

Value Guidance of History Culture Education in Ideological and Political Education in Colleges and Universities

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Abstract: This article reviews the relevant theoretical and practical background of history culture education, and systematically analyzes the application of history culture education in ideological and political education (IPE) in colleges and universities (IPECU). Among them, it focuses on the influence of history culture education on the shaping of university students' values, as well as its specific application cases and effect assessment in IPECU. The results show that the education of history culture plays a significant role in promoting IPECU, which not only helps to enhance students' patriotic feelings and sense of social responsibility, but also guides them to form a correct view of history and values. In order to improve the value-oriented effect of history culture education in IPECU, this article puts forward a series of strategic suggestions, including perfecting the educational content system, innovating educational methods and means, building a long-term mechanism and strengthening the construction of teachers. These strategies are of great significance to promote the innovative development of IPECU and enhance the effectiveness of history culture education.

1. Introduction

As globalization continues to evolve and information technology becomes more widespread, the values held by modern university students are becoming increasingly varied. This diversity not only enriches the resources available to IPECU but also introduces fresh challenges [1]. As a valuable spiritual asset of the Communist Party of China (CPC), history culture embodies revolutionary traditions and patriotic sentiments, and plays a crucial role in guiding university students to establish correct worldviews, life perspectives, and values [2-3].

However, there are still some problems in the integration and application of history culture in IPECU, such as single content and outdated methods, which affect the effect of history culture education to some extent [4]. Therefore, it is of great significance to study the value guidance of history culture education in IPECU for improving the pertinence and effectiveness of IPECU and cultivating new people of the times who are responsible for national rejuvenation [5].

2. The theoretical basis of history culture education

2.1. The connotation and characteristics of history culture

History culture, a significant component of Chinese culture, encompasses a distinctive cultural system imbued with values developed by the CPC throughout their revolutionary, constructive, and reformative endeavors [6]. Its connotation is rich, including revolutionary theory, revolutionary spirit, revolutionary tradition and various cultural and artistic forms created in the revolutionary process. History culture not only embodies the CPC's ideals and beliefs, political stance and value pursuit, but also reflects the heroic deeds and lofty spirit of the people of China in the revolutionary struggle. The characteristics of history culture are shown in Table 1:

Table 1 The characteristics of history culture

Characteristic	Specific content
Distinctive times	With the development of China's revolution and construction, history culture is constantly enriched and developed, reflecting the characteristics and requirements of different historical periods.
Deep mass	History culture originates from people's practice, embodies their wisdom and strength, and at the same time serves the people and meets their spiritual and cultural needs.
Powerful appeal	History culture conveys patriotism, revolutionary spirit and moral concepts through vivid artistic forms and touching heroic deeds, and inspires people's patriotic enthusiasm and revolutionary fighting spirit.
Enduring vitality	Under the leadership of the CPC, the history culture keeps pace with the times, develops innovatively, glows with new vigor and vitality, and becomes an important part of the spiritual culture of the Chinese nation.

2.2. The historical development of history culture education

The advancement of history culture education is intricately linked to that of the CPC [7]. During the new-democratic revolution, history culture education primarily disseminated revolutionary theory and spirit to a vast populace of soldiers and civilians through cultural construction and propaganda initiatives in revolutionary base areas. In the era of socialist construction, the cultivation of history culture has been gradually integrated into the national education system and has become an essential component of nurturing new socialist individuals. Since the initiation of reforms and opening up, with the continuous development of Socialism with Chinese characteristics's cause, the education of history culture has undergone constant innovation in terms of content, form, and methodology, thereby emerging as a crucial means to bolster the construction of socialist spiritual civilization.

2.3. The relationship between history culture education and IPECU

History culture education and IPECU share the same objective of cultivating socialist builders and successors with correct worldviews, life perspectives, and values. History culture education offers abundant educational resources and vivid materials that enhance the appeal of IPECU [8]. In terms of methodology, history culture education emphasizes combining theory with practice and deepening understanding of revolutionary theory and spirit through personal experience and emotions, which holds important implications for reforming IPECU instructional methods. Thus, integrating history culture education into IPECU is crucial to enhancing its quality and effectiveness.

3. The status quo and challenges of IPECU

As society rapidly progresses and information technology becomes more widely utilized, the values held by modern university students are marked by a diverse, open, and ever-changing nature. They pay more attention to the realization of personal value and the publicity of personality, and pursue a free, equal and just social environment. At the same time, influenced by globalization, network culture and other factors, university students' values have become more open and inclusive, and they have a higher degree of acceptance of different cultures and ideas [9]. However, this kind of diversified values also brings some problems, such as the confusion of value choice, the ambiguity of value judgment and the utilitarian tendency of value pursuit. Facing the characteristics and changes of contemporary university students' values, IPECU is also facing some challenges. See Table 2 for details:

Table 2 Challenges faced by IPECU

Challenge	Specific description	Coping strategy
Diversification of values	In the face of diversified values, how to guide university students to make correct choices and establish correct value orientation.	1. Strengthen the education of core values and clarify the mainstream values.
		2. Provide a rich platform for discussion and speculation on values to help students explore and choose themselves.
Network influence	The complexity and diversity of network information bring challenges to university students' value judgment. How to strengthen network IPECU and improve network literacy.	1. Strengthen the innovation of content and form of online IPECU to attract students to participate.
		2. Improve teachers' network literacy and play a guiding role.
		3. Strengthen communication and cooperation with parents to form educational synergy.
Educational effectiveness	Solve problems such as disconnection from real life and outdated instructional methods, and improve the pertinence and effectiveness of education.	1. Combining with students' reality, pay attention to hot and difficult issues and enhance the pertinence of education.
		2. Innovate instructional methods and means to improve students' learning interest and participation.
		3. Strengthen practical teaching, promote the integration of knowledge and practice, and improve the effectiveness of education.

4. Practical exploration of history culture education in IPECU

4.1. Application case of history culture education in IPECU

In recent years, many universities have actively integrated the elements of history culture education into IPECU and achieved remarkable results. For example, by offering a compulsory course of history culture, a university brings revolutionary history, revolutionary spirit and revolutionary tradition into classroom teaching to guide students to deeply understand the rich connotation of history culture. Through these practical activities, students have a deeper understanding of history culture and a deeper admiration for revolutionary martyrs.

4.2. The influence of history culture education on university students' values

History culture education is instrumental in molding university students' values. By imparting history culture education, students gain a deeper understanding of the essence and demands of socialist core values, thereby strengthening their sense of identity and allegiance to the nation. Furthermore, the revolutionary history and spirit embedded in history culture education can ignite students' patriotic fervor and fighting spirit, guiding them towards adopting an accurate perception of history and country. Additionally, history culture education nurtures students' collectivism and dedication, elevating their sense of social responsibility and civic consciousness.

4.3. Innovation and effect assessment of history culture education activities in universities

To boost the appeal and efficacy of history culture education, universities continually innovate the formats of history culture educational activities. For instance, by organizing history culture lectures, exhibitions, theme class meetings, and other events, students can be exposed to history

culture in a relaxed and enjoyable atmosphere. Simultaneously, universities also focus on leveraging new media technologies such as WeChat, Weibo, and other platforms to conduct online history culture education activities, thereby expanding the reach and impact of education.

In terms of effect evaluation, universities objectively gauge the implementation outcomes of history culture educational activities by establishing a scientific assessment index system. The assessment parameters encompass students' comprehension of history culture, changes in values, and enhancements in practical abilities. Through the feedback derived from the assessment results, universities can timely adjust the strategies and methodologies employed in history culture education to further augment the educational outcomes.

5. The mechanism of history culture education in guiding values

History culture education plays an important role in shaping university students' values. Theoretically, history culture education provides correct value orientation for university students by inheriting revolutionary spirit, promoting patriotism and strengthening collectivism. The spiritual qualities such as firm belief, sacrifice and hard work contained in history culture are helpful for university students to form a positive value pursuit and attitude towards life. At the same time, through historical education and cultural edification, history culture education has enhanced university students' national pride and national identity, and further consolidated their socialist core values.

Empirical research further confirmed the effectiveness of history culture education in guiding values. Through questionnaires, interviews and case studies, it is found that history culture education can significantly enhance university students' patriotism, social responsibility and collectivism. After receiving history culture education, university students are more inclined to identify with socialist core values, participate in social welfare activities more actively, and are more willing to contribute to the prosperity and strength of the country and the nation. The results of these empirical studies show that history culture education plays an irreplaceable role in guiding university students' values.

6. Strategies to improve the leading effect of history culture education in IPECU

6.1. Improve and innovate history culture education

To enhance the value-oriented impact of history culture education in IPECU, it is imperative to refine the content framework of history culture education. This entails delving into the ideological essence and contemporary relevance of history culture resources, aligning them with the objectives and prerequisites of IPECU, and formulating systematic, scientific, and targeted educational content. Concurrently, we should prioritize the updating and optimization of history culture education content, incorporating the latest research findings and practical experiences to ensure its modernity and advancement. Moreover, fostering innovation in the methods and techniques employed in history culture education is crucial in amplifying the guiding influence of values, as illustrated in Table 3:

Table 3 Innovating the methods and means of history culture education

Method	Describe	Implementation effect
Situation simulation	By simulating historical events or scenes, students can experience history culture in participation and enhance their sense of historical substitution.	Students can understand historical events more deeply and enhance their sense of identity with history culture.
Cosplay	Let the students play historical figures or roles and feel the connotation and spirit of history culture on the spot.	Students can be more involved in learning and improve the attraction and appeal of history culture education.

On-the-spot investigation	Organize students to experience the charm and details of history and culture.	Students can understand the history culture more intuitively, and enhance their respect for history and respect for martyrs.
Multimedia instruction	Use multimedia resources such as audio, video and pictures to enrich the content and form of history culture education and improve the teaching effect.	Students can understand the history culture more vividly and improve their interest and participation in learning.
Online education	Use the network platform to carry out online history culture education, break the time and space restrictions, and facilitate students to study anytime and anywhere.	The coverage and influence of history culture education have been expanded, and students can study anytime and anywhere.

6.2. Construct a long-term mechanism of history culture education

Establishing a long-term mechanism for history culture education is an essential safeguard to ensure the sustained impact of values. Universities should establish and enhance the organizational leadership and operational framework of history culture education, delineating the responsibilities of various departments and fostering collaborative efforts. Additionally, it is crucial to refine the assessment mechanisms for history culture education, incorporating the educational outcomes into the comprehensive student evaluation system and teacher performance assessment, thereby encouraging active participation from both teachers and students. Furthermore, reinforcing the institutional framework of history culture education by enshrining relevant requirements in school regulations and guidelines is pivotal in providing a robust foundation for its long-term development.

6.3. Strengthen the construction of teachers for history culture education

Strengthening the construction of teachers in history culture education is the basis of improving the leading effect of values. Universities should attach importance to the cultivation and introduction of history culture education teachers, establish and improve the teacher training system, and improve teachers' history culture literacy and teaching ability. At the same time, teachers should be encouraged to actively carry out history culture education research and practical exploration, and constantly improve their academic level and practical ability. In addition, we should strengthen cooperation and exchanges with other universities and institutions of history culture education, share high-quality educational resources, and jointly promote the development of history culture education.

7. Conclusions

This study aims to investigate the practical application of history culture education in IPECU and its impact on guiding values. It reveals that history culture education plays a pivotal role in molding university students' values, thereby aiding them in developing an accurate perception of history, country, and culture. Additionally, the implementation of history culture education has a substantial effect on IPECU, fostering patriotism, social responsibility, and collectivism among university students. To enhance the value-oriented outcomes of history culture education in IPECU, it is essential to refine the educational content framework, innovate instructional methods and techniques, establish a long-term mechanism, and strengthen teacher development. Future research can focus on the contemporary relevance and innovation of history culture education, continually exploring its mode and path to meet the demands of the new era.

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