

The Applied Colleges' Construction of Campus Culture and the Optimization of Ideological and Political Education Modes

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ABSTRACT. *Contemporary college students must strengthen ideological and political education, and the construction of campus culture in colleges can promote the development of ideological and political education for college students. Colleges must cultivate compound talents with high political awareness and high ideology. Therefore, they must strengthen campus cultural activities, combine campus activities with ideological and political education, and promote students to improve their political consciousness.*

KEYWORDS: *College campus culture construction, Ideological and political education, Mode optimization*

1. Introduction

The new curriculum reform proposed that it needs to strengthen the ideological and political education of college students, because the most important thing for college students is to improve their ideological and political consciousness in addition to learning professional knowledge. Therefore, colleges should do a good job in campus culture construction, and promote college students' ideological and political education through campus culture, because college students are more disgusted with boring preaching. Therefore, they should promote their ideological and political height through the campus culture they'd like.

2. Construction of campus culture and ideological and political education model in applied universities

Colleges should cultivate students into compound talents that meets the needs of society through the cultivation of students' knowledge and characters, which can promote the development of social economy and culture. Political and ideological education plays an important role in the development of college students' three views. The task of colleges is to train qualified communist successors. The particularity of campus culture is very different from social spiritual material culture. The combination of campus culture and ideology and politics has played a role in promoting the ideological construction of college students.

Cultural construction and ideological and political work have attracted the attention of the country. In the syllabus of colleges promulgated by the state at the end of last century, the colleges' campus culture is used as the base of ideological and political education for students. The status of college students' cultural and ideological education has been enhanced, and the role of ideological and political work in higher education has been highlighted. The principle of rejuvenating the country through science and education and promoting the country by talents should be promoted through the construction of campus culture. Colleges' education should break through the current limitations and carry out comprehensive education in daily work, which needs promoting the construction of campus culture among college students, strengthening ideological and political education in the entire process of education, organizing students to participate in off-campus practical activities and highlighting the enthusiasm of campus culture and ideological and political work. As a result of participating in off-campus practical activities, it is helpful for college students to understand the society and to play a practical role in the knowledge they have learned.

3. Campus culture construction and ideological and political education function

3.1 The Ideological Education

Ideological educating people is the foundation of ideological and political work. Colleges should take serving

students as their own responsibility and bring warmth to students in their study and life, which is necessary to train all-round newcomers. The campus construction and colleges' ideological and political education have formed a system that has an important role in students' thinking. The construction of campus culture should guide students' spiritual and material behaviors correctly, and campus activities should be conducted under the guidance of ideological and political work, so as to meet the requirements of the colleges' syllabus. The college is the last school to enter the society. At this time, the college students will be in frequent contact with the society. Therefore, the school must give correct guidance to the college students to prevent them from going astray.

3.2 The Value Guidance

Many colleges have their own unique campus culture, and their campus culture has obvious characteristics. The school must have a dominant awareness of the construction of campus culture, which plays a correct guiding role for college students who have not yet formed a worldview. The school should organize some extracurricular activities according to the students' majors, make the extracurricular activities vivid and colorful to make students interested, and create a harmonious atmosphere to build an excellent campus culture. Ideological and political work can penetrate into campus culture, and students can establish socialist values in a harmonious atmosphere. Through correct life navigation, college students can establish a correct outlook on life. To cultivate the perseverance of college students, they must have the courage to bear, and they must have a spirit of striving for strength in the face of adversity. Through the cultivation of culture, ideology and politics, we should create contemporary college students with patriotic and strong thinking.

Through the integration of culture and ideology and politics to develop interesting projects, a positive campus atmosphere can bring positive energy to students. For contemporary college students, ideological and political work is more difficult to carry out because of lack of foundation, it cannot arouse the interest of college students. The school implements the ideological and political spirit of students by carrying out campus activities in a smooth manner, so that students will be naturally influenced by ideology and politics. Interesting campus activities increase students' interest in learning. By organizing campus activities, the school understands the needs of contemporary college students, and it is convenient for the school to organize students' favorite campus activities. By organizing some campus activities, students can enhance knowledge, broaden their horizons and increase their knowledge.

4. The problem of the combination of campus culture and ideology and politics in colleges

At present, the integration of campus activities and ideological and political work in various colleges is at an experimental stage. Some problems have arisen in the combination of these two tasks.

First, the traditional concept of China's education to train students is to improve students' academic performance. For the cultivation of students, efforts can be made from cultural and ideological aspects. You can't just pursue scores, and you should improve students' moral and cultural level through exciting activities. Many schools are to cope with the inspection of temporary campus activities, which has no practical significance for improving ideological and political education. Therefore, some colleges have not received actual results in the development of ideological and political education, and students have not raised their political height.

Second, the education of colleges must promote innovation and advance with the times, so as to create elite college students who meet the needs of the times. Schools must also keep pace with the times. They cannot follow the established guidelines in accordance with the rules. They must constantly adjust the teaching goals and educational concepts according to the development of the times. Schools generally attach great importance to the innovation of teaching goals and educational methods. Many colleges do not focus on their work. With the development of society, ideological and political work should be combined with the current form to carry out work, and the past education mode should be reformed. For traditional culture, ideological and political work should be carried out with hypocrisy, and the way of ideological and political education for college students should be summarized according to the development of the times.

Third, some colleges have achieved certain results in cultural and ideological and political work, but they have a relatively narrow understanding of cultural and ideological and political work. Although the schools realized the importance of campus culture construction for ideological and political work, they do not have a good plan for the development of cultural activities. Some colleges do not have the ability to harmoniously integrate the two aspects greatly. Campus culture and ideological and political work own a mutually reinforcing relationship, and only mutual promotion can lead to common development. If the two are separated, it is not conducive to the development of either one. If the two are brought into an opposing relationship, it will affect the

normal development of the two tasks.

5. How to optimize college culture construction and ideological and political education mode

Campus culture and ideological and political work will promote the development of ideological work in colleges. Although cultural construction and ideological and political work are two separate topics, they can be organically integrated. The following measures can be carried out to improve the development of the two and to promote their development.

First, holding campus activities

The education of colleges should cultivate the ability of students and the elementary education pays attention to the accumulation of students' knowledge. Therefore, college students should participate in rich extracurricular activities to absorb more nutrition. Characteristic extracurricular activities can help students improve their ideological and political cultivation. The ideological and political work of colleges should be aimed at serving students with providing active and healthy campus cultural activities to provide intimate services to students and to promote the improvement of ideological and political work. Colleges should organize a variety of meaningful activities in order to make the college life more colorful, so that students can learn knowledge, which can not be learned from books through social practice activities. Students learn about society through social practice activities, so they do not feel helpless when they walk out of campus. In order to improve the height of campus culture and ideological and political work, an interoperable platform can be developed to promote common development. Many schools have formed their own unique campus culture in the process of establishment, and these campus cultures bear the brand of these schools and make students feel proud of their alma mater.

Second, establishing an innovation system

Campus culture construction and ideological and political education can share information resources, and realize the sharing of resources by integrating existing resources. It is necessary to deal with the problems in development in a timely manner, and there must be clear measures to deal with the problems. The spiritual world of the students is to be cared for during the course, and the humanistic care for the students should be reflected. It is necessary to collect students' life information through the network platform and supervise students' thoughts in real time. Through the communication of timely information, the common development of cultural construction and ideological and political work can be promoted.

Third, establishing rules and regulations

In order to better train students, colleges must establish strict rules and regulations, and ideological and political education must have a clear direction to carry out correctly. Rules and regulations can help the orderly development of campus culture ideological and political work.

6. Conclusion

The cultural construction and ideological and political work in colleges are a mutually reinforcing relationship, and they are two indispensable educational directions in the study of colleges. Colleges can build a unique campus culture according to their own characteristics. Through the construction of an online platform, college students can be provided with a broader information space. Through the integration of cultural construction and ideological and political education, it is possible to create promising compound college student talents.

References

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