

# Research on the Path of Strengthening the Ideological and Political Education of Art College Students under the Strategy of Rural Revitalization

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**Abstract:** As one of the national strategies to solve the major contradictions in the new era of China, the rural revitalization strategy has gradually taken a solid step after the comprehensive victory of the cause of poverty alleviation. Colleges and universities shoulder the responsibility of the times to cultivate talents for the rural revitalization strategy, and can meet the demand of a large number of talents for the rural revitalization strategy, while art colleges and universities are the cradle of colleges and universities to export special professional and technical talents, it also has an important mission that other universities cannot achieve. At present, the rural revitalization strategy is in a period of vigorous development, and there is a lack of art talents. However, art college students do not have a deep understanding of rural revitalization, and the graduates' willingness to serve and develop in rural areas is low. In the context of the rural revitalization strategy, this paper proposes the path choice of the art colleges in the ideological and political education, integrates the rural revitalization strategy into all aspects of the art colleges, realizes the results of the rural revitalization strategy, meets the ideal aspirations of art college students to serve the countryside, and achieves the goal of rural revitalization and the respective development of art colleges and art college students.

**Keywords:** rural revitalization, art colleges, ideological and political education

## 1. Introduction

The strategy of rural revitalization has become one of the national strategies to solve the major contradictions in the new era, and the whole society should actively participate in the great project of rural construction [1]. As the existence of special talents in colleges and universities, art colleges and universities can cultivate a large number of professional talents for the society by using their special professional attributes. How to guide art college students to take the initiative to make contributions in rural areas and actively participate in rural construction requires education methods at school, such as offering targeted ideological and political course content and integrating ideological and political content into professional courses, use the essence of the rural revitalization strategy to stimulate college students' sense of historical mission and consciousness of the times.

logical and political education can run through all aspects of talent training in the school, achieving a professional curriculum and ideological and political curriculum that complement each other, imperceptibly convey correct values, and match social reality with campus innovation We will continue to maintain an innovative pattern of all staff, whole process and all-round NPC education.

2022 is the sixth anniversary of the National Conference on Ideological and Political Work in Colleges and Universities, and also the year when the achievements of poverty alleviation will smoothly transition to the implementation of the rural revitalization strategy. After the comprehensive victory of the cause of poverty alleviation, the rural revitalization.

## 2. The relationship between rural revitalization strategy and ideological and political education in colleges and universities

The Decision of the Central Committee of the Communist Party of China on Seriously Studying, Propagandizing and Implementing the Spirit of the 19th National Congress of the Communist Party of China requires that the spirit of the 19th National Congress of the Communist Party of China, as an important part of ideological and political education, should be introduced into textbooks, classrooms

and minds, and the strategy of rural revitalization should be included in the education and teaching system, so as to educate and guide college students ideologically and enhance their rational and perceptual understanding of the strategy of rural revitalization, only in this way can we fundamentally help college students establish their awareness of loving, serving and helping farmers, and devote themselves to the construction of the great cause of the country [2]. Ideological and political education must combine theory with practice in order to be comprehensive. However, the practical education of rural revitalization strategy is biased towards the practical level, which can avoid traditional preaching methods and effectively improve the appeal of ideological and political theory courses.

One of the major themes of ideological and political education in colleges and universities is to solve the problem of "what kind of person to cultivate" and "for whom to cultivate". The core of ideological and political education in colleges and universities is to improve the comprehensive quality and moral cultivation of students. Under the background of rural revitalization, colleges and universities can meet the demand for talents in rural revitalization to the greatest extent. In order to meet the higher requirements of the rural revitalization strategy for rural managers and agricultural operators, colleges and universities need to cultivate technical and management talents with high ideological level and strong professional ability to serve the rural revitalization strategy according to the actual situation and needs. The connotation of rural revitalization strategy is rich, from industrial development, ecological civilization, cultural construction to rural governance, etc., involving all details and the whole of rural development. Ideological and political education in colleges and universities is an important part of talent training, and rural ideological and political education is an important task of rural revitalization. Colleges and universities must actively carry out ideological and political education reform in colleges and universities in combination with the actual needs of rural revitalization and the actual situation of the countryside, integrate ideological and political education into college talent training and support rural education advocacy, not only to train and transport a large number of professional talents for the countryside, we should also try our best to participate in the construction process of rural spiritual civilization and moral civilization, carry out education of ideals and beliefs, democracy and rule of law, and moral concepts for farmers, and improve their ideological quality.

### **3. The significance of ideological and political education in art colleges under the strategy of rural revitalization**

As a special institution in colleges and universities, art colleges and universities have their own specific teaching characteristics. The students are also obviously different from those in other colleges and universities, but they can also bring more professional knowledge, skills and talents different from those in other colleges and universities. In the context of the implementation of the rural revitalization strategy, how to strengthen the ideological and political education in art colleges has an important role, which can enable students in art colleges to establish correct ideas, guide talents with professional art skills to play their strengths in the countryside, open up the idea of rural residents to become rich through hard work, promote rural governance and at the same time optimize the quality of life of rural residents at the spiritual and cultural levels outside of material.

#### ***3.1 Give play to artistic expertise and stimulate the potential of rural people***

Art colleges and universities should, according to the needs of the rural revitalization strategy, establish rural ideological and political education bases, villager art activity development centers, related art industry development plots, etc., carry out ideological education, art life, art enrichment and other activities to revitalize the countryside, and help the rural people establish a sense of being industrious and rich. Subjective consciousness is the basis for people to exert their subjective initiative. The goal of implementing the rural revitalization strategy is not to solve the rural poverty and backwardness on the surface, but to promote the rural modernization, which is not only material prosperity, but also life progress and spiritual enrichment. Art colleges and universities should determine different contents and methods of ideological and political education according to different levels of development in different stages of the countryside and specific analysis of specific problems, focus on self-reliance education, let them abandon the idea of "single rural industry", actively develop different channels of ideological and political education, and use professional knowledge and skills to optimize the environment, industry, products Optimizing life and other aspects can improve their awareness, really revitalize the countryside ideologically, and guide them to develop themselves and the countryside in many ways. The backward ideology is often the most important reason why some rural people become the poor. To reverse their erroneous inherent ideas, so that they can establish a sense of self-reliance and self-improvement, and

enhance their endogenous motivation to revitalize their hometown. The ideological and political educators in art colleges should focus on rural environment, industry, products and other unique resources, guide them to find a way through ideological and political education, and stimulate the potential of rural people to revitalize the countryside.

### ***3.2 Improve the rural governance structure and enhance cultural literacy and ideological level***

Rural governance is not only the focus of social concern, but also an important part of rural revitalization. To strengthen rural governance, we need to respect the reality of rural areas according to local conditions, achieve the combination of autonomy, rule of law and rule of virtue, establish the institutional framework and policy system of rural governance, and strengthen the role of rural grass-roots party organizations. In the process of rural governance, we must give play to the role of rural grass-roots party organizations and party members, standardize the work of village level organizations and enhance the ability of villagers' autonomous organizations, actively practice the socialist core values, and carry out construction activities such as township style civilization, rural culture, and the rule of law countryside [3]. The art colleges and universities have unique advantages in cultural publicity. Through the unique exhibition form and spiritual force, the art works can be well publicized to achieve the effect of penetration and imperceptibility, which is more conducive to acceptance. On the one hand, it can also solve the needs of entertainment life and promote harmonious development. Through cooperation with local governments, through village and town planning, ecological environment protection, infrastructure construction, etc., we can improve production and living conditions, promote social and economic development and environmental improvement in a unique way of art colleges, and improve the material living standard and spiritual civilization level of rural residents. Using the methods and achievements of art colleges to cultivate the positive and progressive quality of rural residents and improve their cultural literacy and ideological level is not only an effective way that art colleges can provide in rural governance, but also a way and method to improve and transform the rural governance environment in China on this basis, so as to achieve the goals of rural governance everywhere.

## **4. The focus of ideological and political education reform in art colleges under the background of rural revitalization**

On the basis of ideological and political education in ordinary colleges and universities, art colleges and universities should, supplemented by their unique teaching characteristics and special effects of students, act as the focus of ideological and political education reform from the following aspects, give full play to the advantages of art colleges and universities, so as to better serve the implementation of rural revitalization.

### ***4.1 Innovating the ideological and political education system of art colleges***

As an important part of talent training, ideological and political education should be based on the specification requirements of rural revitalization for talents and the goal of rural revitalization. Under the background of rural revitalization, teachers of art colleges should go deep into the countryside to carry out investigation and research, master the demand for rural talents according to the characteristics of the colleges, determine the direction of talent training, define the goal of rural talent training, and innovate the ideological and political education system in combination with the characteristics of the colleges. We should improve the ideological and political education system for college students, establish a rural ideological and political education characteristic base, and strengthen the team building of teachers for ideological and political education.

### ***4.2 Cultivate the feelings of art college students to revitalize the countryside***

Under the background of rural revitalization strategy, colleges and universities should not only let students establish the concept of rural development through ideological and political education, but also let students become an important force in rural construction. With the continuous improvement of education level, the public's understanding of the importance of knowledge is becoming more and more clear. More and more rural youth have become college students, not only learning professional knowledge and technology, but also learning new ideas and new ideas. Colleges and universities should, through ideological and political education, train them to be the backbone of the rural people who also cherish and revitalize the countryside. Through the education of professional courses, art colleges and

universities teach college students the knowledge that can help rural development, so that they can fully master the professional knowledge that can help rural areas, explore the path of characteristic agricultural development by using advanced artistic thinking and means of media integration, and give rural revitalization a special development path. However, at present, more art college students are unwilling to return to the countryside for employment and entrepreneurship, so it is imperative to carry out all-round ideological and political education for art college students.

First of all, we should cultivate college students' feelings of actively participating in the countryside and building the countryside. According to the requirements of rural revitalization, art colleges and universities should formulate a targeted ideological and political education program in combination with the characteristics of professional teaching and the ideological trends of contemporary college students. Through the development of relevant textbooks and holding relevant lectures, students can understand the strategic objectives and development prospects of the country's rural revitalization, and help students establish the ideal and ambition of participating in and building the countryside. Lead students to enter and go deep into the countryside, and carry out thematic research or activities such as "going to the countryside three times" and "art into the countryside", so that college students can strengthen their understanding of the countryside on the one hand, accurately understand the needs of the countryside on the other hand, and enable rural residents to understand the strategy of rural revitalization when they get along with each other. In the era tide of rural revitalization, young students can welcome unprecedented development opportunities at the grass-roots level, in the countryside, and in underdeveloped areas. They should seize the opportunities, take root at the grass-roots level, and be down-to-earth to realize their personal and social values in the cause of rural revitalization help the Chinese Dream with the youth dream; We should integrate the pursuit of personal ideals into the cause of the country and the nation, shoulder the mission bravely, and be a pioneer in the forefront of the times; We should cherish youth, be down-to-earth, put our ambitious ambitions into practice, and dare to work at the grass-roots level and in the places where the motherland needs most; We should firmly establish the belief and confidence to strive for the common ideal of socialism with Chinese characteristics and the lofty ideal of communism, and strive to be useful talents who support the leadership of the CPC and the socialist system with Chinese characteristics and are determined to fight for the cause of the party and the people for life.

#### ***4.3 Widely integrate social education resources***

Under the background of the strategy of rural revitalization, ideological and political education in colleges and universities should be social, practical and thematic, make full use of social resources and educational resources, implement socialized teaching content, and improve the overall quality of ideological and political education. In the era of information and network, the financial media industry has developed rapidly. All kinds of social software, official account, short video platforms and other mass media can bring a new path to rural cultural education. Art colleges and universities should make good use of these scientific and technological resources and social resources, give full play to their own advantages, develop their own special sections in cultural communication, and widely publicize and introduce rural cultural information. Teachers should also have a keen insight to infiltrate the frontier, contemporary, novel and social values of rural culture into the ideological and political classroom. It can also mobilize students to carry out research activities, organize interesting activities based on professional content, and focus on professional skills, traditional culture, theme festivals, intangible cultural heritage, etc.

#### ***4.4 Optimizing college classroom teaching methods***

The ideological and political education in art colleges should be innovative and meet the needs of students to grasp rural culture in the innovation of ways and contents. In the ideological and political theory course of art colleges, personalized teaching resources are integrated according to the characteristics of students. Students can introduce their hometown culture, form a rural culture communication atmosphere, carry out rural culture communication, and guide students' enthusiasm for rural culture communication with love for their hometown. It can also give play to the guiding role of MOOCs and Micro class, so that students can take the initiative to feel, learn and analyze rural culture. It can also provide targeted local theme courses, create a good atmosphere for rural culture research in the classroom, and guide students to conduct research imperceptibly. We should also remember to build a mutual evaluation system between teachers and students in a timely manner, find out the curriculum loopholes through testing data analysis, and improve them in a timely manner to keep pace with the times.

## **5. Path of ideological and political education reform in art colleges under the background of rural revitalization**

The ideological and political education is an important part of talent training in art colleges. We should reform the ideological and political education and cultivate qualified professionals needed for rural revitalization. Under the background of rural revitalization, there are many problems in the ideological and political education for rural people, such as single content and method, lack of sound and effective mechanisms, etc. The main reason is that there is a lack of professional construction teams, and the communication path can't keep up with the times. Art colleges and universities need to go deep into the countryside to carry out ideological and political education, improve some of the wrong ideas of the rural people, strengthen the subjective consciousness, improve their awareness and enthusiasm of becoming rich through hard work, so that they can move from poverty to prosperity and self-sufficiency, establish the ambition of a beautiful hometown, firm the determination and courage to build the countryside, and establish correct life ideals and beliefs.

### ***5.1 Parallel practical education***

The ideological and political education in art colleges and universities has unique discipline characteristics, so when implementing it, we should pay attention to not only improving the ideological and political theory literacy of college students, but also focusing on the cultivation of students' practical ability to find their own solutions when analyzing and solving problems by combining their own characteristics and professional expertise. The ideological and political education and professional education of the rural revitalization strategy must finally be implemented into specific practice to reflect the significance of education. Therefore, practical education is an indispensable part of the ideological and political cultivation of art college students. The majors of art colleges have distinctive characteristics. When carrying out ideological and political education, we should pay full attention to the principle of following the specific analysis of specific problems and keeping pace with the times in teaching. By going deep into the countryside to carry out various practical education activities, students of art colleges can truly understand the countryside, the villagers, and the real ideas of rural residents on the rural revitalization strategy, experience the enthusiasm of local grass-roots party organizations and other departments in participating in the rural revitalization strategy, and feel the urgent need for college students to consciously participate in the construction of the motherland's rural construction. Art colleges and universities can carry out practical education for rural revitalization from both internal and external perspectives. First, we can actively create a strong atmosphere in the campus by carrying out various campus cultural activities featuring rural construction, such as design competitions, music solicitation, dance competitions, etc., which are in line with the actual professional situation and students' professional characteristics, so as to covertly transmit ideas among students, and encourage students to feel and accept the enthusiasm of rural revitalization spontaneously. At the same time, we can use the financial media platform to create various cultural works of rural revitalization that are rich in content and healthy, and encourage students majoring in art to create, which can not only spread knowledge of rural construction, but also enable them to deeply understand while actively participating, and can also become a kind of work in their own professional fields. Second, with the help of the practical teaching link of the ideological and political course, students from art colleges and universities are organized to visit, visit, collect and other activities in rural bases, including patriotism education bases, production, education and research bases, and earnestly visit the practical basis for rural revitalization. Through personal experience and investigation, they can truly feel the urgent need to change the backward situation in rural areas, so as to consciously participate in the great project of rural revitalization.

### ***5.2 Synchronization of mass entrepreneurship and innovation education***

At present, the rural construction is in a critical period, and more art majors with innovative spirit and courage to take the lead need to participate in the construction. Art colleges and universities will synchronize innovation and entrepreneurship education with ideological and political education, and create a mutually reinforcing situation that guides mass entrepreneurship education in ideological and political education and does not forget ideological and political education in mass entrepreneurship education. It is an effective extension of the ideological and political cultivation of art college students to carry out innovation and entrepreneurship education for art college students, cultivate their innovation spirit, develop their professional advantages and mass entrepreneurship thinking when serving the countryside, and build the countryside into a new era and new countryside with charm and competitiveness. The rural revitalization strategy provides great opportunities for college students in the

new era, and college students' entrepreneurship in rural areas can provide strong strength for the implementation of the rural revitalization strategy. College students have new and new ideas and broader vision. They can fully tap and reasonably use excellent rural resources and practice local civilization with practical actions under the guidance of the main principles of implementing the rural revitalization strategy. Better integrate the rural revitalization strategy into the mass entrepreneurship and innovation education of art college students. First, improve teachers and students' understanding of the integration of ideological and political education into mass entrepreneurship and innovation education, integrate ideological and political education and mass entrepreneurship education resources, and guide college students to establish correct values and cultivate a good sense of innovation and entrepreneurship by means of ideological and political cultivation. Secondly, using dialectical materialism ideas and methods, analyze and solve various problems of college students in innovation and entrepreneurship, train them in entrepreneurship and innovation, enhance their practical ability in rural entrepreneurship, and improve their entrepreneurial quality; Third, we should use the basic principles of ideological and political education to cultivate college students to actively improve their personal quality in a powerful country with innovation and technology, and carry out rural entrepreneurship practice. Teachers lead students to carry out practical entrepreneurship work in rural areas, enhance students' rural entrepreneurship knowledge by virtue of entrepreneurship practice, improve students' rural entrepreneurship ability, and make full use of rural platforms to promote youth to grow better [4].

## **6. Combine rural ideological and political education with cultural construction to create a positive cultural atmosphere**

Today's society is in a period of great change that has not happened in a hundred years. The collision of new and old ideas makes people's thoughts present a variety of styles, and the friction of various behavior modes will lead to many new situations. Through ideological and political education, farmers can strengthen their "four self-confidence" and achieve "two maintenance".

In order to always adhere to the cultural orientation of socialism with Chinese characteristics, art colleges and rural grassroots organizations should build a linkage mechanism to jointly carry out ideological and political education activities. In recent years, with the support of national policies, rural grassroots organizations have established rural cultural centers, libraries and other cultural venues, which has effectively promoted the construction of rural culture. Art colleges can give play to their expertise, bring more and updated artistic achievements, build a more professional and dynamic cultural publicity team, and build a higher level of public culture. The established advanced cultural concepts are suitable for and contribute to the implementation of the rural revitalization strategy. In addition, through their own professional forms of expression, they use a more beautiful and entertaining way to publicize the advanced socialist culture, and use a more acceptable way to convey the ideological and moral concepts and civilization consciousness to the majority of farmers, so as to finally form a new trend of solidarity and fraternity, mutual assistance among neighbors, rural style and civilization, and harmonious village appearance, so as to make the spiritual outlook of the countryside more uplifting and ultimately help the countryside.

## **7. Conclusion**

The rural revitalization strategy is the fundamental strategy to promote the overall development of the countryside in the new era. This strategy not only provides a direction for art colleges to serve the social and economic development, but also provides a basis for art colleges to carry out talent training activities. At this stage, there are still many weak links in the ideological and political education of farmers in China. The relevant departments of the Party and government should attach great importance to the overall planning, overall coordination and comprehensive promotion to promote the better, faster and comprehensive development of the country. Art colleges and universities should continue to reform and innovate, adhere to the principle of "complementary resources and win-win cooperation", promote the integration of ideological and political education and rural culture, optimize the allocation of curriculum resources, enrich thematic teaching activities, increase the interest, practicality and interaction of teaching, clarify the growth needs of students, and promote the vigorous development of related teaching activities under the new teaching concept. We will improve the ideological and political education system, carry out practical education activities, and enable art colleges to play an active role in rural ideological and political education, cultural transmission, inheritance and innovation.

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