A Study on Promoting the Cultural Confidence of College Students from the Perspective of Ideological and Political Education in Colleges and Universities

Ning Yu1,a,*, Mengyao Zhao2, Zhi Du3, Ying Yang4

1 Biochemical Engineering, Chaoyang Teachers College, Mudanjiang, Heilongjiang, 122000, China
2 Academy of Fine Arts, Chaoyang Teachers College, Chaoyang, Liaoning, 122000, China
3 Chinese College, Chaoyang Teachers College, Chaoyang, Liaoning, 122000, China
4 Electrical Teaching Department, Chaoyang Engineering and Technical school, Chaoyang, Liaoning, 122000, China

a yuning5824467@163.com
*corresponding author

Keywords: University, Ideological and Political Education, College Students, Cultural Self-Confidence, Promotion.

Abstract: Cultural self-confidence is a nation's sense of belonging and identity to its own culture, and it is the affirmation and approval of its own culture. The Chinese nation has a long history and profound cultural heritage. China has always focused on cultural construction and cultural development, and on strengthening the cultural self-confidence and cultural identity of the nation. In recent years, colleges and universities have been paying attention to strengthening the cultural self-confidence of college students and paying attention to the cultural construction of college students. How to carry out cultural construction work efficiently, how to promote college students' cultural self-confidence, how to inculcate students' cultural self-confidence in ideological and political education courses in colleges and universities, how to cultivate college students' cultural identity, how to strengthen the work of cultural self-confidence construction and how to fully understand students' ideological trends are all problems that need to be paid attention to by college educators. This paper makes a brief analysis of the current situation of college students' cultural self-confidence cognition, and hopes to strengthen the students' cultural self-confidence and promote the cultural and ideological construction work effectively.

1. Introduction

With the rapid development of economy, the overall economic level of the society is constantly improving, people pay more and more attention to the pursuit of quality of life and demand while paying more and more attention to the indoctrination and learning of cultural ideas, need to pay more and more attention to the importance of establishing correct values, need to strengthen the concept of learning advanced culture, need to pay more and more attention to the necessity of cultural self-confidence, need to pay more and more attention to affirming the significance of national culture, need to cultivate the importance of national cultural identity. Only by setting up the correct value concept and strengthening the cultural belief, can we better standardize the daily behavior, handle the social relations better and build the socialist culture better. For college students, learning scientific and advanced cultural ideas and enhancing their own cultural self-confidence will help to publicize and develop the national culture, popularize the contents of the national culture, and make more people familiar and understand; facilitate innovation and development of the national culture, give new meaning and meaning to the national culture, and add new elements of the times to the national culture; and facilitate the development of cultural construction and enhance the country's overall cultural soft power.
2. The Need to Enhance Cultural Self-Confidence

Cultural confidence is the strong sense of identity and belonging to the national culture, affirming the connotation of national culture. A country's cultural self-confidence is closely related to its cultural history. Our country has a long history and rich cultural connotation, which provides sufficient trust for cultural self-confidence. Build up the cultural self-confidence of the nation, strengthen the national identity to the culture, strengthen the national recognition of the national culture, and enhance the confidence in the country. Cultural self-confidence strengthens the country's cultural strength, strengthens the national belief to perfect and innovate the national culture, and strengthens the national confidence to resist the foreign culture. Cultural confidence embodies the strength and belief of Chinese culture[1]. In the course of ideological education and political education in colleges and universities, strengthening students' study of national culture, leading students to understand the content of national culture, enriching the knowledge and mind of armed students, perfecting the knowledge system of students, helping students to understand the content of national culture, helping students to affirm national culture and strengthening students' cultural identity. Therefore, in colleges and universities, teachers should pay attention to the importance of cultural construction, propagate the content of national culture, explaining the history of national culture, strengthening students' strong sense of identity to national culture, and affirm the value and significance of national culture.

3. The Present Situation and Problems of Promoting Cultural Confidence in Colleges and Universities

3.1. Lack of Understanding of History and Culture

Under the background of paying attention to cultural construction in all fields of society, colleges and universities also start to carry out the work of cultural construction vigorously. In the process of carrying out cultural construction, it is generally found that college students' understanding of national history and culture is not deep enough, the connotation of national culture is not fully understood, the development course of national culture is not well known, and the knowledge of some cultural content is relatively confused. Even if there are students who have a more comprehensive understanding of national culture and history and culture, it is difficult to clearly grasp the value and significance of national culture, and to understand the significance and use of learning national culture. For most students, it is not willing to spend a lot of time learning about national culture and cultural history, which is not conducive to the smooth development of cultural construction in colleges and universities, but also to the promotion of students' cultural self-confidence[2].

3.2. College Students Lack Correct Scientific Values

Nowadays, the rapid development of Internet technology has brought a wave of culture. Every day, students can accept the influence of different ideological cultures through their smartphones and learn about various cultural ideas. Different cultural contents impact students' cognitive concept, influence students 'behavior norms, and influence students' ideology. College students have not formed a sound ideological value concept, have not set up a correct scientific value form, lack the ability to distinguish between right and wrong and good and evil, are vulnerable to the influence of various cultural content, and are easy to shake their own value concept, which is not conducive to the idea of strengthening cultural self-confidence.

3.3. College Students Lack Proper Value Guidance

Under the cultural market, there are all kinds of cultural and artistic works, and there are all kinds of cultural ideology. College students themselves are full of curiosity about different cultural forms, like to understand all kinds of cultural ideas and learn different cultural works. The diversity
of the cultural market gives more tolerance to all kinds of cultural works, and also brings students the influence and interference of various cultures. College students themselves lack the correct scientific values, without the correct guidance of teachers and parents, will be very vulnerable to the impact of bad culture[3].

3.4. College Students are Vulnerable to Environmental Disturbances

The main living environment and social circle of college students are mostly campus life and family life. Therefore, family education and school education are the important factors that affect students' value concept and the key factors that affect students' recognition of traditional culture. Good campus education and family education are helpful to cultivate students' correct value concept and guide students to learn and recognize traditional culture. On the contrary, it will hinder the students to affirm the traditional culture idea and influence the students to recognize the connotation of the traditional culture.

4. Measures to Enhance College Students' Cultural Self-confidence under Ideological and Political Education

4.1. Enrich the Content of Ideological and Political Classes and Hold Lectures on Ideological and Political Education

In order to carry out the cultural construction work effectively, in order to strengthen the students' understanding of the traditional cultural knowledge, the ideological and political education teachers in colleges and universities should enrich their own teaching content, broaden the scope of the knowledge explained, slowly guide the students to learn the cultural and historical knowledge, combine the ideological and political curriculum content to study the traditional cultural knowledge, imperceptibly teach the students' cultural knowledge, enhance the students' understanding of the cultural knowledge, and arouse the students' interest in the cultural knowledge.[4]. As shown in figure 1, teachers can explain the ideological and political education curriculum content at the same time, explain the traditional cultural knowledge to students, in-depth study to understand the national culture.

Colleges and universities can also actively hold lectures on ideological and political education courses, encourage students to enroll independently, voluntarily understand traditional cultural knowledge, deepen the study of cultural history, feel the intrinsic value and charm of traditional culture, experience cultural changes in different times, learn excellent moral qualities, and establish correct values and ideological forms.

Figure 1 Enrich the teaching content

4.2. Establish an Internet Platform to Actively Guide Students to Learn

For the mixed cultural market, the leaders and educators of colleges and universities should attach great importance to the cultural construction, strengthen the students' ability to distinguish the mainstream culture from the vulgar culture, treat the different cultural forms correctly, strengthen
the concept of cultural self-confidence, and highly agree with the traditional Chinese cultural concept[5]. As shown in figure 2, teachers should attach great importance to students' ideas and carry out regular education guidance and training work. Colleges and universities can set up WeChat public number platform, register official Weibo accounts, promote traditional cultural ideas, publish articles related to traditional culture, attract students' interest in learning traditional culture, distinguish between mainstream culture and vulgar culture, learn to resist the temptation of cultural ideas, and then enhance students' self-resolution and guide them to learn actively.

![Figure 2 Teachers strengthen guiding learning](image2)

**4.3. Create a Cultural Sharing Platform to Encourage Students to Communicate With Each Other**

Chinese culture is extremely inclusive, not limited to a single culture, but encourages multiple cultures to communicate and learn from each other. Colleges and universities should actively encourage students to learn to understand different cultural forms, exchange cultural connotations with each other, share the value meaning of culture, and promote the exchange and collision between cultures. Schools can establish a platform for cultural sharing and exchange, learn the advantages of different cultures, learn from the strengths of different cultures, and improve the connotation of developing Chinese culture. Schools can encourage associations to organize contests with traditional culture as the theme, contests, speech contests and contests for cultural knowledge[6]. As shown in figure 3, students can focus on traditional culture, understand cultural knowledge from various angles, analyze the characteristics of different cultures, and deepen the students' team's learning of traditional cultural knowledge.

![Figure 3 Organizing a debate contest](image3)

**5. Conclusion**

Cultural self-confidence is an important goal and task of cultural construction, and it is the most important task to carry out cultural work with Chinese characteristics. College students are the backbone of social development and the important talents in the construction of national culture.
Therefore, colleges and universities should attach importance to the construction of students' cultural self-confidence, grasp students' ideological dynamic understanding of students' ideological cognition, attach importance to the study of ideological and political education courses, hold rich and diverse cultural competitions, deepen students' understanding and study of traditional cultural knowledge, strengthen students' strong sense of identity, learn the connotation of traditional culture, understand the learning value of traditional culture, combine the characteristics of the times to give new elements and characteristics of traditional culture, and promote the smooth development of cultural construction work.

References


