

Research on the Innovative Development of College Students' Ideological and Political Education from the Perspective of Cultural Self-Confidence

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Abstract: From the perspective of cultural self-confidence, this paper discusses the necessity of integrating excellent traditional culture into the ideological and political education of college students, and uses traditional culture to create a new path for the effectiveness of ideological and political education, reflecting the characteristics of ideological and political education in colleges and universities with Chinese characteristics. Establishing the basic path of ideological and political education for college students around cultural self-confidence is bound to cultivate more new socialist youth with ideals, morality, quality, self-confidence and firm faith. Based on the analysis of the internal relationship between cultural self-confidence and ideological and political education of college students, this paper establishes the basic path of ideological and political education of college students from the perspective of cultural self-confidence.

Keywords: MOOC Resource; Teaching Application; Tourism Management Education

1. INTRODUCTION

University is an important period for the formation of young people's outlook on life, morality and values. A survey shows that compared with college students born before the 1980s, the values of college students born after the 1980s and 1990s tend to be more civilian and utilitarian. 58.5% of college students think that "ideal becomes more and more realistic"; "Never before" and "game life" accounted for 19.1%; 59.1% of the general public believe that "college students' ideals are becoming more and more realistic". There is a relationship between cultural self-confidence and college students' ideological and political education that is interdependent and mutually reinforcing.

Only by building cultural self-confidence can college students establish correct values, ideas and moral concepts. The ideological and political education of college students is the main carrier to guide college students' thoughts, concepts, beliefs and consciousness, and is an important guarantee for college students to establish cultural self-confidence. Therefore, in order to improve the cultural confidence of college students in an all-round way, we must carry out ideological and political education of college students in a targeted way, and build a basic path to adapt to it. To promote Chinese college students to establish more positive and healthy ideas, and improve their understanding and recognition of traditional culture.

The excellent traditional culture of our country has accumulated from different dynasties and generations. It is the accumulation of ideology and culture and the inheritance of national spirit. It is of great significance to the sustainable development of the country and the nation, and is the root of cultural self-confidence. Integrating the concept of cultural self-confidence with ideological and political education can enable contemporary college students to better understand the fine culture of the Chinese nation, promote the construction of modern advanced culture, and enable college students to have a deeper understanding of contemporary socialist advanced

culture under the background of the fine traditional culture of the Chinese nation with a long history and the revolutionary culture derived from the construction stage of the new China, thus forming a correct attitude towards each culture, So as to select the right choice and strengthen the sense of trust in the national culture.

2. THE PROPOSED METHODOLOGY

2.1 The path of integrating traditional culture into college students' ideological and political education

The ideological and political education in colleges and universities undertakes the important mission of guiding college students to establish correct world outlook, outlook on life and values, and cultivating qualified socialist builders and reliable successors. Its effectiveness is directly related to the quality of college students' growth. Under the background of "Internet+" and the influence of multiculturalism, the mainstream ideology of contemporary college students is positive, but to varying degrees there are problems such as vague ideals and beliefs, distorted value orientation and weak sense of integrity, which have brought many challenges to ideological and political education in colleges and universities. The thinking mode, behavior mode and personality psychology of post-90s college students are facing the impact of multiculturalism and the invasion of non-mainstream ideology, which is a huge difference from the past. The openness, interactivity and sharing of information under the Internet environment also challenges the effectiveness of ideological and political education.

This requires ideological and political workers to adapt to the laws and requirements of network communication, and build a new mechanism of ideological and political education to adapt to it, so that college students can have a clear ability to distinguish and criticize in the complex environment of multiculturalism, and maintain the necessary cultural self-confidence to establish self-correct value orientation. For

college students, guided by the advanced culture of socialism with Chinese characteristics, making them realize the connotation of the advanced culture of socialism with Chinese characteristics, and feeling the progressiveness of political culture, social culture, and campus culture construction can guide them to firm their ideals and beliefs, and achieve the goal of improving their cultural self-confidence. At the same time, we should also consider how to integrate the advanced culture of socialism with Chinese characteristics into the ideological and political education of college students.

2.2 The implementation path of the integration of cultural self-confidence and ideological and political education in colleges and universities

It shows the essence of cultural self-confidence in an all-round way, analyzes the development process of China's cultural self-confidence and the breakthroughs and achievements at different stages of development from multiple perspectives, clarifies the relationship between traditional culture and college students' cultural self-confidence through collecting and sorting out a large number of survey data, and believes that the inheritance of traditional culture and college students' cultural self-confidence are relevant, innovative and contemporary, It has important practical guiding significance for the active guidance and efficient development of contemporary college students' ideological and political education. The ideological and political education in colleges and universities should adhere to the principle of orientation, that is, the core leadership direction is the socialist core value system. It should be based on Marxism, establish a scientific view of Chinese socialism and communism, cultivate the socialist core value system, strengthen the leadership of ideology, promote the inheritance and development of Chinese traditional fine culture, innovate the inheritance mode of traditional culture, and promote the development of new socialist culture.

Use new media to promote the innovative presentation of excellent traditional cultural content and improve the interest and effectiveness of learning. New media has the characteristics of timeliness, convenience and interest in the process of information dissemination, but there are also problems of low information access threshold and mixed information quality. Colleges and universities should learn from each other's strengths and make full use of the advantages of new media to make it a new platform for the dissemination of excellent traditional culture. Cultural self-confidence fundamentally reflects the cultural nature of ideological and political education and is the realization form of the cultural function of ideological and political education. At the same time, the cultural nature and cultural function of ideological and political education ensure the realization of cultural self-confidence.

3. CONCLUSION

As ideological and political teachers in colleges and universities, they should have the courage to explore and study, deepen the understanding and understanding of the combination of contemporary Marxist theory and excellent traditional Chinese culture, enhance the timeliness and appeal of excellent traditional culture, and tell the Chinese story in Youxiu traditional culture in the language that college students can understand and love to listen to. Constructing the basic path of ideological and political education for college students is a systematic project, and it is also an arduous task. To this end, the majority of experts, scholars and ideological

and political educators in colleges and universities must continue to carry out comprehensive research, and test and adjust in practice.

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