

# **Practical Research on Cultural Self-confidence in College Students' Ideological and Political Education under the Background of Online Education**

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**Keywords:** online education; cultural self-confidence; ideological and political education

**Abstract:** Cultural self-confidence is a more basic, broader and deeper self-confidence in the road, theory, system and culture of socialism with Chinese characteristics. With the popularization and application of the Internet, the thinking mode and moral concept of college students have also changed accordingly, which puts forward higher requirements for network ideological and political education in colleges and universities. In order to comply with the development trend of the times, enhance cultural self-confidence and make the practice of cultural self-confidence in Network Ideological and political education in colleges and universities proceed smoothly, it is necessary to understand its practical difficulties and practical ways. Starting from the connotation of cultural self-confidence, this paper analyzes the practical dilemma of cultural self-confidence in College Network Ideological and political education, and puts forward the practical ways of cultural self-confidence in College Network Ideological and political education, so as to stimulate college students' confidence in building a socialist cultural power.

## **1. Introduction**

Cultural self-confidence is not only the embodiment of the strength of a country and national culture, but also the embodiment of the internal spirit of a nation's tenacity and progress. If the people of a country have no confidence in the national culture and national culture, the development future of the country will be very slim, and it is impossible to build a socialist cultural power. As the gathering place of various cultures, colleges and universities shoulder the responsibility of cultivating the main force of national construction, so it is urgent to cultivate and improve college students' cultural self-confidence. As an ideological and political educator in colleges and universities, we should constantly innovate the ways and methods of education, so as to enhance the cultural self-confidence of college students.

## **2. Current Situation of Ideological and Political Education in Colleges and Universities**

At present, the cultural self-confidence of Chinese college students tends to be positive on the whole. Some college students can identify with Chinese traditional culture and socialist culture with Chinese characteristics, and can well accept and absorb foreign culture. However, some students blindly follow the trend, or worship western culture too much, and do not form correct cultural values. The reason is that most schools pay attention to the cultivation of politics and knowledge, but ignore the humanistic education of students, which makes some new college students face multicultural choices and lack of autonomy, resulting in college students' confusion and confusion about the mainstream ideology, so that students lack cultural self-confidence.

## **3. Significance of Cultural Confidence in Ideological and Political Education**

Cultural self-confidence is the accumulation of national and national humanistic spirit and wisdom. It is recognized by most members of society, mainly including thought, law, morality, art and habits(X Zhang,2019). At the same time, it represents the mainstream thought and humanistic value orientation. The teaching of cultural knowledge and the cultivation of cultural heritage are important aspects of the functions and education of modern universities. Understanding, carrying

forward and inheriting national culture is the educational goal of Ideological and political education in colleges and universities. Therefore, college students' cultural self-confidence education is similar to college ideological and political education on a theoretical basis.

### **3.1. Cultural self-confidence is the fundamental source of Ideological and political education in colleges and universities**

Cultural self-confidence exists in people's thoughts and spirit and is a subjective ideology of people. Only when it acts on people's externalized behavior can it have a positive impact. At the same time, we should recognize and accept the socialist culture with Chinese characteristics from the bottom of our heart, respect and love the socialist culture with Chinese characteristics emotionally, improve and sublimate our ideological quality in learning, and understand and practice the socialist culture with Chinese characteristics. Cultural self-confidence education is the source of strength of Ideological and political education. It makes ideological and political education no longer a passive water and tree, but rooted in the socialist culture with Chinese characteristics, and deepens the humanistic connotation and connotation of Ideological and political education. As shown in Figure 1 below, it can be seen that cultural self-confidence is the main driving force driving humanistic political thought:



Figure 1 Holding high the banner of cultural confidence, paying close attention to ideological and Political Education.

### **3.2. Ideological and political education in colleges and universities is a platform to enhance cultural self-confidence**

Carrying forward and interpreting the latest theoretical achievements of the Sinicization of Marxism, building value orientation and excellent traditional cultural inheritance, and guiding students to consciously carry forward and practice socialist core values are not only the educational content of Ideological and political education, but also its educational goal, which provides an effective platform and way to improve cultural self-confidence(JN Cheng,2019). Similarly, cultural self-confidence also supports ideological and political education. The two are mutually beneficial and complementary, as shown in Figure 2 below:



Figure 2 Relationship between cultural self-confidence and ideological and Political Education.

#### **4. The Realistic Dilemma of Cultural Self-confidence in Online Ideological and Political Education in Colleges and Universities**

With the rapid development of globalization and the Internet and the rapid dissemination of information, Chinese traditional culture and ideas have been impacted. Cultural self-confidence is difficult to carry out online ideological and political education in colleges and universities. Its practical difficulties are mainly reflected in the following points.

##### **4.1. Lack of cultural confidence**

With the development of society and science and technology, the diversification of interest subjects and the prevention of the influence of various cultures and values, college students' awareness of personal independence and autonomy is gradually strengthened, and more and more college students unilaterally pursue personal values and interest needs. In this environment, college students' enthusiasm to learn Chinese traditional culture is not high, they can not correctly understand traditional culture, and they do not have a deep sense of identity with national culture, which leads to their lack of cultural self-confidence.

##### **4.2. Virtual nature of online education**

In the research on Online Ideological and political education in Colleges and universities, there was a saying: "online ideological and political education environment is the combination of digital virtual social field and real space". The external factors affecting ideological and political education have the following characteristics: virtual / reality, openness, diversity, complexity and blending. The virtual / realistic, openness and other characteristics of the online ideological and political education environment can enhance the online environment to a certain extent and bring convenience to people's life, but it is also easy to lead to the opposition between different cultures, people's values are in conflict and reduce people's sense of responsibility, It increases the practical difficulty of the excellent traditional culture of the Chinese nation, such as cultural self-confidence, in the online ideological and political education of colleges and universities.

##### **4.3. Lack of rational cognition and speculative ability**

University is not only the most important development period of life, but also the most vulnerable and dangerous period of life. During this period, college students have enough time to enter the network and enjoy the civilized achievements of modern science and technology, so as to develop and improve themselves. However, due to the limited self-control ability of college

students, lack of cognition and speculation about complex things, college students are easy to be confused by their appearance. Coupled with the influence of western culture, college students ignore their own national culture and blindly advocate other national cultures, which is not conducive to the integration of cultural self-confidence into online ideological and political education in colleges and universities.

## **5. Practical Ways of Cultural Self-confidence in Online Ideological and Political Education in Colleges and Universities**

The Internet has become a new and important position of Ideological and political work. The emergence of online new media has changed the communication mode of traditional ideological and political education, provided it with new communication media, changed the ideological concepts of college teachers and students, and also changed the practical mode of Ideological and political education. Ideological and political education in colleges and universities should take the dissemination of socialist ideology as the main task.

### **5.1. Strengthening the construction of Online Ideological and political education positions and systems**

The emergence of online new media is both an opportunity and a challenge. Ideological and political workers in colleges and universities need to pay attention to and make full use of it. Taking we media as an example, it not only changes the external environment of Ideological and political education in colleges and universities, but also provides a convenient communication carrier for ideological and political education in colleges and universities. In practice, ideological and political education in colleges and universities needs the help of new media to occupy a leading position in the virtual network environment and new media environment, and master the leading power of Ideological and political education. Online Ideological and political education is multifaceted, and people create a variety of working methods in practice. Therefore, paying attention to cultivating cultural self-confidence atmosphere, enhancing cultural self-confidence, strengthening the construction of Online Ideological and political education position and system, enhancing students' rational understanding of cultural self-confidence and improving students' ideological ability are the focus and important practical way of cultivating cultural self-confidence in Online Ideological and political education in colleges and universities.

### **5.2. Paying attention to cultivating cultural self-confidence atmosphere and enhance cultural self-confidence**

As a place for college students to learn knowledge and culture, college campus plays an irreplaceable role in improving cultural self-confidence. The cultivation of self-confidence in campus culture can not only improve the level of Ideological and political teachers, but also improve the soft power of campus, such as strengthening the construction of new media such as websites and official account, and promoting national culture through posters, publicity columns, electronic screens, etc. In order to improve the practical dilemma of Online Ideological and political education, relevant institutions should strengthen the construction of Online Ideological and political education positions and systems, so as to provide a practical way for cultural self-confidence in Online Ideological and political education in colleges and universities. First, on the basis of advanced online technology, adhere to the guiding principles, truth-seeking principles and security principles, and strengthen the construction of Online Ideological and political education positions; second, implement the real name system access system. Finally, strengthen the whole process control mechanism of campus online.

### **5.3. Enhancing students' rational cognition of cultural self-confidence**

To enhance students' rational cognition of cultural self-confidence, we must first enhance students' perceptual understanding of cultural self-confidence, and then guide students to correctly recognize national culture and form a correct attitude towards national culture and foreign culture.

## **6. Conclusion**

To sum up, with the continuous introduction of foreign culture, it has had a great impact on China's national culture. Therefore, we should strengthen the cultivation of College Students' cultural self-confidence, resist the negative impact of foreign bad culture, carry forward Chinese excellent traditional culture, and give full play to the role of universities in leading advanced culture. With the popularization and application of the Internet, the thinking mode and moral concept of college students have also changed accordingly, which puts forward higher requirements for network ideological and political education in Colleges and universities. As a place for college students to learn knowledge and culture and an important base of Ideological and political education, colleges and universities must pay attention to cultural self-confidence and carry out cultural self-confidence in College Network Ideological and political education, which has been successfully put into practice. The cultivation of College Students' cultural self-confidence can better enhance their cultural identity, help them better learn and deeply understand the connotation of the advanced socialist culture with Chinese characteristics, consciously assume the responsibility and responsibility of carrying forward the advanced socialist culture with Chinese characteristics, and consciously safeguard China's cultural security in the era of globalization. Enhancing cultural self-confidence, enhancing cultural soft power and enhancing national cohesion are the powerful spiritual driving force for the great rejuvenation of the Chinese nation.

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