

Exploration of the Path for the Integrated Development of Ideological and Political Education and Campus Culture in Colleges and Universities under the Leadership of Party Building

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Abstract

Against the backdrop of the development of higher education in the new era, ideological and political education has been elevated to the core position of all-staff education and has become an important strategic approach for colleges and universities to implement the fundamental task of fostering virtue and nurturing talent. Meanwhile, campus culture, as an important component of the educational environment in colleges and universities, not only carries the functions of value guidance and behavioral norms, but also plays an irreplaceable role in the dissemination of ideas and the conduct of ideological and political education. This article mainly explores the connotations of ideological and political education and campus culture construction in colleges and universities, proposes the intrinsic connection between the two, and investigates the practical path of their integrated development under the leadership of Party building, providing theoretical support for cultivating new era youth with a sense of patriotism and social responsibility.

Keywords

Party building leadership; Ideological and political education in colleges and universities; Campus culture; Integrated development

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1. Introduction

At present, colleges and universities are facing a new development pattern where moral education and talent cultivation are intertwined with contemporary culture. Against this backdrop, how to leverage the leading role of Party building to promote the in-depth integration of ideological and political education with campus

culture construction has become the key for colleges and universities to deepen the reform of the education system and enhance the effectiveness of education. Ideological and political education shoulders the core task of guiding young students to form correct values, while campus culture serves as an important carrier of college students' spirit. The two have a natural

synergy in terms of goals, contents and functions. Therefore, colleges and universities must adhere to the correct direction of running schools, integrate various educational and teaching resources, seek to break the traditional boundaries of education, extend the function of ideological and political education, and strive to provide solid support for the construction of the education system in colleges and universities.

2. The Connotation of Ideological and Political Education and Campus Culture Construction in Colleges and Universities

2.1. Ideological and political education

Ideological and political education in colleges and universities is not only an accessory content of knowledge imparting, but also the core mechanism for value shaping, spiritual guidance and moral education^[1]. Ideological and political education takes fostering virtue and nurturing talent as its fundamental task and is guided by the cultivation and practice of socialist core values. The key lies in answering the fundamental questions of “what kind of people to cultivate, how to cultivate them, and for whom to cultivate them”. From the perspective of implementation paths, ideological and political education not only relies on the imparting of professional teachers, but also requires the construction of a “big ideological and political” framework, achieving the coordinated advancement of various forms such as curriculum-based education, cultural education, and service-oriented education. Colleges and universities must place value guidance at the top of their educational work, comprehensively enhance students’ political judgment, and guide students to form correct values. In addition, ideological and political education in colleges and universities should constantly update its content system, respond to the new problems and challenges brought about by the changes of The Times, and promote the in-depth penetration of ideological and political content into students’ daily study and life, making it a powerful support force for the all-round development of young students.

2.2. Campus culture construction

The construction of campus culture in colleges and

universities is a cultural system formed in a specific educational environment, featuring common value orientations, behavioral norms and spiritual pursuits. It is an important component of the task of fostering virtue and nurturing talent in higher education. By building a cultural ecosystem with its own characteristics and coordinating the interactive relationships among internal administrators, teachers, students and service groups, colleges and universities form a unique cultural field in this process. This not only includes the material space manifested by the teaching and research environment, but also encompasses the institutional culture, spiritual culture and behavioral culture accumulated from long-term educational activities. It shows a high degree of synergy^[2]. From the perspective of functional positioning, campus culture in colleges and universities undertakes multiple tasks such as ideological guidance, character shaping, and educational orientation. It is not only the realistic carrier of ideological and political education content but also an extension of mainstream social culture. The radiating power of university culture is not only reflected in the regulation and guidance of the internal groups, but also in the release of cultural signals to society through the dissemination mechanism, becoming an important force in shaping the values of young students.

3. The intrinsic connection between ideological and political education in colleges and universities and campus culture

3.1. Goal consistency

Ideological and political education centers on fostering virtue and nurturing talent, emphasizing systematic shaping of students at the value level. Meanwhile, campus culture provides fertile ground for students’ spiritual growth through the creation of an environment and the construction of a cultural atmosphere. From a formal perspective, campus culture provides students with a specific growth environment through physical space and institutional mechanisms. For instance, the naming of teaching buildings, the inheritance of the school motto, and the exhibition arrangement in the school history museum all permeate with the value intentions of educators. In terms of content, ideological

and political education is responsible for guiding students in their worldviews, outlooks on life, and values, which is precisely the core spirit that campus culture attempts to convey^[3]. The two are in harmony in terms of educational orientation and support each other in practical logic. More importantly, ideological and political education can provide a spiritual core for campus culture, and campus culture, in turn, offers a medium for the dissemination of ideological and political education, enabling it to move from an abstract concept to daily life. Integrated development can not only enhance the penetration of ideological and political education, but also enable campus culture construction to have a stronger political orientation. On this basis, universities should build a new pattern of collaborative education that educates people through culture and shapes their souls with ideology, which is conducive to promoting a comprehensive transformation of educational methods and approaches.

3.2. Cultural homogeneity

As a component of social culture, university culture, in the process of its emergence and development, inevitably carries the social concepts of a specific historical stage, and its spiritual temperament is often manifested as the concrete expression of mainstream ideology in the university environment. Ideological and political education itself is a highly condensed cultural practice and a theoretical elevation of the social value system. It is not merely the content of classroom teaching, but also the extraction and reproduction of the essence of human culture. For this reason, ideological and political education and campus culture are naturally compatible in terms of cultural genes, and their dissemination logic and cognitive methods are deeply rooted in the sharing of cultural values^[4]. In specific practice, colleges and universities can transform the content of ideological and political theories into the core themes of campus cultural activities, enabling the interconnection of educational resources both inside and outside the classroom. For instance, organizing cultural festivals, historical exhibitions, campus dramas and other activities with red culture as the core thread can not only stimulate students' enthusiasm for participation,

but also enable ideological and political education to be integrated into campus life in a subtle and imperceptible way, evoke students' inner value resonance, and thus ensure the natural implementation of ideological and political education in the context of campus culture.

3.3. Functional complementarity

To fully unleash the educational function of colleges and universities, a single educational approach often fails to meet the diverse demands of education. Against this backdrop, the functional complementarity between ideological and political education and campus culture becomes particularly crucial. Ideological and political education mainly takes the forms of theoretical indoctrination and consciousness guidance, emphasizing rational cognition, value shaping and spiritual guidance. Its advantage lies in its systematic nature. Campus culture, on the other hand, focuses more on behavioral guidance at the practical level, emphasizing atmosphere creation, emotional experience and action demonstration. Its advantage lies in daily immersion. The combination of the two precisely achieves the superimposition of the advantages of rational education and emotional nourishment, makes up for each other's shortcomings, and enhances the compound function of the education system^[5]. Specifically, ideological and political education provides clear action guidelines, while campus culture concretizes and makes these abstract concepts more concrete and life-like in a contextualized way, enabling students to gain an understanding and recognition of values in real scenarios. Meanwhile, the openness and practicality of campus cultural activities have also enhanced students' acceptance of ideological and political content. Therefore, the two complement each other and enhance each other's effectiveness, not only enhancing the effectiveness of education but also expanding the boundaries of the moral education system in colleges and universities. In the two-way driven collaborative mechanism, ideological and political education is no longer confined to textbooks and classrooms, but extends into a practical path of all-round environmental education through campus culture.

4. The practical path of the integrated development of ideological and political education and campus culture in colleges and universities under the leadership of Party building

4.1. Improve the integration mechanism and enhance the efficiency of the collaborative education system

To achieve the deep integration of ideological and political education with campus culture, it is first necessary to establish a scientific and complete operation mechanism as the top-level support. Under the leadership of the Party building, colleges and universities should take moral education and talent cultivation as the core yardstick for measuring all their work, and truly prioritize all kinds of educational resources towards ideological and political education and cultural construction, optimize resource allocation, and build a systematic talent cultivation system. In this process, the development of campus cultural resources cannot be divorced from ideological and political goals. It is necessary to integrate ideological and political education content into cultural education scenarios around core values to achieve an organic connection between educational functions and cultural functions. In terms of organizational construction, schools need to establish a special coordination mechanism led by the Party committee, regularly assess the implementation effectiveness of the integration of ideological and political education with campus culture, establish a long-term and dynamic feedback system, scientifically analyze the interactive relationship between short-term and long-term effects, and achieve precise improvement through data-driven approaches ^[6]. On this basis, give full play to the guiding role of the incentive mechanism, and provide financial support and honorary recognition to educators and researchers who have made outstanding contributions to the integration work, so as to stimulate the enthusiasm of the entire school's teaching staff. At the same time, efforts should be made to enhance teacher training and theoretical study, incorporate the integration of ideological and political work with culture into the professional development plan, and truly form an organizational operation pattern where the Party committee takes the lead, departments work in coordination, and all staff participate. This will enable ideological and political work

to be advanced systematically and help universities build a new model of all-environment education.

4.2. Strengthen the construction of carriers and build a diversified and integrated communication matrix

In the process of promoting the integrated development of ideological and political education and campus culture, building a scientific and flexible working carrier is a key means to enhance effectiveness. In terms of management carriers, schools should focus on the guiding role of institutional construction, avoid extensive management, and instead establish a flexible institutional system such as incentive policies, cultural assessment mechanisms, and norms for academic atmosphere construction, guiding students to accept value guidance imperceptibly, thereby achieving the simultaneous advancement of ideological identification and behavioral cultivation. In terms of communication carriers, new media ideological and political work under the leadership of Party building should proactively occupy the ideological high ground. Colleges and universities can establish campus media convergence centers, integrate multimedia resources such as official WeChat public accounts, short video platforms, and campus radio, create cultural columns with ideological and political connotations, and actively carry out special topic planning to bring value dissemination into the hearts of students. And by leveraging data analysis, accurately identify the focus and interest points of college students, achieve personalized reach of ideological and political education content, and enhance its affinity ^[7]. In terms of the construction of student club carriers, schools should focus on the integration of ideological and practical aspects, support the establishment of characteristic clubs with themes such as patriotism, volunteer services, and the inheritance of traditional culture, and provide resource support to make clubs a platform for students' self-education, management, and service. It is also necessary to actively organize club competitions to achieve a two-way interaction between ideological transmission and cultural innovation.

4.3. Create a cultural environment and build an immersive educational space

As an important support for the integration of ideological

and political education and culture in colleges and universities, the cultural environment serves as a spatial scene carrier for the dissemination of ideological values. Under the leadership of the Party building, colleges and universities should base themselves on the local historical context and the spirit of The Times, systematically build a campus environment with spiritual depth and aesthetic value, so as to achieve a three-dimensional educational effect. In terms of material cultural construction, schools should focus on the unity of functionality and culture in educational spaces. With functional areas such as teaching buildings, libraries, school history museums, Party building activity middle schools, and “one-stop” student communities as the key points, they should design sculptures of historical figures, signs of classic quotes, and symbols of red culture, etc., to strengthen the educational connotation of the spatial environment and enable students to perceive ideas while walking. Resonate in the pause. Meanwhile, colleges and universities should systematically sort out spiritual symbols such as school mottos, school histories, and school emblems, create a cultural context centered on the school spirit, and deepen the spiritual guiding functions of school festival activities, alumni visits, academic lectures and other links. Build a rule system with ideological warmth, enabling students to feel the cultural connotation of the system in the process of abiding by the rules, and thus truly achieve a deep connection between institutional culture and ideological and political education.

5. Promote curriculum integration and build a value-driven teaching system

The curriculum system is the main channel for ideological and political education. Under the leadership of Party building, efforts should be made to integrate campus cultural elements into classroom teaching to achieve a two-way interaction between the first classroom and the second classroom. Colleges and universities can start from the dual parallel development of ideological and political education in courses and ideological and political courses, encourage teachers of all disciplines and specialties to actively explore the value guidance points in the courses, and naturally integrate the core socialist values, patriotic sentiments and other contents

into the teaching content. In terms of the integration of professional courses and campus culture, the orientation of giving equal weight to professional education and cultural inheritance should be highlighted. For instance, the spirit of Chinese aesthetics should be embedded in art and design courses, and the spirit of labor should be emphasized in engineering management courses. This enables students to not only enhance their skills but also receive cultural enlightenment during the process of knowledge acquisition^[8]. For the humanities, courses such as the study of red classics and symposiums on Chinese culture can also be offered to further enhance students' cultural identity.

6. Strengthen team building and give full play to the collaborative strength of the main body of education

For the construction of the main team for nurturing talents, on the one hand, colleges and universities should establish a unified leadership, clear responsibility and effective coordination working mechanism at the organizational level, incorporate ideological and political education and campus culture work into the overall development strategy of the school, and form a linkage pattern with the Party committee as the core, functional departments working in coordination and the teaching staff fully participating. School leaders should set a good example, fulfill the responsibility of leading education with Party building, incorporate cultural construction and ideological education into the planning, funding and assessment index system simultaneously, and ensure that the integration work is effectively implemented. On the other hand, colleges and universities should enhance the professional quality and collaborative ability of the front-line education team, systematically carry out ideological and political quality training for teachers and the construction of cultural education capabilities, and improve teachers' cultural perception in course content, teaching methods and emotional communication. Especially for teachers of ideological and political courses, they should further enhance their theoretical cultivation and educational innovation, promote the transformation of classroom teaching methods and approaches, and improve the appeal of ideological and

political courses.

7. Conclusion

The integrated development of ideological and political education and campus culture in colleges and universities is not only a practical need to enhance educational effectiveness, but also an important measure to promote the modernization of the governance system of socialist colleges and universities with Chinese characteristics. Under the leadership of Party building, ideological and

political education has transformed from the ideological level to organizational implementation, and campus culture can also move from environmental construction to value-driven, achieving an educational leap from external shaping to internal recognition. In the future, colleges and universities should continue to deepen the practice of integration, strengthen the two-way connection between top-level design and grassroots implementation, and build a new ecosystem of collaborative and shared education, so as to cultivate more high-quality successors of socialism.

Disclosure statement

The author declares no conflict of interest.

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