

# The Organic Combination of Artisan Spirit Cultivation and Ideological and Political Education in Colleges and Universities

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**Abstract:** The development of the times requires more construction talents with "craftsman spirit". Colleges and universities are the main training bases for construction talents. Whether college students establish "craftsman spirit" reflects the effectiveness of ideological and political education in colleges and universities in the new era, and to a certain extent, reflects whether the talent training mechanism of colleges and universities meets the development requirements of the times. The ideological and political education in colleges and universities undertakes the educational task of standardizing behavior, cultivating morality and encouraging progress, which is consistent with the connotation of craftsman spirit. The article believes that the ideological and political education of college students is an important position to cultivate the craftsman spirit. The organic integration and connection of the craftsman spirit and the ideological and political education of college students is of far-reaching significance in expanding the space of the ideological and political education of college students, cultivating and practicing the socialist core values, improving the ideological and political education function of colleges and universities, and improving the comprehensive quality of college students.

**Keywords:** Organic Combination; Artisan Spirit Cultivation; Ideological and Political Education

## 1. INTRODUCTION

In the 2016 government work report, Premier Li Keqiang solemnly proposed to advocate the craftsmanship spirit, promote and practice the craftsmanship spirit to promote enterprises to keep pace with the times and pursue outstanding development. Craftsman spirit is the essence of China's excellent traditional culture. Premier Li Keqiang's advocacy is not only to inherit this excellent spirit, but also the youth who are the future builders and successors of socialism with Chinese characteristics are the main force to carry forward and inherit the craftsman spirit.

Therefore, how to organically integrate and link the craftsmanship spirit with the ideological and political education of college students in colleges and universities, and then change the unilateral mode of ideological and political education of college students that only relies on ideological and political theory courses in the past, has far-reaching and significant significance in expanding the space of ideological and political education of college students, cultivating and practicing the core values of socialism, improving the function of ideological and political education of colleges and universities, and improving the comprehensive quality of college students. In terms of professional ethics, it is emphasized that employees should be free from distractions and be able to withstand the temptation of real interests, so as to adhere to corporate loyalty and the ultimate pursuit of product quality. Professionalism is the most important standard to measure craftsmanship. The former pays attention to professionalism and production art of products, while the latter only pays attention to skills. Therefore, the former can create works, while the latter can only produce products mechanically. Wu Yujian believes that higher vocational colleges face three dilemmas: culture, system and mode in cultivating students' craftsmanship.

Li Gang and others analyzed the practical difficulties of the cultivation of craftsmanship spirit in higher vocational colleges, and put forward countermeasures and suggestions on the "three identifications" of identity, value and cultural identification of craftsmanship spirit cultivation. First, craftsmanship spirit reflects the specific behavior of practitioners on their own professional value orientation, which includes practitioners' scientific and moral literacy, as well as their artistic pursuit.

The mapping of Bloom's target classification theory is shown below.

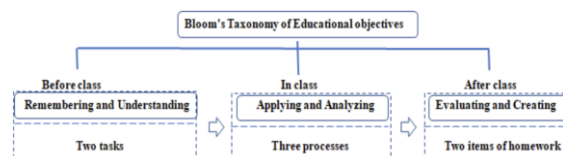


Figure 1. The mapping of Bloom's target classification theory.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Connotation and Educational Function of "Craftsman Spirit"

Good scientific literacy is reflected in a pragmatic attitude. In practical work, we should not only be down-to-earth, but also be brave to innovate; Good moral quality is reflected in positive professional ethics and good work reputation; Pursue purity and detachment of work, pursue perfection of products, and do not view work with a utilitarian mentality. This is an ultimate artistic pursuit of products

It is the need of China's economic transformation and development as well as the development of colleges and universities to cultivate students' craftsmanship. The integration of craftsman spirit into ideological and political education needs to be highlighted in professional education,

curriculum, practical education and innovation and entrepreneurship education. For current college students, giving play to the ideological education function of craftsman spirit is of great significance to the guidance of college students' values, the cohesion of ideology and the promotion of learning motivation. Craftsman spirit has rich connotation and is of great significance to social development. As an excellent cultural resource, its significance is mainly reflected in the educational function.

The author will start from the cultural characteristics of the craftsman spirit, and explain its educational function from three aspects: educational function, normative function and incentive function. Through actual investigation, comprehensive survey data and careful analysis, in general, although higher vocational colleges attach importance to professional ethics education focusing on the cultivation of craftsman spirit, there are still some problems of insufficient understanding in promoting the effective integration of craftsman spirit cultivation into ideological and political education.

For a long time, craftsmanship has been regarded as a good professional character and the highest pursuit of self-value realization. In the cultivation of craftsman spirit, special attention is paid to the cultivation of the personality of practitioners. The craftsman spirit takes the cultivation of sound personality as an important training goal to cultivate a good professional attitude of practitioners.

## 2.2 Taking Craftsman Spirit as the Ruler to Promote the Construction of College Ideological and Political Teachers

Sound personality is also the focus of ideological and political education in colleges and universities. It can be seen that the goal of talent quality training in colleges and universities includes the quality training content of craftsman spirit. The so-called craftsmanship spirit refers to the craftsman's spirit of focusing on products, including dedication, excellence, perseverance, pursuit of excellence, innovation and enterprising. Its essence is a spiritual culture, a spiritual force, not only the need to create high-quality products, but also plays an important role in shaping personality and promoting morality. As a kind of professional spirit, craftsmanship is the pursuit of professional value and the code of conduct of enterprise practitioners. Therefore, it has a normative function for practitioners and can produce strong binding force. Self discipline and heteronomy are the most concrete embodiment of this normative function.

The practitioners with craftsmanship spirit, relying on their strong professional value beliefs, strictly require themselves to produce products in a down-to-earth and serious manner, and finally gain the recognition of users, which is the embodiment of self-discipline. It is believed that the cultivation of craftsman spirit and the ideological and political education are irrelevant and perform their respective duties, which leads to their respective actions in practice and less achievements in theoretical research, and can not achieve the optimal effect. Third, in terms of the effectiveness of integration, there are only a few aspects of integration, and the breadth and depth of integration are not enough. It is impossible to integrate in the whole process and in all directions, ignoring the actual effectiveness and social functions of the two.

## 3. CONCLUSION

In the ideological and political education of colleges and universities, the establishment and cultivation of craftsmanship spirit is integrated into the teaching curriculum, which is not only the inheritance of this excellent traditional culture, but also through the cultivation of craftsmanship spirit of college students to improve the ideological and professional quality of college students, and cultivate more excellent construction talents. Cultivate professional ethics with socialist core values and enhance professional quality with humanistic spirit. Only in this way can the ideological and political education in colleges and universities better play its role in giving play to its responsibilities and missions, better inheriting the excellent traditional culture of craftsmanship, and playing its due role in building a well-off society in an all-round way.

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