

Practical Exploration on the Cultural Consciousness of Ideological and Political Education of College Students in the Information Age

Zhao Xiaolin
School of Economy
Shandong Women's University
Jinan, Shandong, China,250300

Abstract: With the continuous development of the times, the society has higher and higher requirements for the comprehensive quality of college students. It needs not only single knowledge talents, but also comprehensive high-quality talents with cultural awareness and cultural self-confidence. Teaching practice has proved that ideological and political education plays a crucial role in cultural construction. Therefore, colleges and universities should actively explore how to scientifically use ideological and political education to improve college students' cultural consciousness and self-confidence and promote the construction process of our socialist civilized society. As a new concept, cultural self-consciousness is an innovative way to regulate the development of society and nation, which is also found and studied by ideological and political education in colleges and universities. It is of great significance to analyze the cultural characteristics, functions, and existing problems of ideological and political education for college students in order to improve their ideological and cultural quality.

Keywords: Cultural Consciousness; Ideological and Political Education; Information Age; Practical Exploration

1. INTRODUCTION

The Sixth Plenary Session of the 17th CPC Central Committee highlighted the importance of cultural self-confidence and cultural consciousness and regarded them as one of the main goals of building a socialist cultural power. As we all know, college students are the inheritors and disseminators of the excellent traditional culture of the Chinese nation and shoulder the important responsibility of revitalizing the Chinese nation. Although college students have received cultural quality education for a long time, the importance of ideological and political education has not been highlighted in colleges and universities. The ideological and political education of college students is increasingly prominent in its important position and value in the current era, to carry out ideological and political education and cultivate their innovative spirit in this respect is a major task in the construction of China's new socialist culture. So, to analyze the ideological and political education innovation of college students from the perspective of cultural consciousness, we must first understand the cultural characteristics contained in the ideological and political education of college students.

In fact, education has always been a human practice of transmitting culture and knowledge. In essence, it is manifested as the mechanism of social inheritance and regeneration of culture through the role of "culturizing people". At the same time, from the etymological meaning of "culture", culture and education are also inseparable. Of course, the cultural nature of higher education is not only reflected in cultural transmission and creation. The value of cultural self-consciousness and self-confidence for the construction of social concepts is not only theoretical, but also has the corresponding functional structure and the support of social organizations and people.

2. THE PROPOSED METHODOLOGY

2.1 An Analysis of the Connotation of Cultural Confidence and Cultural Consciousness

The essence of the relationship between culture and universities is the relationship between cultural heritage and educational carrier. At present, most college students do not correctly understand and understand China's socialist core values, and some students do not even know what the socialist core values are. Based on this, colleges and universities should actively establish a teaching platform based on ideological and political theory courses, strengthen college students' identification with the socialist core values, and guide more college students to firmly believe in China's mainstream culture, should improve their cultural awareness and self-confidence. We can not only see clearly the current situation of ideological and political education, but also have a clear understanding of the future development, so that ideological and political education in colleges and universities can keep pace with the times in the context of challenges and risks.

On the other hand, analyzing ideological and political education in colleges and universities from the perspective of cultural consciousness can fundamentally reverse the concept of ideological and political education. The function of cultural integration is the basic function of ideological and political education for college students. It is also the goal of cultural selection and criticism, inheritance and dissemination, adaptation, and innovation. Higher education should help young college students learn and master the achievements of human culture. Because the objects of colleges and universities have higher mental abilities

Culture participates in the world cultural exchange and competition in the background of nation-state, but the strong

vitality of culture does not come from the political power of nation-state, but from the extensive and lasting value recognition of civil society. As Marx pointed out earlier: "People create their own history, but they do not create it at will, not under the conditions they choose, but under the conditions they encounter directly, established and inherited from the past." Universities should actively create a good campus cultural atmosphere, first, clear teaching objectives, in daily teaching work, we should not only pay attention to the cultivation of students' cultural knowledge, but also actively explore how to effectively improve college students' cultural consciousness and cultural self-confidence.

2.2 Innovation of ideological and political education in the perspective of cultural consciousness

Teachers should pay more attention to the teaching of ideological and political education, guide college students to correctly recognize the uniqueness and progressiveness of the excellent traditional culture of the Chinese nation and encourage more students to deeply study the connotation of traditional culture. Secondly, cultural self-conscious vision can promote innovation in the way of ideological and political education for college students. In the activities of human society, no matter what kind of practical activities, we will pursue an effective method, and ideological and political education is no exception. There is a research method in educational psychology, that is, to make the subject object have the consciousness of innovation, first make him feel the object, then experience the process, then understand the object, finally identify the object, and finally achieve innovation on the original basis. The ideological and political education of college students not only bears the mission of cultivating political successors, but also bears the mission of inheriting and creating human culture.

Therefore, the ideological and political education of college students should follow the law of cultural education as well as the law of political education, to continuously expand the cultural resources of ideological and political education of college students. Colleges and universities are the main carrier of national talent training, the intellectual reserve for the future development of the country, and the group strength for the cultural heritage and civilization development of the nation. The degree of cultural identity and cultural self-consciousness and self-confidence of the university population also has symbolic significance and sample value for social culture. What kind of cultural heirs to be cultivated in the higher education system is related to the strategic pattern of the country's participation in the world cultural competition, and more importantly, to the survival and extinction of the nation-state cultural genes.

3. CONCLUSION

Cultural self-consciousness and cultural self-confidence are the objective needs of building a socialist civilized society with Chinese characteristics. College teachers should actively change their traditional teaching concepts, first clearly recognize the main problems in the current ideological and moral education of college students, then explore the connotation of cultural self-consciousness and cultural self-confidence, and finally combine the actual teaching situation, give full play to the role of ideological and political education in improving college students' cultural consciousness and self-confidence. We should also recognize the national culture from a global perspective, and truly transform students' understanding of national culture from "self-awareness" to

"cultural consciousness", so that contemporary college students can become the direct beneficiaries, inheritors, disseminators, and cultural creators of the national culture, and ultimately promote the harmony and development of human social civilization.

4. REFERENCES

- [1] Fu Chunfang Analysis on the reform of ideological and political education for college students in the information age [J] Juvenile Literature, 2021, 000 (005): P.1-1
- [2] Jiang Tingting Research on the innovative model of ideological and political education for college students in the information age [J] Theoretical observation, 2021 (9): 32-34
- [3] Smeier Research on the Countermeasures of Ideological and Political Education for College Students in the Information Age [J] Education Informatization Forum, 2021, 5 (1): 2
- [4] Xu Yuhong A Probe into the Ways to Improve the Cultural Consciousness of College Students in the New Era -- A Review of the Research on the Cultural Consciousness of Ideological and Political Education of College Students in the New Era [J] Leadership Science, 2021 (16): 1
- [5] Huang Yanli Exploration of the teaching mode of college English follow-up courses from the perspective of curriculum ideology and politics -- taking British and American literature as an example [J] Knowledge Economy, 2021, 000 (003): 103-105
- [6] Hot spring Research on the construction of ideological and political theory courses in capital universities based on telling the story of Beijing well [J] Beijing Education: Moral Education, 2021 (5): 6
- [7] Wang Li The cultivation of university students' scientific spirit from the perspective of ideological and political education [J] Educational Research, 2021, 4 (8): 74-76
- [8] Cuina, Fang Xuejian 2021(11):80-83.
- [9] Liu Rong, Li Na Challenge analysis and experience reference of college students' ideological and political education from the perspective of cultural consciousness [J] Campus Psychology, 2021, 19 (3): 4
- [10] Wei Qiaoyuan Ideological and political education of college students from the perspective of cultural consciousness [J] Reference to Political Teaching in Middle Schools, 2021 (20): 1
- [11] Dule Practical exploration of integrating information resources into college students' ideological and political education in the era of big data [J] Data, 2021, 000 (012): P.101-102
- [12] Zhang Nan Exploration of the informatization of ideological and political education in colleges and universities in the era of big data -- Review of the Theory and Practice of Flipped Classroom of Ideological and Political Education in Colleges and Universities in the Internet Age [J] Science and Technology Management Research, 2021 (3)
- [13] Wu Ying Reform and innovation of ideological and political education in colleges and universities under the background of information technology -- A review of "Exploration of ideological and political education

innovation for college students in the era of all-media"
[J] Science and Technology Management Research,

2021, 41 (23): 1