

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

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**Abstract:** Contemporary college students are not only the barometer of the times, but also the backbone of the country and national talents, and the fresh force to realize the two century-old dreams. To enhance their cultural self-confidence is to endow them with wisdom, morality, spirit, and ideas, so that they have strong determination and high self-confidence. Improving college students' cultural self-confidence is the theme of ideological and political education in colleges and universities, as well as the act of strengthening the foundation of colleges and universities; We should explore and develop in ideological and political education, and use ideological and political education to promote the better implementation of the cultivation of cultural self-confidence, which in turn can promote the presentation of the educational effect of ideological and political education through the cultivation of cultural self-confidence.

**Keywords:** Innovative development; ideological and political education; cultural self-confidence

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## 1. INTRODUCTION

China's firm road confidence, theoretical confidence and institutional confidence are cultural confidence based on the inheritance of five thousand years of civilization. Therefore, cultural self-confidence is more fundamental, broader and deeper. Ideological and political course is a platform to promote college students' cultural self-confidence. The ideological and political course in universities tells about the history and politics of the country and establishes socialist values. College ideological and political education mainly depends on ideological and political teaching, which enables college students to fully understand the history and culture of China and can enhance cultural identity, so ideological and political teaching is a platform to promote college students' cultural self-confidence.

Believing in their own culture can promote college students to seriously study ideological and political courses and produce good learning results. College students' cultural self-confidence improves the effect of ideological and political education. From the perspective of college students, cultural self-confidence mainly includes three aspects. First, as college students, we should learn to use socialist core values to guide cultural thinking and construction. Secondly, we should learn to treat the cultures of all nationalities in the world correctly, and not blindly oppose or praise them.

In the new era, colleges and universities have made certain achievements in the cultivation of college students' culture. The attitude of college students towards Chinese culture is affirmative and affirmative, but there are also some problems that need to be improved, such as the fragmentation of college students' cultural cognition, the lack of system for the carrier of cultural cultivation, and the lack of synergy in the environment of cultural cultivation. Insufficient recognition of red culture. Red culture is a condensed history of China's new democratic revolution, struggle and heroes, and is the historical inheritance of China's revolutionary development. The red culture records the firm ideals, beliefs and fighting

spirit of the ancestors. However, there are problems such as insufficient awareness, insufficient publicity and weak participation in the promotion and inheritance of the red revolutionary culture.

## 2. THE PROPOSED METHODOLOGY

### 2.1 The Foundation of Cultivating College Students' "Cultural Self-Confidence"

Some college students deny or do not care about China's history and reality, blindly advocate western values and political systems, and always think that "the moon in foreign countries is more round than that in China". The expression of this kind of cultural self-confidence is the result of no, little, and unwillingness to deeply understand China's history, culture, and governance culture. It is an inferiority complex due to the lack of research and understanding of its own culture and the influence of foreign culture. First of all, cultural self-confidence is a symbol of the cultural soft power of a country and a nation, reflecting the self-confidence and pride of a nation. From a personal point of view, cultural self-confidence is the recognition of national cultural values.

The implementation of ideological and political education will also be affected by the cultural environment. Under the influence of the cultural environment, people's feelings, knowledge and behavior will reach a balanced state. The ideological and political course is the main carrier of cultivating college students' cultural self-confidence in colleges and universities, but colleges and universities lack systematicness in the expansion of curriculum content, the renewal of teaching concepts, and the improvement of teaching methods. By setting ideological and political courses, colleges and universities disseminate Marxism and its related theories, and publicize the Party's policies and guidelines, ensure the correct direction of running schools, ensure the implementation of the fundamental task of establishing morality and cultivating people, and ensure that the Party's great cause will have successors.

## 2.2 The Construction of the Cultivation Mechanism of College Students' Cultural Self-Confidence from the Perspective of Ideological and Political Education

College students lack awareness of cultural protection. Contemporary college students do not realize that culture is the life of a country, and cannot raise the issue of cultural security to that of national security. These problems involve all aspects of college students, from language to behavior, from the online world to real life. The impact of advanced culture and the washing of college students' thoughts by various cultures have shaken the value orientation of college students and led to biased behavior. The scope of ideological and political education for college students should be expanded, and the content of the course should not be limited to the scope of China.

The description of foreign history, political system and values should take a certain proportion, which is also what college students need to know at their age. Don't be afraid of the invasion or subversion of Western culture, because most of China's modern and modern progress has been influenced by the West. Open cultural education can only deepen the understanding of Chinese and Western culture among college students. Believe in the intellectual level of Chinese college students, college students will make correct cultural choices and innovate in the development of national culture, thus strengthening their cultural confidence in the Chinese nation.

The cultivation of cultural self-confidence needs a long-term process. It needs to use some external stimuli to have an impact on students, thus slowly affecting students' ideas. The education of cultural self-confidence is also a teaching, so it also needs to be discussed from the perspective of teaching, so that it can better highlight its role and effect. The ideological and political education in colleges and universities mainly includes Marxism and its related theories, ideological and moral quality, situation and policy, and modern Chinese history. The "three cultures" created and developed from historical accumulation, Chinese revolution, construction and reform are the source of cultivating college students' cultural self-confidence.

## 3. CONCLUSION

With the continuous development of society and the development of economic globalization, college students in China have been constantly impacted by foreign cultures. In addition, under the influence of the poor effect of the cultivation of cultural self-confidence in colleges and universities, college students are more vulnerable to the impact of various foreign cultures, resulting in a serious lack of cultural self-confidence. As a part of ideological and political education activities, the cultivation of college students' cultural self-confidence needs schools, society family and other educational factors are promoted together to strengthen students' cultural emotional experience through rich social practice and strong cultural atmosphere.

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