

Practical Exploration of College Students' Ideological and Political Education and Cultural Self-Improvement In the Information Age

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Abstract: Practical exploration of college students' ideological and political education and cultural self-improvement in the information age is the focus of this paper. Cultural awareness is essentially the comprehension of cultural values and awareness of local culture. It is not only the spiritual cornerstone of cultural inheritance and innovation, but also the confidence to calmly deal with exchanges and conflicts between different cultures. The process of constantly awakening and recognizing one's own essential power. The so-called cultural self-emergence means that the culture creates its own local cultural brand on the basis of self-consciousness and self-determination, so that it can gain a foothold among domestic and foreign brands. This paper gives the novel ideas regarding the ideological and political education, the applications will be further tested.

Keywords: Information age; practical exploration; college student; ideological and political; education; cultural self-improvement

1. INTRODUCTION

The essence of culture is the unity of "humanization" and "humanization". People are both the main body of cultural creation and the main body of cultural enjoyment [1-5]. The process of cultural self-consciousness is the process in which people's freedom and consciousness are constantly manifested, and it is also the main body of human beings.

The process of constantly awakening and recognizing one's own essential power. The so-called cultural self-emergence means that the culture creates its own local cultural brand on the basis of self-consciousness and self-determination, so that it can gain a foothold among domestic and foreign brands. It requires us to end the "era when the Chinese were considered uncivilized" and make the Chinese nation a highly civilized nation. To respect and protect the cultural rights and interests of the people, to develop a public welfare culture and improve people's cultural awareness, we must vigorously build a public welfare culture brand. The public welfare cultural brand is an important manifestation of the development achievements of the cultural undertakings, an important cultural symbol of a country or a region, and an important symbol of development and prosperity of cultural undertakings.

Public welfare cultural brand is an important carrier of spirit, value and concept, and an important cultural guide, which can greatly stimulate citizens' cultural participation, core cultural enthusiasm and potential, and enhance the citizens' cultural awareness while meeting their high-level cultural needs. We then should consider listed aspects.

(1) Chinese culture pursues "harmony" and We are building our national cultural brand on the basis of "harmony". national cultural brand. Even the "Korean Wave", which has a strong impact on Chinese culture Even the "Korean Wave", which has an impact on Chinese culture, is a copy, extension and also innovation of the traditional Chinese culture. It is the promotion of the essence of Confucianism and the richness of Chinese culture. The Korean Wave is a replication, extension

and innovation of the traditional Chinese culture. It is the embodiment of Chinese culture's rich connotation, enduring value, wide applicability and strong regenerative capacity.

(2) The Chinese culture has a long history, is broad and profound, and has accumulated the deep spiritual genes of the Chinese nation, representing the spiritual code of the Chinese nation, and nurturing the temperament and character of the general Chinese children. The ideological connotation, spiritual quality, core value concept, etc. precipitated in our traditional national culture and the red culture promoted by the party leadership still have a unique charm of the times and a profound social foundation, and become the strength and source of cultural consciousness of the party and the people.

(3) There is no end to cultural self-awareness. It will be a gradual accumulation of general "quantity" and continuous improvement of "quality". The road of progress as long as we continue to strengthen the reflection of cultural subjects, raise the ideals of the cultural values, and make efforts to create cultural practices, we will actively promote cultural awareness. and to carry out the creation of cultural practices, and to actively promote. As long as we continue to strengthen the reflection of the cultural subjects, raise the ideals of cultural values, and make efforts to create cultural practices, and also actively promote the independent transformation and the innovation of culture.

Practical exploration of the college students' ideological and political education and cultural self-improvement in the information age is the focus of this paper. In the following sections, the ideas will be discussed in detail.

2. THE PROPOSED MODEL

2.1 The University Ideological and Political and Informatization Research

Socialist core values are the core of the socialist core value system The core of the socialist core value system, reflecting the fundamental nature and the basic characteristics of the

socialist core value system, reflecting the rich connotation of the socialist core value system and practical requirements of the socialist core value system, and is the highly condensed and concentrated expression of the socialist core value system [6-10].

The integration of socialist core values into higher-level Civics courses has promoted the reform and development of the Civics class. In terms of content, socialist core values accurately express the value goals and moral requirements of socialism in China. These values and moral requirements are integrated into the teaching system of Civics and Political Science class, making it a valuable tool for higher education. The content of the course has been greatly enriched by integrating these values and moral requirements into the teaching system of Civics and Political Science courses and making them known and accepted by the higher vocational students. The content of the course is greatly enriched.

The scientific and also reasonable long-term communication mechanism is conducive to creating a certain platform to make the substantive content of the general ideological and political education subject through the reasonable exchange of the two teams, so as to guide the practice in a targeted manner.

Our country's basic economic system is based on the public ownership as the main body and the common development of various ownership economies, which fundamentally promotes the healthy development of my country's social economy and injects new vitality into the socialist market economy.

Other specific systems are more detailed and comprehensive, covering all aspects of socialist construction, and are a perfect complement to our country's fundamental system and basic system. The education department should establish and also improve the corresponding computer training mechanism and plan for in-service teachers from a macro perspective, and organize some targeted training activities and courseware production competitions. Schools can create a better teaching environment for ideological and political teachers from a micro level. The library should introduce different books so that ideological and political teachers can then be in an information-based teaching atmosphere, and naturally they have to learn and apply information technology.

2.2 The Cultural Self-improvement in the Information Age

The most concentrated and profound cultural power is the theoretical charm contained in it. Whether there is a scientific, continuously developing, and also advancing with the times theoretical system is fundamentally related to the success or failure of cultural construction. Our Party's understanding of the laws of Chinese cultural construction and the relationship between ancient and modern China and the West is constantly improving, and gradually it has then formed guidelines and policies to guide the construction of socialist culture with Chinese characteristics. Based on Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and Jiang Zemin's "Three Represents" thought, the "cultural soft power" proposed at the 17th National Congress of the Communist Party of China fully reflects our party's belief in the ability of cultural self-determination. We should further enhance theoretical self-awareness, adhere to the guiding position of Marxism in our ideological field, promote the popularization of contemporary Chinese Marxism, interpret Chinese practice

and Chinese roads with Chinese theoretical research and discourse system, create an academic discourse system of the philosophy and social sciences with Chinese characteristics, Chinese style and Chinese style, and cultivate the spirit of cultural autonomy. Measure the world with Chinese own eyes, consider problems with Chinese own way of thinking, and judge things with Chinese own values.

With the advancement of science and technology and the rapid development of the knowledge economy, culture has penetrated into the entire process of economic development. Cultural resources such as history, tradition, and folk customs have increasingly become the basic resources of economic development. Cultural innovations such as creativity, design, and conception have increasingly become value creation. Important fulcrum, intangible assets in cultural forms such as brand, image and reputation have increasingly become the key to market competition. Only when culture shows a stronger power than material and monetary capital, and when the economy has more cultural content, can the economic development enter a higher level and a higher level, and can it have the staying power of sustainable development.

3. SUMMARY

Practical exploration of THE college students' ideological and political education and cultural self-improvement in the information age is the focus of this paper. The so-called cultural self-determination refers to cultural autonomy, having its own mainstream culture among many cultures. It requires us to further deepen our understanding of Chinese culture, expound its connotation, grasp its essence, and explore its value. This paper gives the novel suggestions that will be essential.

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