

# The application of implicit ideological and political education in Shaanxi colleges and universities

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**Abstract:** *In recent years, China attaches great importance to the ideological and political education in colleges and universities, and in order to improve the ideological and political level of talents, colleges and universities have adopted the way of implicit ideological and political education to effectively make up for the shortcomings of explicit education. The article will analyse the advantages and characteristics of hidden ideological and political education, and discuss the implementation methods of hidden ideological and political education. The educator hides the purpose of education in the daily life environment and various activities of college students, and displays it in a form that is pleasing to the eye. These profound philosophical ideological and political concepts are precipitated into the depths of the students' minds, thus influencing the formation of their three views and improving the overall quality of the students.*

**Keywords:** *Shaanxi colleges and universities; campus culture; Civic and political education; hiddenness*

## 1. Introduction

Civic and political education, as a product of socio-economic and political relations, changes with the changes in economic and political relations, and has a very important role in shaping the character of college students and cultivating their patriotism. In this regard, the state has paid more attention to the level of ideological and political education in colleges and universities, encouraging colleges and universities to change their educational concepts and innovate implicit education methods to improve the effectiveness of ideological and political education.

## 2. Advantages of implicit ideological and political education in colleges and universities

Implicit ideological and political education is an important embodiment of the innovation of ideological education in colleges and universities in the new era, which deeply integrates the characteristics of the new era of ideological and political education, and plays an important role in the improvement of the level of ideological and political education for college and university students. First of all, implicit ideological and political education has an indirect nature, which can continuously penetrate the concept of ideology and politics through campus culture and network environment. Students' enthusiasm for learning is fully stimulated, and they are widely involved in campus cultural activities, unconsciously being educated in ideology and politics, so as to achieve the purpose of improving their ideological and political literacy. Secondly, implicit ideological and political education is persistent and permeable, college educators organise cultural and artistic activities, or open microblogging and micro letter public number, to continuously instill students and improve their level of ideological and political awareness. Compared with traditional civic education, the effect of implicit civic education is more lasting, students' resistance is lower, and the educational content is more easily absorbed by students. For example, school forums are managed by educators to create a new atmosphere of clean and positive forums, constantly infiltrating students with correct ideas and improving students' civic and political literacy. Finally, the hidden civic education has a strong secrecy, hidden in some campus activities, civic education, civic education value is fully embodied. When students participate in the activities, they will not feel the process of receiving education, which helps the successful completion of the work of ideological and political education.

### **3. The practical application of hidden ideological and political education in Shaanxi colleges and universities**

#### ***3.1 Demand-oriented implementation***

The implementation of implicit ideological and political education should be demand-oriented, adhere to the concept of "people-oriented", promote the absorption and understanding of students in colleges and universities, and improve the ideological and political literacy of students. 1) Shaanxi universities and colleges ideological and political educators take the students as the main body, and analyse the ideas of the students in-depth, and understand the needs of the students. The survey report shows that students are more resistant to traditional indoctrination education, and generally believe that ideological education is a form of "I speak, you listen, I ask you to comply". In order to change students' inherent impression of Civic and Political Education, teachers set up the educational concept of "people-oriented" to solve the problems of students' responses. Through innovative design, implicit ideological and political education is fully embodied, stimulating students' enthusiasm and promoting the improvement of students' level of ideological and political education. 2) Implicit ideological and political education creates a relaxed, free and pleasant educational atmosphere for students according to their needs [1]. Students can fully feel equality and independence in this atmosphere. Effectively dilute the role consciousness of students and meet their desire to become the main body of the classroom. Students are willing to actively participate in learning in implicit civic education, effectively eliminating the psychology of blind obedience and giving play to the subjectivity of students. 3) Shaanxi colleges and universities integrate civic education into students' lives according to their daily lives. For example, according to the survey, it is found that most of the students in colleges and universities browse the campus wall. Civic and political educators take the initiative to participate in the construction of the campus wall and manage it in a form that is pleasing to students. The content of the campus wall is constantly updated to incorporate the connotation of civic education, and the management is strengthened in a more hidden form, so that the political thinking of college students can be enhanced, thus achieving the purpose of implicit education. 4) Civic educators make it clear that the purpose of education is not only the instillation of knowledge, but also to help students externalise interpersonal interactions in the social and ethical norms. Therefore, educators gradually dilute the awareness of the role of knowledge inculcation, and regulate the proportion of theoretical knowledge through curriculum design. Students' extensive participation in course learning constantly stimulates the desire for knowledge, eliminates the psychology of resistance, and improves the level of civic education.

#### ***3.2 Carry out with the integration of campus culture***

In implicit ideological and political education, the knowledge of ideology and politics is integrated with campus culture, and campus cultural activities are used as a carrier to carry out implicit ideological and political education for students, so as to achieve the fundamental purpose of education. 1) Educators in colleges and universities develop the ideological and political education resources contained in campus culture and promote cultural activities in the form of running implicit education, so as to enhance the level of ideology and politics of students in colleges and universities. For example, a higher education institution in Shaanxi continuously improves the school's regulations and education system, and the ideology educators deeply excavate the ideology elements and integrate the campus cultural activities to carry out education. As an old revolutionary area, Shaanxi has a lot of red revolutionary elements, which provides a lot of resources for ideological education. 2) Educators combine the history of the founding of colleges and universities, and discuss the cultural origins of the school style, school discipline, school motto and so on. Encouraged by colleges and universities, students are organised to visit campus museums. The educators, in turn, injected the culture of ideology and politics into the museum visits, and during the explanations of the collections, the educators educated the students about ideology and politics in a more secretive way. This educational atmosphere is different from the traditional serious classroom, the educational effect is more significant, and the students have a deep understanding of the campus culture. 3) Adopting the material form to hide the Civic and political education resources, to educate the students on Civic and political education, and to improve their Civic and political literacy. Leaders of a university in Shaanxi deeply implement the concept of ecological construction of the Party Central Committee, combining the characteristics of campus culture, and integrating the construction of ecological civilisation into the campus culture propaganda. Students live on campus and are constantly imbued with campus culture, and the concepts of protecting the environment, saving resources, and green travelling go deep into the hearts of students,

and the effectiveness of implicit ideological and political education is significantly enhanced. For example, the ideological educators rely on the campus ecological environment construction, the knowledge of ideological education into it, through the organisation of campus ecological construction cultural activities, enhance students' awareness of ecological protection, consolidate students' ideological foundation.4) Colleges and universities, through the development of campus cultural activities, to cultivate students' ability of unity and cooperation. The hidden ideological and political education resources are fully developed, and the resources are effectively used to cultivate the patriotism and national spirit of students in colleges and universities, and to promote the significant improvement of students' ideological and political level.

### ***3.3 Practical activities help implicit education***

Combined with the characteristics of implicit ideological and political education, the concept of moral norms is integrated to carry out ideological and political education.1) Give full play to the role of college instructors, set an example for students, carry forward their own charisma and the power of the role model, organise and carry out a wealth of practical activities, and help the application of implicit ideological and political education. For example, the instructors of a university in Shaanxi give full play to their role as role models, relying on the basis of good relations between teachers and students, and the instructors' organisational ability is strong. Under the requirements of ideological education, the instructors dig deep into the practice of implicit ideological education resources to infect and inculcate students. The leaders of colleges and universities screen the instructors and choose teachers with high ideological and political level who can achieve implicit ideological and political education as counsellors. Colleges and universities assist teachers in shaping a good teacher image and influencing students with a more perfect personality, so as to achieve the goal of moral education.2) Tutors organise students to participate in comprehensive social practice activities, and integrate the content of ideological and political education into practice activities in an implicit form, so as to achieve the goal of implicit ideological and political education [2]. For example, the tutor asked the students to participate in the symposium activities organised by the school, the symposium by the experts of various industries, academic titans joint speech, the theme of the speech is closely related to the life of college students. Students are extremely interested in the theme of the speech, in the speech gradually penetrate the values of Civic and Political Education, and promote the formation of the three views of the students.3) Under the requirements of the second class points system in colleges and universities, students need to improve the second class points through community service, so as to meet the conditions for graduation. In this context, the instructors organise students to participate in social service activities, and students give full play to their professional skills and actively engage in social welfare activities. For example, students generate new insights in nursing home activities, and under the tutor's guided implicit education, students' sense of social responsibility is enhanced and their sense of service is significantly strengthened. At the same time, students fully experience the joy of labour in the beautiful campus construction activities, promoting the development of their love of labour and selfless dedication.

### ***3.4 Multiple carriers to promote implicit education***

With the rapid development of science and technology information technology, the network has become a necessary tool for college students to study and live. With the technical support of the network, it broadens the channels of implicit ideological and political education, promotes the development of multiple carriers, and improves the level of college students' ideology and politics.1) The network links college students, colleges and universities and the society closely, which makes the originally limited educational endeavour become more open. For example, teachers at a university in Shaanxi said that all students in the class are able to use the Internet for learning, and students are required to add WeChat friends among themselves and share news hotspots on a daily basis, so as to improve the quality of Civic and Political education. Students are less exclusionary to online learning, teachers establish discussion groups to objectively analyse current hot events, encourage students to actively speak in the group and express their own views to promote the implicit education level of multiple carriers.2) Enhance communication between civic and political teachers and students, not confined to offline communication, teachers also communicate closely with students online. Students lack a certain degree of learning autonomy, in this regard, teachers cultivate students' ability to think dialectically, mould students' good moral character, and if necessary, adopt the communication method of teachers' downstream. In addition, implicit ideological and political education can be hidden in daily chats, where teachers initiate topic discussions and encourage students to analyse hot topics. The

teacher then adopts a more affable way to summarise, fully demonstrating the teacher's affinity and promoting the students' desire to communicate with the teacher [3].3) Shaanxi colleges and universities continue to improve the system of ideological and political education, prescribe the right medicine to improve the effectiveness of teaching, and promote the improvement of the level of ideological and political education. For example, educators strengthen the importance of hidden ideological and political education resources, put the focus on cultivating students' skills, and vigorously develop relevant courses to enhance the importance of ideological and political education. Strengthen the management of ideological network education, strictly follow the design of the ideological and political education system, and improve the quality of ideological education.

#### **4. Effective measures to improve the level of implicit ideological and political education**

In the new period, improving the level of implicit ideological and political education is an inevitable trend in the development of Shaanxi colleges and universities, which mainly starts from the aspects of mechanism improvement, talent cultivation and theoretical system construction, and promotes the improvement of the quality of education in colleges and universities. First of all, the mechanism of implicit ideological and political education is continuously improved, and a sound educational work system is established to ensure the quality of ideological and political education. For example, school leaders organise educational and practical activities to clarify the objectives of implicit ideological and political education, and deeply excavate the implicit teaching resources of the ideological and political curriculum. Through the understanding of the real needs of college students, carefully watch out for individual differences, take scientific parenting measures, and improve the level of ideological and political education. In the work of ideological education, educators use scientific means to improve the quality of educational work, establish the concept of whole-process ideological education, and obtain the results of ideological education. Secondly, the training of implicit ideological and political education talents is strengthened. The leaders of colleges and universities train educators in their business ability, rely on existing educational resources, and improve the integration ability of the ideological and political elements of talents. For example, Shaanxi Province, as an old revolutionary area, is rich in red resources. Colleges and universities have strengthened education and training to improve the excavation ability of the ideological and political educators. Talents make full use of scientific and technological information technology to excavate red resources. And transform them into implicit ideological and political education elements to improve the ideological and political level of students. Finally, the work experience of implicit ideological and political education is summarised on a regular basis, and the construction of the theoretical system of ideological and political education is consolidated through the investigation of the students' ideological situation, so as to promote the high-quality development of ideological and political education in colleges and universities [4]. At the same time, establish the concept of implicit parenting, improve the ideological and political quality of college students, and input a large number of talents for the society to meet the requirements of the talent development strategy. For example, the leaders of a university in Shaanxi organised to study the content of implicit ideological and political education, to study domestic and foreign knowledge, and to continuously improve the level of ideological and political education. Students fill in the reports issued by the school according to the requirements. The school summarises the results of implicit ideological and political education, and uses this as a basis to strengthen ideological and political education and promote a significant improvement in the quality of education.

#### **5. Conclusion**

In summary, the article analyses the advantages of implicit ideological and political education in colleges and universities to provide a theoretical basis for the practical application of implicit ideological and political education in Shaanxi colleges and universities. Shaanxi colleges and universities take students' needs as the guide, constantly develop the resources of ideological and political education, integrate campus culture, and effectively implement cultural activities as the carrier to achieve the purpose of implicit ideological and political education. At the same time, the level of implicit ideological education is constantly improved to promote the high-quality development of ideological education in colleges and universities.

### Acknowledgements

Fund project (must have a number): General Special Research Program Project of Shaanxi Provincial Department of Education for 2022 "Application Research of Implicit Education in Ideological and Political Education in Shaanxi Private Universities" (Project number: 22JK0088; 2022HZ1172)

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