

A Study on the Construction of Campus Culture in Colleges and Universities under the Background of Ideological and Political Education

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Abstract: In the development of college education, it is necessary to pay attention to the construction of campus culture, do a good job in guiding students, and continuously improve the quality of teaching. Based on the background of ideological and political education, this paper makes an in-depth discussion on the construction of campus culture in colleges and universities, and puts forward relevant suggestions for improvement.

Keywords: Ideological and Political Education; Campus Culture; Development of Colleges and Universities

Introduction

In the process of the development of colleges and universities, the construction of campus culture needs to adopt a step-by-step approach to enhance the influence of campus culture and provide a good background for the construction of a harmonious campus. In order to build a new teaching system, it is necessary to increase the relationship between ideological and political education and the construction of campus culture, solve the practical problems existing in teaching, and cultivate high-quality talents for the society.

1. The value of campus culture construction in the context of ideological and political education

Colleges and universities are an important platform for talent training, and solving the problem of campus culture construction with ideological and political education as the background can not only meet the basic needs of talent training, but also promote the rapid completion of reform in colleges and universities. In the context of ideological and political education, the value of campus culture construction in colleges and universities includes the following:

1.1 Guide the direction of talent training

In the development of college education, the cultivation of students' core literacy is the mainstay, and in the work of patriotic education, it is necessary to obtain the support of campus culture and cultivate students' all-round growth. Patriotic education can use campus cultural activities as a medium to enhance the attractiveness of students, guide students' outlook on life and values, and meet the basic needs of talent training.

1.2 It has a certain restraining effect on students

Campus culture is gradually formed in the development of colleges and universities, which can not only reflect the educational characteristics of colleges and universities, but also embody traditional culture and campus management culture, solve the problems encountered in campus culture construction, and restrain the behavior of students and teachers. Campus culture is mainly based on cultural activities, which have a certain perception ability for students, so that students can reflect on what they have done, and help students develop good living and learning habits. The construction of campus culture needs to follow the basic path of ideological and political education, obtain a steady stream of development momentum, and solve the problems encountered in the development of colleges and universities^[1].

2. The relationship between the construction of campus culture and ideological and political education in colleges and universities

From the perspective of educating people in colleges and universities, ideological and political education and campus culture influence

each other and penetrate each other, and in the development of educational activities, a good campus culture can promote the comprehensive quality of students and meet the basic needs of ideological and political education.

2.1 Campus culture and ideological and political education have the goal of educating people together

In the construction of campus culture, we have always adhered to the concept of people-oriented, which is in line with the development direction of ideological and political education. In order to solve the fundamental problems that arise in education, it is necessary to carry out ideological and political education throughout the entire teaching process and achieve the basic goal of educating people in an all-round way. In the study of the constituent elements of campus culture, it mainly includes campus spirit and humanistic atmosphere, which have many overlapping points with ideological and political education, and have a strong ability to restrain students' behavioral norms.

2.2 Ideological and political education has clearly defined the direction for the construction of campus culture

In the development of colleges and universities, the cultivation of high-quality talents has become the basic direction. After the requirements for campus culture construction are put forward, the practical work needs to be consistent with the goal of talent training, so as to consolidate the main position of ideological and political education in colleges and universities. From the above introduction, it can be seen that the support of ideological and political education cannot be lacking in the construction of campus culture, and only by highly integrating with ideological and political education can we have the correct development direction and solve the common problems of campus culture construction ^[2].

2.3 Campus cultural construction and ideological and political education promote each other

A good campus culture is the second classroom of college education, and students can put what they have learned into practice and correct their own wrong ideas in a good humanistic environment. In addition, the educational function of campus culture is relatively unique, and from the perspective of ideological and political education, in order to build a good educational atmosphere, it is also necessary to increase the attention to the construction of campus culture, solve the problems encountered in campus culture construction, and enhance students' action.

3. Campus culture construction program for colleges and universities in the context of ideological and political education

In the process of creating a good teaching atmosphere, it is necessary to focus on the construction of campus culture. In the clear idea of campus culture construction, it is necessary to increase the understanding of ideological and political education, give full play to the practical significance of campus culture, and provide guidance for teaching work.

3.1 Innovate ways to build campus culture in the context of ideological and political education

Affected by the educational environment, colleges and universities focus on curriculum education in their development, and there is a cognitive bias in the construction of campus culture, and there is a lack of systematic research content. In the construction of campus culture, it is impossible to cope with the impact of bad thoughts, and its role in education is not obvious enough, which affects the value embodiment of campus culture. In order to solve the cognitive deviations, the following work needs to be done: First, in the construction of campus culture, it is necessary to understand the basic connotation of ideological and political education, firmly grasp the core of spiritual civilization construction, ensure the richness of campus cultural content, and form a positive atmosphere. Secondly, the construction of campus culture can enhance the soft power of colleges and universities, and campus culture has a certain implicit educational function and can enhance the spiritual democracy of students. It is necessary to pay attention to the construction of campus culture, not to focus on short-term results, but to focus on long-term development, so as to highlight the connotation of campus culture and provide support for teaching work. Finally, the construction of campus culture needs to implement a clear normative system, enrich the basic functions of ideological and political educa-

tion, take the current situation of school teaching as the starting point, pay attention to the interests of students and teachers, and focus on promoting the national spirit. In the construction of campus culture, it is also necessary to conduct in-depth research at the grassroots level, understand the suggestions of students and teachers, and make up for the loopholes in the traditional development model through active discussions.

3.2 Establish a campus cultural evaluation mechanism in the context of ideological and political education

For colleges and universities, the construction of campus culture is an important part of the work, because of the high difficulty of this work, all the public needs to participate together, in order to obtain a steady stream of development momentum. In the construction of campus culture in colleges and universities, it is necessary to change the view of campus cultural traditions, focus on the construction of guarantee mechanisms, and solve the various factors that restrict the construction of campus culture. In the Internet age, hedonism and money worship are prevalent, and in order to avoid affecting students' outlook on life, it is also necessary to eliminate students' negative emotions by focusing on building campus culture. In order to improve the effect of campus culture construction, it is necessary to fully implement a sound evaluation mechanism and pay attention to the construction of school infrastructure under the condition of in-depth analysis of the characteristics of ideological and political education, so as to provide help for the formation of a good school spirit^[4]. In the formulation of the campus culture construction plan, it is necessary to be consistent with the development direction of the school, record the development of various campus activities through the mode of regular evaluation, and ensure the correctness of the direction of campus culture construction through the working method of seeking truth from facts. In the development of campus cultural activities, it is necessary to clarify the themes of each activity, and conduct a comprehensive review of the activity planning to ensure that it is in line with the core values of socialism. In the construction of campus culture, it is necessary to regularly summarize practical experience, analyze the practical problems encountered in development, and help the healthy development of colleges and universities.

Conclusion

To sum up, in the construction of campus culture in colleges and universities, it is necessary to take ideological and political education as the basic background, pay attention to the actual situation of students, understand the changes in the education management system, constantly enrich the content of campus culture, ensure the stability of college education, and create a stable space for cultivating high-quality talents. Ideological and political education and campus culture have an important relationship, and the construction of campus culture needs to take ideological and political education as the carrier, comprehensively focus on the people-oriented work concept, clarify the basic work tasks, create a good school spirit and discipline, enrich the lives of students through good cultural activities, let students have the correct three views, and give full play to the educational function of campus culture.

References

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