

Innovation Path of Ideological and Political Education Idea and Mode for College Students under the Background of Cultural Fusion

Dan Nie
Henan University of Animal
Husbandry and Economy
Zhengzhou, Henan, China
460046

Abstract: In the context of media integration, the ideological and political education of college students appears to be closer in expression, timelier in content, more extensive in user choices and more convenient in promoting interaction between teachers and students. At the same time, they are also faced with the dilemma of backward ideological and political education concepts, insufficient attention of colleges and universities, uneven content and lack of platforms and talents. Faced with the opportunities and problems brought by financial media, colleges and universities should pay more attention to financial media, change educational concepts, strengthen the establishment of financial media platform and integrate media integration resources, so as to ensure the smooth development of college students' ideological and political education under the background of media integration.

Keywords: Innovation Path; Ideological and Political Education; Cultural Fusion

1. INTRODUCTION

As an important classroom for cultivating college students' ideals, beliefs and moral sentiments, the ideological and political education of college students plays an important role in carrying forward and disseminating socialist core values. China's traditional history and culture have a long history. China's excellent traditional culture has played a positive and important role in the ideological and political education of college students. The integration of traditional culture into the ideological and political education training system of college students not only promotes the spirit of Chinese traditional culture, but also improves college students' understanding of the ideological and political aspects. It is an important way to show China's confidence in the road, theory, system and culture.

At present, the ideological and political education concept of college students is still relatively traditional, and the ideological and political education system is fixed. The relatively backward educational ideas and fixed educational methods, and then derived a series of problems. For example, the content of paper information is relatively single, which reduces its appeal to college students, it is difficult to stimulate students' learning initiative, and it is difficult to give full play to the ideological guidance role of college students, and so on. It affects the advantages of financial media in college students' ideological and political education and the effective improvement of the quality of college students' ideological and political education. At the same time, teachers and students, as participants of the financial media platform, have more extensive freedom of speech and the right to know. Some colleges and universities cannot keep pace with the times in time, leading to the separation of colleges and students from the group of teachers and students, which hinders the smooth development of ideological and political education for college students.

It is of great significance to integrate China's excellent traditional culture into college students' ideological and

political education. It can not only effectively enhance the effectiveness of college students' ideological and political education, but also help college students establish a correct outlook on life, values, employment, etc. It can also inherit and carry forward the excellent traditional culture of the Chinese nation and build strength for the great rejuvenation of the Chinese nation. The Innovation in Traditional Culture and Ideological and Political Education, published by Renmin University Press and edited by Wang Yi, provides better guidance for teaching and research in this field from the perspective of theory and practice.

Integration decision tree into the ideological and political course is shown below:

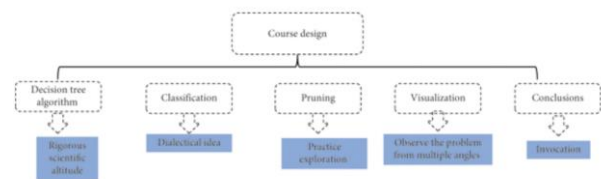


Figure. 1 Integration decision tree into the ideological and political course.

2. THE PROPOSED METHODOLOGY

2.1 The Fusion of Culture and Ideological and Political Education of College Students

Marx once said: "People create their own history, but they do not create it at will, not under the conditions they choose, but under the conditions they directly encounter, established, and inherited from the past." Therefore, it is necessary to inherit the excellent traditional Chinese culture, integrate it into the ideological and political education mechanism of college students, and innovate the education concept, Promote the further development of the working mechanism of ideological and political education.

Because college students pursue individuality and lack mature value judgment ability, they are vulnerable to the influence of bad thoughts hidden in the subculture background, and thus produce anti-social emotions in the process of pursuing subculture, which indirectly increases the difficulty of ideological and political education in colleges and universities.

At the same time, in the context of media integration, it is very easy to generate a large number of public opinions, and students will be affected by public opinion while receiving social information. If students participate in the process of negative public opinion dissemination, they will further expand the scope of negative public opinion influence, thereby affecting the normal social order.

2.2 The University Students' Career Education

The traditional culture of the Chinese nation is broad, profound, and rich in connotation, which is a concentrated reflection of the good moral customs of the Chinese nation. In the construction of the combination of traditional culture and ideological and political education, only by cultivating college students' ideal moral sentiments and social host values through moral cultivation and inheriting and discovering the spiritual connotation of the traditional Chinese culture can we open up the future and make better innovation.

Some colleges and universities lack full understanding of media integration, so that the construction of the financial media platform is ignored; After introducing new media such as WeChat official account, microblog and QQ, some colleges and universities simply push ideological and political education information without personalized processing.

Ensure that the ideological and political education of college students can be integrated into the communication mechanism of the media in an innovative form and strengthen the ideological and political construction of college students. Finally, colleges and universities should improve the supervision mechanism of the financial media platform, the press spokesman mechanism and the post event response mechanism to ensure the smooth development of ideological and political education for college students.

If education is divorced from reality, it is empty talk. Only real educational ideas, real educational methods, real educational content, etc. can constitute real teaching and learning and achieve educational effectiveness. The book combines theory with practice. In addition to the theoretical analysis of the connotation of Chinese spirit, the history of ideological and political education, and the characteristics of Chinese moral education, it also focuses on guiding the way with practice and exploring the education and teaching of ideological and political theories.

These traditional cultural spirits play an important role in guiding and infecting the construction of college students' morality and cultivating people. Through the construction of traditional culture, we can form a moral consciousness of being cautious, introspective, respectful and nurturing. Then we can use traditional culture to guide students' thoughts, and imperceptibly improve the ideal moral sentiment of college students. And through setting up complaints, reports and other ways, users will be included in the team of active supervision to further ensure the correctness of the content.

3. CONCLUSION

The traditional culture is integrated into the ideological and political education training system of college students, carrying forward the spirit of Chinese traditional culture, improving the ideal moral level of college students, solving the impact of the integration of Chinese and Western cultures on the ideological and political education of college students, and demonstrating China's confidence in the road, theory, system, and culture. Therefore, in the face of media integration, colleges and universities should fully recognize the obstacles of bad information transmission to college students' ideological and political education while making use of the advantages of information dissemination, and ensure that college students' ideological and political education work is completed comprehensively, scientifically and effectively by innovating education methods, changing teaching concepts, and building a good education environment.

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