

The Ideological And Political Education Strengthening In Colleges And Universities With The Carrier Historical And Cultural Resources

Yiming Feng¹

¹ Xi'an Technological University, China

Keywords: History and culture, Cultural resources, the carrier, Institutions of higher learning, Ideological and political education

Abstract. Between Chinese traditional culture and ideological and political education are closely linked, is the ideological and political education on college students' cultural background. In Chinese traditional culture cultivate the spirit of patriotism, molding ideal personality, cultivate the positive attitude and improve the moral cultivation, the ideological and political education with great enlightenment, is worth using for reference.

Introduction

Since the 21st century, the rapid development of science and technology are the increasingly fierce competition. Colleges and universities as cultivating qualified builders and reliable successors to the cause of socialism with Chinese characteristics of important base, carrying out for the party and state the important task of cultivating the excellent talents, and completes the university student thought political education work is the basic guarantee to complete the task and mission [1]. Ideological and political education is to form a certain concept of ideological and political education namely, political views, ideal and faith, world outlook and moral social practice activities. Student thought political education work, the relationship between the vicissitudes of Chinese higher education, the relationship between the state and national fate [1]. Results obtained in college students' ideological and political education work at the same time, as a result of social development of ideological and political education main body needs change at odds with the traditional mode of ideological and political education. This contradiction has become an important topic is urgently in need of solution. Around this problem at present university students' ideological and political education problems, causes and countermeasures of do some analysis and thinking.

The present situation of university students' ideological and political education

As China's economic and social development, university students' ideological and political education has made great progress, but there are also some problems, mainly displays in: 1 the lack of flexible mechanisms, inhibition of individuation development [1]. For a long time, China's education emphasizes the social standard view, emphasis on individual and collective subject to the society, so a lot of policy and system to regulate and constraint the individual behavior, adjusting and maintaining social order. Reflect to the university student thought political education work, is often easy to cause "force-feeding education calls for sex. In a sense, the students became a tool. The impact on the development demand and personalized student diversity, lead to personnel training in colleges and universities now appear "simplification model", the lack of creative talents. 21st century social and economic environment, profound changes have taken place in people's thinking and behavior should also be changed accordingly. For a long time, the university student thought political education work is mainly composed of party cadres, political instructor, the teacher in charge and the teaching of "two lessons" teachers work. How busy they transactional work, combined with their own survival and development such as pressure, with professional work less energy, knowledge updating, model conversion speed is slower [1]. In teaching, therefore, often a lack of scientific analysis and diagnosis develops the dogmatism and formalism. It's easy to cause the ideological and political education in a backwater, no spark.

In the development of society, the college students ideological and political education work of the new century new changes have appeared in the new situation, the work also exposed some problems, these problems have a variety of factors, but mainly, in the aggregate, subject and object reasons.

In general, the contemporary university students' ideological and moral quality is in good condition, most have a strong thirst for knowledge, relatively stable mood, the sound will and integrated personality. But there are also a significant number of is not optimistic, and their political consciousness is not strong, the political consciousness, don't care about current affairs, political quality is not high; Cannot correctly deal with the issue of their faces, tend to produce the bad emotions such as anxiety, depression, easily lead to psychological disorders; Puzzled and confused about his own future at the same time, can't give his life to do scientific and reasonable planning, without the right goals and direction.

Using the historical and cultural resources to promote the way of ideological and political education

Customers to buy goods, on the surface, gang get the cash on delivery, is very simple. Customers to purchase goods, in fact, not only need to decide by consumers, but also influenced by other factors, from walked into the store to buy, there is a psychological activity process [2]. The consumer purchasing psychology is complicated, the enterprise marketing based on the research of the consumers to buy, and master the regular pattern of its purchase behavior, so as to make effective marketing strategy, to achieve enterprise marketing goals. Book sales to consider the consumer's purchase psychology, so as to promote the sale of books, thus accelerating the flow of information and culture. In book sales, influence consumers to purchase are the books, the starting point of the psychological change of packaging design, book design. Well begun is half done, buy the psychological changes in product sales is crucial.

Comb, perfecting the historical and cultural resources. For the development of historical and cultural resources integration, comb, multi-form display platform are based on this. The effects of education of people, special historical and cultural resources make it full of vitality, to attract people, to impress people [2]. Contemporary college students in Weibo, authority, such as under the action of modern network media, to understand a lot of information, eye shot is open, without the connotation, the lack of modern information, it is hard to impress them. For teachers in colleges and universities, the ideological and political education of ordinary but also produces a certain resistance. So, want to comb, integration of existing resources, using modern techniques and methods such as the history of exhibition, audio and video, books, sculpture, literature, and other forms, so as to make it a better teaching effect.

To further improve the thickness of the historical and cultural resources. To make historical and cultural resources can continue to play the effectiveness of the ideological and political education, must be constantly mining, cultivating and accumulation, and thus improve the thickness of the special historical and cultural resources [2]. Attaches great importance to the redevelopment of the historical and cultural resources, on the one hand, with to constantly find cultural and historical resources, on the other hand to excavate its profound connotation, enhance the thickness of the cultural and historical resources, make each resource can have rich connotation and vivid stories. Make the historical and cultural resources to remind the teachers and students of a lamp light, and make it get the baptism of the spirit and motivation.

In the form of innovation content and to enhance the charm of the historical and cultural resources. Attractive historical and cultural resources are the rich connotation, if the same will finally lose its meaning. Construction of keeping pace with The Times will have vitality, is the only thing that will last [3]. The historical and cultural resources should be researched, pulse, effective use of surrounding countries general requirements of personnel training of university teachers and students need to press close to, innovative content, form, can make its charm forever, to make its functions to the limit. Unique historical and cultural resources are both material and spiritual, combination of tangible and intangible to create more content and form.

Today, in a variety of books, the fast pace of life for consumers to have no time to leisurely stroll the bookstore, and one by one, turn over every book to see the stand or fall of content. Consumers focus on every book time is very short, must seize the consumer's eyes swept the shelf for an instant. Only books, comprehensive utilization of the integrated design elements such as color, shape, material, at the same time show the connotation of the category of books, information, highlight the books with the demands of consumers and the aesthetic in common, form the visual impact, to consumer make strikingly books on the bookshelf, can effectively attract consumers.

To establish a long-term mechanism to ensure the effect of resource utilization. Characteristics of historical and cultural resources sustainable, effective use of are a systems engineering, and will not happen overnight, and to ensure the sustained and effective construction of systems engineering, must be to do to ensure a long-term mechanism [3]. Should be from the top to the bottom of a set of management system and operational mechanism, there are someone who's in charge of the work, has the top-level design and scientific planning, have certain money and material guarantee, the ideological and political education so as to make it as an important means and methods, to achieve the effect of get twice the result with half the effort.

The role of history and culture as a carrier in ideological education

To ideological and political education to arouse the teachers and students in colleges and universities for the strong pursuit of lofty personality and moral, it must be into positive enterprising spirit, the construction of the university campus environment and cultural atmosphere, and as the important carrier of campus culture heritage, historical and cultural resources, is an important part of campus culture construction, it can enhance the connotation of campus culture construction of high level [4]. In order to strengthen the historical and cultural resources, the effectiveness of the ideological and political education in colleges and universities, should be to include the history education in all aspects of the school material culture and spiritual culture construction. Rich history education can take a variety of ways; the carrier of history education, campus culture becomes gentle and charming. Make teachers and students in the understanding of history at the same time, feel the campus culture, realize the life true meaning.

Practical activities stimulation of the enthusiasm of teachers and students to participate in education history. In order to arouse the enthusiasm of teachers and students, enabling them to active learning, research history, colleges and universities can carry out various forms of practical history education activities [4]. Established history culture research association, for example, or a historical practice base; Through holding culture and history lectures, teachers and students participate in knowledge contest, starting to show the historical and cultural history, rich and colorful way to further enrich history in form of practical activities, make the school good history and culture of widely spread.

Large-scale activities as the carrier to strengthen the history education of teachers and students. Generally hold art festival every year in university, this is the rare large annual activities, school teachers and students to take part in. If you can join the historical elements in the art festival, at the same time in the fully give play to the role of history museum, will be removed from the history museum, multifaceted, multi-level display, will make the teachers and students in the leisure entertainment, heavy feeling of artistic atmosphere at the same time feel school cultural and historical background. In addition, large-scale activities commonly, invite outstanding alumni [5]. Appearing for the college students, alumni often tell more than the teachers can arouse their interest. Therefore, can arrange some communication meeting, lecture and alumni, exchange and interaction with students, so that we can strengthen the student to the alumni and school identity, increase their interest in studying history. At the same time, large-scale activities during the school can also hold some of the other activities, for example, the history special micro film contest, etc. , to make the students in the process of the race, spontaneous collect related historical and cultural resources, and in imperceptible edification.

Historical and cultural resources of education the most important function of education

Patriotism education is an important content of ideological and political education college teachers and students. College students is an intellectual in youth, is one of the successors of the socialist construction with Chinese characteristics, the ideological and political quality, especially the patriotism how will directly affect the future development of the cause of socialism with Chinese characteristics, so want to continue to strengthen college students' ideological and political education work in colleges and universities, especially in the patriotism education of college students [5]. Teachers in colleges and universities as the way of university student guide, the ideological and political quality of high and low on college students' ideological and political quality will have a direct impact. Therefore to cultivate students' patriotism spirit must first improve the university teachers' ideological and political quality, strengthening patriotism education of teachers in colleges and universities. For ideological and political education and history provides a good material. Throughout modern history of many colleges and universities have a long history of running a school from scratch, from weak to strong, their twists and turns school-running process are closely related to national rise and fall of blame.

Motivate student's growth. History is a common struggle together by generations of teachers and students, this process makes the common value of all the teachers and students staff group consciousness, ideal and faith, conduct, etc [6]. Tech long after one hundred years, and it has been striving for the mental state of one hundred years, such as adhere to the individual, the arduous struggle the spirit. And predecessors after hardship left by the history can make teachers and students have strong sense of belonging and contemporary motivation to strive for it.

Stimulate students' patriotism and pride. Historical and cultural resources for generations of teachers and students of glorious image vivid appear in front of college students, through the understanding of the special cultural and historical resources of colleges and universities, enable college students to a deeper understanding of their colleges and universities, and agree with it, to love it, stimulate their patriotism and pride [6]. Under the condition of the students be familiar with the school development, the school education in the long formed in the process of university spirit will enter into the student's thought, it will effectively stimulate students' creativity and initiative, and incentive the teachers and students enthusiasm for work and study.

Provide a good atmosphere. Universities in the cultural and historical resources, like old juice, jam jars effective utilization can be made by unique flavor of pickles [7]. The teachers and students in colleges and universities under the historical and cultural resources exerts a subtle influence, gradually formed the noble personality and good habits. For college students, in the cultural and historical resources of infiltration, influence and motivation, formed the good growth environment, will develop healthily. For teachers in colleges and universities, the influence of historical and cultural resources will also be vigilant myself to learn from predecessors sages, selfless dedication and great teaching career.

Education environment clearly specifies the status of the educator and cultural environment Pay more attention to relationship and mutual effect between the two groups. College students' ideological and moral quality is a set of environmental conditions [7]. Content, status and characteristics of the environment to improve students' ideological and moral quality have a subtle influence. With the development of the society, the popularity of network, people more and more individualized information intake behavior, to conceal, receiving information of autonomy is becoming more and stronger, the current generation of college students' ideological and political education put forward higher requirements.

Summary

Chinese traditional culture has a long history, extensive and profound, it refers to the multiple of the Chinese nation for the mainstream culture in the long-term historical development process of fusion, formation and development, has a stable form of Chinese culture. How Chinese traditional culture

contains rich philosophy of human behavior and the task of the ideological and political education is to teach students how to behave, how to do things, to cultivate high-quality talents. How to draw lessons from and absorbing Chinese excellent traditional culture and excavate the thought education resources is one of the main topics of the ideological and political work in colleges and universities face.

References

- [1] Zh.Y. Liu, Chinese traditional culture and modern university education, Wuhan University Journal, 2005, vol.2, pp.3-8.
- [2] X.J. Gong. Chinese traditional culture and ideological and moral education, Journal of college of engineering, 2006, vol.21, pp.87-89.
- [3] M.Sh. Zhong, Chinese traditional culture and substance, Xi'an Jiaotong University press, 2001, vol.7, pp.34-37.
- [4] Ch.H. Zhou. Under the new situation ideological and political education to explore, Beijing university of technology press, 2005, vol.2, pp. 18-21.
- [5] J.T. Yang, Theory of the value of traditional culture in modern ideological and political education, Urumqi Party school journal, 2006, vol.21, pp.38-42.
- [6] L.P. Wang, Carry forward the traditional culture spirit in the ideological and political education research, Inner Journal of Mongolia normal university education sciences, 2007, vol.5, pp.61-67.
- [7] H.K. Xue, Chinese excellent traditional culture and ideological and moral construction of thinking, frontier, Features of the library in the new century, 2006, vol. 3, pp. 13-17.64-66.