

# Promote school history education and develop multi-channel campus culture construction—Take Xi'an Peihua College as an example

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**Abstract:** *College students in the new era, as practitioners of the two century-old dreams, have important mission and responsibilities. Colleges and universities use their own school history and cultural advantages to integrate school history education into patriotism education of college students, explore new paths for patriotism education, and promote the work of moral education in colleges and universities in the new era.*

**Keywords:** *School history education, Red gene, Campus culture construction*

## 1. Introduction

Higher education institutions have their long history and unique cultural characteristics of running schools, and they have also nurtured their own different campus cultures. The history of colleges and universities is a record of the establishment, development and changes of colleges and universities. It is the condensed historical tradition of colleges and universities, the manifestation of college spirit, and the reflection of cultural heritage. It is an important part of the construction of campus culture in colleges and universities, and plays an important role in "staying in history, mentoring and educating people". Colleges and universities vigorously prosper campus culture, innovate campus culture brands, tap the educational role of school history and school motto, and enhance students' sense of identity, belonging and honor to the school. Excavating the characteristics of the university's own school history and culture and combining it with patriotism education in the new era can provide new educational directions and new educational ideas for the education work of colleges and universities in the new era, open up the path of moral education, and give better play to the role of ideological and political education courses in colleges and universities. Xi'an Peihua University was founded in 1928 with the joint efforts of patriots and wise young people at that time, it carried the concept of "saving the country through industry" to nurture talents through education. It has been 94 years since the establishment of the school. It has a long history of running a school and profound characteristics of campus culture. In the past 90 years, the school has always adhered to the inheritance of campus culture. The development of the school has always been closely linked with the development and reform of the country and society, and has always shared the same destiny with the country and society.

## 2. Patriotism education of college students in the new era

College students have been shouldering the historical responsibility of realizing the great rejuvenation of the Chinese nation for a long time, and have been given high hopes by the state. It is particularly crucial to establish a positive outlook on life, world outlook, and values for college students in the new era, to cultivate college students' awareness of the general pattern, firm ideals and beliefs, and deepen patriotism education with a grand historical view. At present, most college students in the new era are post-95s and post-00s. They are young and energetic; they are active in thinking, keen to accept new things, and have a faster ability to accept new things. With the continuous improvement of self-awareness, there is an urgent need to prove oneself through independent and autonomous behavior. However, their behavior and mind are often not mature enough, and they lack the ability to judge and distinguish things. With the rapid development of the current society, the rapid wave of globalization and informatization, the acceleration of the pace of life, the impact of network culture and the continuous input of multiculturalism, it affects the judgment of college students' outlook on life, world outlook and values. When faced with the impact of a large amount of information, it is impossible to carry out in-depth thinking and analysis of the nature of the problem. It is easy to be influenced by some radical remarks,

which leads to the phenomenon of shaking of ideals and beliefs. College students are keen to show their patriotism, but their understanding of patriotism is only superficial, and they have not really achieved emotional internalization and identification. On the other hand, in the face of the convenient Internet, college students lack the ability to think and analyze problems independently, and are accustomed to using knowledge immediately. They lack the internalization process of knowledge and the process of internalization of perception as well as sublimation of emotion in ideological education.

To sum up, due to the characteristics of current social development and the characteristics of college students' self-physical and mental development, it is worth pondering how to carry out effective patriotism education for college students. How to make patriotism education not only at the superficial level according to the characteristics, hobbies and interests of college students, how to do a good job of patriotism education for college students in the new era, and truly make ideological and political education into the brain and heart, so that students can learn what is gained, strengthen the inner sense of identity, strengthen one's own ideals and beliefs, and play the fundamental role of ideological and political education in cultivating morality. As an ideological and political educator in colleges and universities, it is a question worth thinking about.

### **3. The necessity of integrating school history education into campus culture construction**

#### ***3.1 Cultivating the quality of hard work and perseverance in college students***

College students in the new era, mostly post-90s and post-00s, grow up in a materially rich, stable and harmonious society. Most of them have no plans in their way of life. Hedonism and "Buddhism" thoughts prevail in their study and life. They have a loose attitude towards study and life, and lack persistent determination and perseverance. The school carries out school history education, guided by the inheritance of red cultural genes. By guiding students to learn the history of the school, let them understand the courage and fortitude of the older generation of school builders and the older generation of alumni; students understand how their predecessors cherished the country, cared about social development, and overcame many difficulties to devote themselves to socialist modernization. While developing a sense of identity with the school history, college students cultivate their own qualities of daring to endure hardships and challenges in the face of difficulties, hone their character, temper their perseverance, and motivate themselves to keep moving forward with the deeds of outstanding alumni.

#### ***3.2 Cultivating college students' character of seeking truth and pragmatism***

In the new era, college students, in the face of a rapidly developing and constantly changing social environment, often show impetuous and changeable personalities in their study and life. Poor tolerance, exaggeration, emotional instability, etc. often become the "label" of college students. It is precisely because of this characteristic that college students are often not interested in the ideological and political education work that is highly educational and theoretical. Doing a good job in the ideological and political work of college students needs to be based on their own characteristics. Use correct means to play the function of ideological and political work in colleges and universities, and truly enter the brain and heart. As the so-called "empty talk misleads the country, hard work rejuvenates the country", carry out school history education, and use school history to get closer to students. Guide students to learn and understand that the development of schools in any period is inseparable from hard work, and the development of college students themselves is also inseparable from hard work. College students should inherit and carry forward the spirit of seeking truth and being pragmatic, give full play to their abilities and wisdom, and actively participate in the great construction of the socialist cause. Colleges and universities integrate school history education into the work of ideological and political education in colleges and universities. While promoting the diversification of ideological and political education, they cultivate students' truth-seeking and pragmatic character.

#### ***3.3 Cultivating the patriotism of college students***

In the new era, college students shoulder the important task of national rejuvenation, and their own development should be closely linked with the development of the country, and share the same destiny with the country. Contemporary college students should integrate their youth ideals into the great journey of building the country. In order to establish lofty goals and temper personal abilities, colleges and universities should cultivate the love for the family and country among college students, improve the patriotic quality and consciousness of college students, and continuously enhance and strengthen the

sense of mission and identity of college students to the country. Taking school history education as the cutting-in method, through carrying out school history education, the characteristics of campus culture are brought into play. The school plays the function of "educate people with history" and students understand the changes of the country and society by understanding the development of the school in different historical periods. While cultivating students' great view of history, students should strengthen their ideals and beliefs, exert the power of role models, have high aspirations, and practice diligently; integrate personal ideals with social development, and be patriotic. Through the education of school history, school will cultivate newcomers to the era who take on great responsibilities, and carry forward the patriotic education of college students in the new era.

#### **4. The fusion of school history education and patriotism in the new era**

Relying on the red school history resources of Xi'an Peihua University, this research combines school history education with ideological and political theory courses, organically integrates school history education and patriotism education in the new era, and promotes the construction of diverse campus culture according to the characteristics of the school.

Select about 1,500 freshman and sophomore students from three colleges and five majors to conduct research and design questionnaires through interviews, questionnaires, and data analysis methods. Through the distribution, recovery and analysis of the questionnaires in the early stage, we can understand the students' thoughts on patriotism, red culture, school history education and other related content, explore the feasibility of integrating the school history education into patriotism education and college students' ideological and political education, and explore new ways of patriotism education for college students and ideological and political education in colleges and universities.

##### ***4.1 The current situation of integrating school history education into the patriotism education of college students in the new era***

(1) With the improvement of comprehensive national strength, college students' cultural self-confidence continues to increase, and they pay more attention to the development of the country and society, and pay more attention to the education of red culture and patriotism. Entering the new era, China has continuously made new breakthroughs and fruitful achievements in the fields of economy, science and technology, culture, and innovative technology. The comprehensive national strength has been greatly enhanced, and the international status has been significantly improved. This greatly enhances the national pride of contemporary college students, their sense of identity with the country continues to surge, and their attention to the development of the country in various fields continues to increase.

(2) The media and content of patriotic education in the new era are more abundant. With the rapid development of network technology, the popularization of emerging network communication methods such as "We Media" and "Media Convergence", and the wide application of social software such as "WeChat", "Tik Tok" and "Weibo" among college students, the channels for college students to receive patriotic education are broader and the content is more diversified, and they are no longer stuck in a single educational method such as classroom teaching and patriotic preaching. In terms of the content of patriotism education, according to the survey and research, contemporary college students pay more attention to the stories of role models and heroes in all walks of life in the new era. They are loyal to the country, selfless dedication in their respective fields, and actively participate in the construction of socialist modernization. The deeds have greatly inspired the patriotic spirit of contemporary college students, and also provided more material and content for the patriotic education of college students in the new era.

(3) College students' cognition of school history education is relatively simple. According to the survey data, students' understanding of red culture is still in the Revolutionary War era, and they know very little about it. Although college students have a strong interest in the history and culture of the school history, their understanding of it is only superficial, and they do not know the truth and do not know the reason, and they do not carry out in-depth excavation, nor do they have a deeper emotional or spiritual sublimation.

## ***4.2 The realization path of integrating school history education into the construction of university campus culture***

### ***4.2.1 The organic integration of school history education and ideological and political theory courses***

The school combines school history education with the "Outline of Modern and Contemporary Chinese History" in the ideological and political theory course. The course "Outline of Modern and Contemporary Chinese History", as the curriculum carrier of "Four Histories" education, aims to guide college students to understand the historical process and internal laws of modern Chinese social development and revolution, construction and reform. The study enables students to realize that modern Chinese history is a history of arduous exploration and unremitting struggle by generations of people with lofty ideals and the people to save the nation and realize the great rejuvenation of the Chinese nation. Using the school history education in colleges and universities to integrate the different development periods of the school with the modern history of China, using case teaching, focusing on the changes and development of the school under the historical background, and seeing the big from the small, it reflects how college students in different social periods behave. Dedicated to the new-democratic revolution and the construction of socialist modernization. From the perspective of the development of modern Chinese history, we should understand the development history of the school, establish students' big historical views, and enable students to experience the feelings of home and country and the inheritance of the red gene.

### ***4.2.2 Carry out diversified educational approaches with patriotism as the core***

Colleges and universities promote the spirit of patriotism and enrich the construction of campus culture. In the way of social practice research, visit the school's historical view, visit outstanding alumni and campus grass-roots workers, understand the school's development history, and explore how the school's development shares the same destiny with the development of the country and society. School history story competitions are held in the form of painting and essay writing to promote students' learning of school history knowledge. Relying on student associations, the school carries out the activity of "student instructors". Students learn the history through lectures on school history, and perceive the inheritance and development of the red gene. The school has carried out in-depth construction of campus spiritual civilization, relying on school history education, creating a cultural corridor of "school history inheritance", and cultivating patriotism for students through daily learning.

### ***4.2.3 Combining the characteristics of the times and integrating diversification into patriotism education***

In the context of the rapid development of network technology, the network has been involved in all aspects of college students' life. The school uses new media such as "short video" and "webcast" and new social methods to explain school history stories and hold relevant knowledge contests to promote students' learning of school history, increase their enthusiasm for learning campus culture, and allow students to learn more about school history and understand the history of the school and the inheritance of the campus culture. It is necessary to focus on creating a cultural atmosphere for cultivating the spirit of patriotism, and make full use of the characteristics of campus culture "according to local conditions". The school history story can be reproduced by shooting campus scenario short dramas, etc., so that students can perceive the history, campus culture, as well as cultural and historical heritage in an immersive way. Multi-channel and multi-way to achieve the multi-channel, multi-angle and multi-faceted thinking of the moral education work of college students.

## **5. Conclusion**

Entering the new era, the school history education in colleges and universities is facing more opportunities and challenges. College history education also functions in a more diversified way. Colleges and universities take campus culture as the starting point to stimulate students' interest and enthusiasm for learning, dig deep into the characteristics of college campus culture, combine school history education, and conduct diversified displays in a way that makes students feel intimacy and familiarity, which make students learn things from doing and do things from learning. Colleges and universities use their own advantageous resources to integrate red culture and school history education into ideological and political education in colleges and universities. Inheriting school history and culture and promoting the spirit of patriotism in the new era will not only enrich the content of campus culture construction in colleges and universities, and create their own cultural characteristics, but also promote the effective implementation of patriotic education for college students in the new era, and broaden the

diversity of ideological and political education models in colleges and universities.

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