

# The Path and Significance of Integrating Cultural Confidence into Ideological and Political Education for College Students

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**Abstract:** Cultural confidence, as an important component of Thought on Socialism with Chinese Characteristics for a New Era, is a core force that unites the national spirit and strengthens national identity. Colleges and universities, as the main front of ideological and political education, integrate cultural confidence organically into the entire process of ideological and political education. This is not only an inevitable requirement for fulfilling the fundamental task of “cultivating virtue and nurturing talent”, but also a strategic choice for responding to the impact of multiculturalism and cultivating new people of The Times. Based on the intrinsic fit between cultural confidence and ideological and political education, this paper elaborates on its significance in strengthening value guidance, cultivating national identity, and improving the quality and effectiveness of education, and explores specific integration paths from multiple dimensions such as curriculum system reconstruction, practical carrier innovation, campus culture infiltration, collaborative mechanism construction, and faculty improvement. It provides theoretical references and practical lessons for the high-quality development of ideological and political education in colleges and universities in the new era.

**Keywords:** Cultural confidence; Higher education ideological and political education; Integration pathways; Educational significance

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## 1. Introduction

In the context of the deepening of globalization and the interweaving and collision of diverse cultures, the infiltration of Western ideology and the spread of negative cultural trends have had a profound impact on the values and cultural identity of college students. Some college students have problems such as ambiguous cultural cognition, diluted traditional values and lack of national confidence, highlighting the urgency and importance of cultivating cultural confidence in ideological and political education. As a key link in shaping the worldview, outlook on life and values of young students, ideological and political education in colleges and universities bears the important mission of inheriting fine traditional Chinese culture, promoting revolutionary culture and developing advanced socialist culture. Integrating cultural confidence into ideological and political education can not only enrich the cultural connotation of ideological and political education, but also enhance the appeal and influence of education, it helps college students to strengthen their ideals and beliefs, clarify

their value orientations in a multicultural environment, and grow into new people of The Times with profound cultural background and strong national pride.

## **2. The intrinsic fit between cultural confidence and ideological and political education in colleges and universities**

### **2.1. The core connotation of cultural confidence**

Cultural confidence is the full affirmation of the value of one's own culture and the firm belief in the vitality of one's own culture. Its core connotation includes three levels: First, confidence in fine traditional Chinese culture, which accumulates the deepest spiritual pursuit of the Chinese nation and contains the most fundamental spiritual genes of the Chinese nation, and is the foundation of cultural confidence; Second, confidence in revolutionary culture, which is the red culture formed by the Communist Party of China leading the people in the process of revolution, construction and reform, carries the original aspiration and mission of the Communists and is the soul of cultural confidence; Third, confidence in advanced socialist culture, which is guided by Marxism and based on the practice of socialism with Chinese characteristics, is the core and direction of cultural confidence. The three are interrelated and organically unified, and together they constitute the complete system of cultural confidence <sup>[1]</sup>.

### **2.2. The requirements of The Times for ideological and political education in colleges and universities**

The fundamental task of ideological and political education in colleges and universities in the new era is "moral education and talent cultivation", and its core objective is to cultivate useful talents who support the leadership of the Communist Party of China and the socialist system of our country and are determined to devote their entire lives to the cause of socialism with Chinese characteristics. This requires that ideological and political education must adhere to the correct political direction, strengthen value guidance, and help college students to strengthen their ideals and beliefs, cultivate their moral character, and increase their knowledge and abilities. At the same time, in the face of the impact of multiculturalism, ideological and political education needs to enhance cultural depth, cultivate people through culture and educate people through culture, and guide college students to distinguish right from wrong in cultural comparison and to be confident in cultural inheritance <sup>[2]</sup>.

### **2.3. Necessity and feasibility of the integration of the two**

On the one hand, cultural confidence provides spiritual support and cultural nourishment for ideological and political education. Only by incorporating cultural elements can ideological and political education get rid of empty preaching and enhance its appeal and influence. Ideological and political education provides an important carrier and realization path for cultivating cultural confidence. Through the systematic guidance of ideological and political education, it can help college students deepen their understanding of cultural values, internalize cultural confidence as a spiritual pursuit and externalize it as a behavioral consciousness. The integration of the two is an inevitable requirement for responding to the challenges of multiculturalism, enhancing the effectiveness of ideological and political education, and cultivating talents for the new era <sup>[3]</sup>.

On the other hand, cultural confidence and ideological and political education are highly consistent in terms of value goals, both aiming to cultivate people with correct values, strong national identity and firm ideals and beliefs. At the same time, the rich resources of ideological and political education in China's fine traditional culture, revolutionary culture and advanced socialist culture provide a solid content foundation for the integration of the two. In addition, the resource advantages of colleges and universities in terms of curriculum design, teaching staff and campus culture provide practical conditions for the integration of cultural confidence into ideological and political education.

### **3. The significance of integrating cultural confidence into ideological and political education in colleges and universities**

#### **3.1. Strengthen value guidance and firm up the ideals and beliefs of college students**

Cultural confidence is an important foundation of ideals and beliefs. Integrating cultural confidence into ideological and political education can help college students draw spiritual strength from China's fine traditional culture, revolutionary culture and advanced socialist culture, and deeply understand the historical inevitability and institutional superiority of socialism with Chinese characteristics. Firm faith in Marxism, belief in socialism with Chinese characteristics, and confidence in realizing the Chinese Dream of the great rejuvenation of the Chinese nation. At the same time, cultural confidence can guide college students to establish correct worldviews, outlooks on life and values, distinguish right from wrong and adhere to the right path in the face of multicultural shock, and consciously resist the influence of bad cultural trends.

#### **3.2. Cultivate national identity and enhance college students' sense of home and country**

Culture is the lifeblood and soul of a nation, and cultural confidence is the core of national identity. Integrating cultural confidence into ideological and political education can help college students gain a deeper understanding of the history, culture, traditional virtues and spiritual traits of the Chinese nation, perceive the values of "great harmony" and "unity of family and country" from the excellent traditional culture of China, and inherit the red gene of "striving for national liberation" from revolutionary culture. Experience the contemporary connotation of "national unity and progress" from advanced socialist culture, integrate personal ideals into the overall development of the country, and achieve the organic unity of national identity and patriotic sentiment<sup>[4]</sup>.

#### **3.3. Innovate the education model and enhance the effectiveness of ideological and political education**

Traditional ideological and political education sometimes has problems of "empty content and monotonous form", making it difficult to evoke emotional resonance and value recognition among college students. The integration of cultural confidence has injected vivid cultural carriers and emotional cores into ideological and political education, achieving an innovative upgrade of the education model. At the content level, philosophical ideas in China's fine traditional culture, heroic deeds in revolutionary culture, and practical achievements in advanced socialist culture provide rich teaching materials for ideological and political education, transforming ideological and political education from "abstract theories" to "concrete stories" and enhancing the appeal and persuasiveness of education; At the form level, through practical paths such as "entering the red land" and "entering the rich land of history", the classroom extends to cultural sites and development frontlines, achieving a transformation from "one-way indoctrination" to "situational experience", allowing college students to perceive the charm of culture and internalize value concepts in practice<sup>[5]</sup>.

### **4. Practical approaches to integrating cultural confidence into ideological and political education in colleges and universities**

#### **4.1. Reconstruct the curriculum system to lay a solid content foundation for the integration of cultural confidence**

Deepen the reform of ideological and political curriculum content, add topics related to cultural confidence in ideological and political theory courses, and systematically teach the development context, core connotation and contemporary value of fine traditional Chinese culture, revolutionary culture and advanced socialist culture. In Ideological and Moral Education and the rule of Law, incorporate traditional virtues, revolutionary morality and socialist morality to guide college students to enhance their moral cultivation; In the course "Outline of Modern and Contemporary Chinese History", the explanation of cultural inheritance and innovation in the course of China's revolution, construction and reform is strengthened to enhance the historical awareness and cultural confidence of college students.

Promote the construction of "curriculum-based ideological and political education", explore cultural elements in professional courses, and integrate cultural confidence into professional teaching. In humanities and social sciences

majors such as literature, history and philosophy, strengthen the teaching of fine traditional Chinese culture, revolutionary culture and advanced socialist culture, and guide students to deeply understand the cultural connotations; in science and engineering programs, incorporate the achievements of ancient Chinese science and technology, the development of modern and contemporary science and technology, and the spirit of struggle of science and technology workers in the new era to cultivate students' confidence in science and technology and cultural confidence; In art programs, students are encouraged to draw inspiration from traditional culture to create works of art with Chinese characteristics, Chinese style and Chinese spirit, to promote the Chinese aesthetic spirit, and to achieve full coverage, full coverage and full coverage of cultural confidence through the construction of "curriculum-based ideological and political education". Set up cultural elective courses, such as "Introduction to Chinese Fine Traditional Culture", "Research on Red Culture", "Special Topics on Chinese Culture of Socialism with Chinese Characteristics in the New Era", etc., to provide college students with a platform for systematic learning of cultural knowledge. Introduce online course resources such as MOOCs and SPOC to broaden the channels of cultural learning and meet the individualized learning needs of college students<sup>[6]</sup>.

#### **4.2. Innovate practice carriers to enhance the experience and perception of cultural confidence integration**

Organize and carry out a variety of cultural practice activities to enable college students to experience the charm of culture and strengthen cultural confidence in practice. In terms of China's fine traditional culture, organize activities such as classic recitation, traditional skills display, and cultural creativity competition to guide students to deeply experience the essence of traditional culture; In terms of revolutionary culture, organize students to visit red revolutionary bases, memorial halls, martyrs' cemeteries, etc., and carry out activities such as red study Tours, revolutionary storytelling, and red murder mystery games, allowing students to inherit the red genes through immersive experiences; In terms of advanced socialist culture, organize students to participate in social practice activities such as rural revitalization, community service, and volunteer service, allowing students to experience the development achievements of socialism with Chinese characteristics in the new era through practice and enhance their confidence in socialism with Chinese characteristics.

Organize cultural festivals, cultural forums, cultural exchange activities between China and foreign countries, etc., to provide a platform for cultural exchange and display for college students. Encourage students to participate in cross-cultural exchanges, disseminate excellent Chinese culture through exchanges, enhance cultural influence, and at the same time guide students to view the differences of different cultures rationally, deepen their understanding of their own culture through cultural comparisons, and strengthen cultural confidence.

Create immersive cultural experience platforms with the help of modern educational technologies such as virtual reality (VR) and augmented reality (AR). For example, using VR technology to recreate red revolutionary scenes, allowing students to experience the revolutionary process "as if they were there"; use AR technology to showcase traditional cultural heritage, allowing students to directly experience the charm of traditional culture, and through technology empowerment, enrich the forms of practice and enhance the effect of practice<sup>[7]</sup>.

#### **4.3. Infiltrate campus culture and create a good atmosphere where cultural confidence is integrated**

Build campus culture brands with cultural connotations in line with the school's historical traditions and educational characteristics. For example, make use of the cultural resources of the school's location to hold local cultural festivals, bring intangible cultural heritage into the campus and other activities; Based on the school's disciplinary strengths, carry out activities such as cultural research and cultural creation to form unique campus cultural characteristics, and through the construction of campus cultural brands, enhance the appeal and influence of campus culture, allowing students to be subtly influenced by culture.

Integrate cultural elements into campus environment construction to create campus Spaces with a cultural atmosphere. Incorporate elements such as traditional architectural styles and cultural symbols into campus landscape design; Set up cultural bulletin boards, signs of famous sayings and aphorisms, etc. in teaching buildings, libraries, dormitory areas, etc. Use campus radio, television and new media platforms to disseminate excellent culture and create a cultural atmosphere

where “everywhere is a classroom and education is received at all times”.

With cultural confidence as the lead, foster a fine school ethos and academic atmosphere of seeking truth from facts, carrying virtue and striving for self-improvement. By carrying out activities to build school spirit and academic atmosphere, students are guided to establish correct learning attitudes, academic ethics and values; Encourage students to participate in academic research, innovation and entrepreneurship activities, etc., to cultivate innovative spirit and practical ability; Strengthen interaction and communication between teachers and students, and foster a campus atmosphere of respecting teachers and valuing education, unity and friendship, mutual assistance and progress <sup>[8]</sup>.

#### **4.4. Build a collaborative mechanism to build a joint force for education that integrates cultural confidence**

Improve the collaborative education mechanism within the school, and establish and improve a pattern of ideological and political work featuring unified leadership by the Party committee, joint management by the Party and government, respective responsibilities of relevant departments, and collaborative participation of the entire society. Strengthen communication and collaboration among ideological and political course teachers, professional course teachers, administrative staff and counselors to form a joint force for education, incorporate cultural confidence cultivation into the overall development plan of the school, clarify the responsibilities of each department, formulate specific implementation plans and assessment and evaluation mechanisms to ensure that cultural confidence is integrated into all aspects of ideological and political education.

Strengthen home-school collaboration in education, build communication platforms between schools and families, and convey the concepts and methods of cultural confidence cultivation to parents in a timely manner through parent-teacher meetings, home visits, home-school wechat groups, etc., guide parents to attach importance to family culture construction, inherit excellent traditional Chinese culture in family life, and create a good family culture atmosphere. Encourage parents to participate in the school’s cultural practice activities to form a good situation of home-school collaboration in education.

Deepen school-local collaborative education, strengthen cooperation with local governments, cultural departments, enterprises and institutions, red education bases, etc., integrate social cultural resources, and jointly build practical teaching bases. Invite local cultural celebrities, revolutionary predecessors, industry models, etc. into the campus to give special lectures, reports and other activities to provide college students with rich cultural experiences <sup>[9]</sup>.

#### **4.5. Enhance the quality of teachers and strengthen the talent guarantee for the integration of cultural confidence**

Strengthen teacher training, formulate systematic teacher training plans, and incorporate cultural confidence related content into the training system for ideological and political teachers and professional teachers. Enhance teachers’ cultural literacy and teaching ability through specialized training, academic seminars, job rotation, cultural study, etc. Organize teachers to deeply study excellent traditional Chinese culture, revolutionary culture, advanced socialist culture, master the methods of exploring, interpreting and applying cultural resources, and improve the teaching level of integrating cultural confidence into ideological and political education.

Build a teaching and research exchange platform, establish a teaching and research exchange mechanism between ideological and political teachers and professional teachers, regularly carry out teaching discussions and collective lesson preparation activities on integrating cultural confidence into ideological and political education, share teaching experiences and achievements, jointly solve problems existing in teaching, encourage teachers to conduct relevant research projects, explore the laws and paths of integrating cultural confidence into ideological and political education, Promote teaching through research.

Improve the assessment and evaluation mechanism, incorporate the teaching effectiveness of integrating cultural confidence into ideological and political education into the assessment and evaluation system for teachers, and establish scientific and reasonable assessment indicators, including aspects such as the ability to explore cultural resources, the

ability to innovate teaching methods, and the educational effect. Through the guiding role of assessment and evaluation, encourage teachers to actively participate in the teaching reform and practice of integrating cultural confidence into ideological and political education, and continuously improve teaching quality <sup>[10]</sup>.

## 5. Conclusion

Integrating cultural confidence into ideological and political education in colleges and universities is an inevitable trend for implementing the fundamental task of “cultivating virtue and nurturing talent” in the new era, and it is also the core path to building a “big ideological and political” education pattern. In the future, colleges and universities need to further deepen their understanding of the intrinsic fit between cultural confidence and ideological and political education, and continue to explore integration paths with their own characteristics and the features of The Times, so that cultural confidence can truly become the spiritual background color for the growth and success of college students, and lay a solid foundation for cultivating new era talents capable of shouldering the great responsibility of national rejuvenation.

## Disclosure statement

The author declares no conflict of interest.

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