve the balance of harmonious development, which is of great reference significance to the development and practice of higher education.

Keywords: Universities, campus culture, ideological and political education, model optimization

1. INTRODUCTION

Colleges and universities assume the function of cultivating students' knowledge and personality, aiming at cultivating high-quality comprehensive talents. The ideological and political education in colleges and universities is the most important source of cultivating thoughts, which has a deep influence on college students. In the new era of socialist construction, the main goal of colleges and universities is to train qualified builders and outstanding successors of socialism with Chinese characteristics for the country. Campus culture is different from social culture, spiritual culture and material culture. Campus culture is unique. In the ideological construction of colleges and universities, campus culture construction and ideological and political education influence and permeate each other, bringing new reform to the construction and development of universities.

The combination of campus culture construction and ideology and politics in colleges and universities was put forward after the reform and opening up. In the 1990s, cultural construction and ideology and politics attracted the attention of the state. In 1995, the state issued the outline of moral education in Chinese colleges and universities, which listed campus culture construction as the way of moral education in colleges and universities. It establishes the important status of culture and ideology in university education, emphasizes the "important role of ideological and political work in universities", and realizes the strategy of rejuvenating the country through science and education and strengthening the country with talents in

the construction and reform of campus culture. The daily work of colleges and universities should realize comprehensive education, strive to change the current situation of education development in China, and carry out education reform.

2. CAMPUS CULTURE CONSTRUCTION AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1. Ideological and Cultural Education

The essence of ideological and political education is to educate people. The daily work of colleges and universities should aim at serving students and care about students from the aspect of life and study. In the process of training students, we should ensure the all-round development of students' morality, intelligence, physique and labor. The construction of campus culture and ideological politics in colleges and universities have formed a unique symbol of the school, which plays a leading role in ideology for all the teachers and students[1]. The construction process of campus culture includes the guidance of students' behavior norms and material services, and actively carries out the education work in colleges and universities under the guidance of ideology and politics, so as to achieve the goal of cultivating talents in colleges and universities. College is the closest link to the society. Compared with high school education, students spend

more time on their own and have too frequent contact with the society. If the school does not give a correct guidance during this period, it is easy for students to go astray.

2.2. Value Guidance

The cultural construction of different universities has formed different campus cultures. During the development period, the university has formed a unique campus culture according to the uniqueness of the school, which has a very distinct theme. The school has a high cohesion in the construction of campus culture, which has a positive impact on college students whose values have not been clearly established. Colleges and universities organize different extracurricular activities according to the characteristics of the school, mobilize students to actively participate in colorful activities, and create a good campus culture through a pleasant atmosphere. The ideological and political education can be integrated into the campus culture, through the infiltration of the environmental atmosphere, to help students to establish a good ideological values, to actively guide students, to establish a goal for a reasonable planning of life. It is necessary to cultivate students' tenacity, to be brave enough to undertake responsibilities and missions, and to never give up in the face of difficulties and setbacks. Through cultural construction and ideological and political training, the new youth with a strong sense of patriotism and a high sense of responsibility in the new era will be shaped.

We should integrate the university culture with the ideological and political construction and carry out activities of educational significance. Campus cultural activities with positive atmosphere can help improve students' enthusiasm and bring positive influence to students. Ideological and political education in the construction of colleges and universities is difficult to promote a political work, because of its concept of cumbersome, so it is difficult to mobilize the enthusiasm of students. By participating in campus cultural activities, ideological and political concepts have a subtle influence on college students, making it easier for students to understand ideological and political ideas[2]. Rich and interesting campus cultural activities have also increased the channels for students to learn knowledge. During the development of cultural activities, the school analyzes the needs of students, so as to organize the activities that students like. Related knowledge activities can also enable students to study hard, develop themselves in many ways, and shape comprehensive values.

3. PROBLEMS EXISTING IN THE COMBINATION OF CAMPUS CULTURE CONSTRUCTION AND IDEOLOGY AND POLITICS

The combination of campus culture construction and ideological and political work carried out by various

universities is in the exploratory stage of development and will be integrated during the activities. There are still problems in the integration of the two. The problems in the construction of campus culture and ideological politics mainly include the following three aspects:

The pursuit of students' cultural achievement is the biggest goal of Chinese traditional education. If students want to get multiple development, they should cultivate talents from two aspects: ideological education and cultural education. Examination results are no longer the only means to judge the students, only to carry out more rich cultural activities, can reflect the effect of students' ideological and moral construction. In some schools, the construction of campus culture is still a superficial activity for the purpose of inspection, which has a negative influence on the development of ideological and political education. Therefore, many colleges and universities will have backward construction of campus culture and imperfect popularization of ideological and political education, and still lack of humanistic education for students.

In order to keep up with the pace of social development, colleges and universities should keep innovating and making progress during their development. The educational thought and development idea of the school are not invariable, and many schools will focus on the innovation of knowledge content while ignoring the change of cultural thought during the development period. The rhythm of the rapid development in society, the ideological and political education according to the present research background, the education system and model needs to change, the ideological and political education in the development of culture, rejecting the bad take the essence to get the inheritance development, the pace of social development is summarized according to different era is suitable for the present social education thought idea. Many universities have made some achievements in cultural construction, ideology and politics, but the cognition of the relationship between the two is extremely one-sided during this period. The school has realized the importance of campus culture construction to the ideological and political, but how to strengthen the campus culture construction is still a development problem, many colleges and universities are still unable to carry out the harmonious development of the relationship between the two. Only when the two sides promote and develop together can the school's ideology and culture reach a new height of unification. If the two develop separately, they will slow down the ideological development of colleges and universities greatly, which will make the ideological development of colleges and universities get into a bottleneck and fail to find the future development direction. If there is a conflict between the two, it will bring more problems to the work. The high unification of the cultural construction and the ideological and political ideas in colleges and universities is the direction of development[3]. Only the high unification can ensure the smooth progress of work and the correctness of students' ideological and political education.

4. HOW TO OPTIMIZE THE CULTURAL CONSTRUCTION AND IDEOLOGICAL AND POLITICAL EDUCATION MODE IN COLLEGES AND UNIVERSITIES

As two aspects of the ideological development of colleges and universities, campus culture and ideological politics are two carriers of common promotion. Cultural construction and ideological politics are independent carriers, but they can also establish a platform for common development. To optimize the cultural development of the two, to find the direction of the development of university cultural thought. How to promote their common development can be analyzed from the following four aspects:

4.1. Hold Campus Activities and Create a Platform for Ideological and Cultural Development

For the different methods of primary education, culture and education of higher education pays attention to the cultivation of students' personality, elementary education focuses on imparting knowledge to students, and students can take part in more extracurricular activities, the acquired knowledge is various, rich campus culture activities also helps to cultivate students' ideological and political philosophy. When carrying out ideological and political education, colleges and universities should make it clear that they aim at serving students and constantly improve their service ability to students through the construction of campus culture atmosphere. Meanwhile, they should innovate and develop in work and study. Through sports meeting, science and technology exhibition, art festival, dormitory cultural activities, community building and other activities, colleges and universities should enrich students' experience, actively encourage students to participate in social practice, and strengthen their ability to communicate with others through social practice. Let the students contact with the society in advance, so that the students will not produce too much pressure when they graduate and enter the work, and better adapt to the society. In terms of improving the construction level of campus culture and ideological and political education, both of them build a platform through activities to improve each other. Different schools will form unique campus culture and distinctive cultural activities according to their characteristics and specialties. It has its own unique school-running philosophy, campus cultural spirit and target training, and forms the school spirit and motto of the school.

4.2. Establish an Innovation System and Integrate Information Resources

There is a resource sharing relationship between campus culture construction and ideological and political information, so it is necessary to integrate and collect the existing information, so as to exchange and save resources. For the development of the two problems to find out in time, and put forward targeted solutions[4]. When teaching students cultural knowledge, teachers should pay attention to the students' mental state, ensure the students' enthusiasm, and build an innovative system with the people as the target and the humanity as the concern, so as to play a guiding role in the thoughts of contemporary college students. Relevant platforms can be built to collect students' data and conduct real-time monitoring and analysis of students' conditions. During the development of culture and thought, the communication of information can ensure the unity of the two. Mutual information exchange can also save human and material resources, can bring better service development.

4.3. Establish Relevant Rules and Regulations

During the construction period of colleges and universities, relevant rules and regulations can restrict the development direction of colleges and universities. For the specific ideological and political education, only by finding the right development direction can it achieve sustainable development. Through the rules and regulations of the constraints mandatory, jointly promote the construction of campus culture and ideological and political development. The establishment of rules and regulations can also ensure that campus culture and ideological and political education have the same idea of development, and only in the same direction can they promote each other. Perfect rules and regulations are the basic guarantee for the unification of ideological and political education of all the teachers and students, and have a positive impact on students' work, study and life. The construction of the system should not be scripted, different schools have different development characteristics, and relevant departments should develop rules and regulations according to their own characteristics. In the stage of regulation implementation, if there is a problem, it should be corrected in time to avoid ideological education into the wrong direction. The wrong development direction will not only bring extremely serious impact to students, but also increase the rate of students making mistakes.

4.4. The Guidance of Correct Ideological and Political Education to the Development of Colleges and Universities

Campus culture construction is the unique cultural spirit of the campus, the development of different times for students have a positive role in guiding. The ideological

and political spirit should constantly innovate and keep pace with the development of The Times. We should ensure that campus culture is in the forefront of socialist cultural construction, give play to the positive role of ideological and political education, carry forward and inherit excellent quality, and combine traditional excellent quality with innovative ideas[5]. During the development of ideology, we should establish the leading position of ideology and politics, and ensure that the influence of campus culture and ideological construction on students is positive and positive. Positive ideological and political education concepts and good campus cultural atmosphere are conducive to the cultivation of students' correct ideological outlook. If it has a negative impact on students, it is necessary to timely check the existing problems in culture and ideology, and correct the problems found in time to prevent worse effects on students.

5. THOUGHTS ON THE CULTURAL CONSTRUCTION AND THE OPTIMIZATION OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

Colleges and universities should clarify the development direction of ideological and political education and campus culture, and make corresponding changes according to different stages of social development to adapt to the current social development theme. "The future development direction of the country and how to achieve the development goals" is closely connected with the construction of talents in colleges and universities. Only by cultivating high-quality talents can we promote the national economic development and humanistic construction. In order to build socialism with Chinese characteristics, China has proposed to speed up the building of world-class universities and disciplines. To improve the development of China's higher education in an all-round way, to establish a correct idea, to correctly understand the high-quality talents is the core of China's development competitiveness. The school strengthens the cultivation of students' patriotism education ideology, sets up the sense of responsibility of college students, and cultivates the spirit of innovation[6]. Campus culture should be adjusted in time according to different students' development status. In the Internet era, it is necessary to strengthen the management of the network, spread the positive energy information to students through the network, and create a healthy and green Internet environment.

The construction of campus culture and ideological and political construction has become a hot topic in educational research in recent years, but the current educational level only exists in the primary stage, and there is no in-depth study on ideology. Many scholars are in the macro stage of big data analysis in the cultural construction and ideological and political research, but there is not enough research in the micro stage. The next

direction of education development should be based on the existing research results to consolidate and dig in depth, summarize effective and feasible implementation measures, give full play to the role of campus culture, and then achieve the goal of educating students.

6. CONCLUSION

The cultural construction and ideological politics of colleges and universities are unique and co-developed, which have positive influence in the process of higher education. Colleges and universities find the way of development according to their own characteristics, and help students to recognize and understand the society by constructing a unique development direction. Colleges and universities should build a positive interactive platform, create a good living and learning environment for college students, set up correct values to guide students' development direction, and cultivate high-quality talents. China is still in the primary stage of socialism. It still has a long-term plan for its economic development goal, which cannot be achieved without personnel training. For the ideological and political education and cultural construction of colleges and universities, it is necessary to optimize the cultivation, so as to find the right path suitable for the leapfrog development of talents training in colleges and universities.

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