

# Analysis of the dilemmas and methods of integrating cultural confidence into ideological and political education in colleges

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**Abstract:** Integrating cultural confidence into ideological and political education course of colleges is the main content of cultural quality construction in colleges. The current ideological and political education work in colleges has certain problems at the level of educational content, educational discourse and educational environment. Therefore, colleges should adopt strategies such as improving the educational content of cultural confidence, transforming the educational discourse and creating a quality campus culture, so as to improve the effect of ideological and political education while enhancing the cultural confidence of college students.

**Key words:** cultural confidence; college; ideological and political education

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## 1 Introduction

Cultural confidence, as an internal spiritual impetus, plays an important role in the development of a country. Colleges, as the main position for the dissemination of culture, need to play the role of culture-led education to achieve the improvement of the effectiveness of educating human. Strengthening the integration of cultural confidence and ideological and political education can enable ideological educators to undertake the task of the times, constantly improve students' cultural cultivation, and expand the path of cultivating cultural confidence.

## 2 The importance of cultivating cultural confidence

On the one hand, cultivating students' cultural confidence is a significant task of ideological and political education. The primary task of ideological and political education is to help students establish correct values. The spiritual power of culture is utilized to cultivate students' cultural self-confidence, so that when students face the impact of multiculturalism, they can treat foreign cultures with an open and tolerant attitude on the premise of identifying with their own culture. On the other hand, cultivating students' cultural confidence is a vital way to strengthen their cultural identity and ideological awareness. Cultivating students' cultural identity and cultural confidence is a process of bilateral interaction, in which students can experience the essence of culture, and transform the excellent traditions embedded in culture into their own literacy, which can run through various aspects of life [1]. The generation of cultural confidence can also enable students to know themselves and promote the improvement of students' ideological and political awareness and personal cultivation.

## 3 Dilemmas in cultivating cultural confidence

3.1 The content of ideological and political education has not been integrated with the content of cultural confidence

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At present, the syllabus seems to be the "authority" followed by ideological and political education courses in colleges, leading a lack of innovation in ideological and political education in colleges. On the one hand, the content of ideological and political education in colleges has not been integrated with the content of cultural confidence, thus lacking depth; on the other hand, the ideological and political education in colleges is not innovative in the cultural dimension of the content of education, ignoring the needs of students' growth, which affects the effectiveness of the ideological and political education in colleges. For example, some colleges have not carried out timely and targeted education on cultural confidence in response to international cultural exchanges which attract college students, and it is difficult to fill the theoretical deficiencies in the cultural confidence of college students, let alone raising cultural confidence education to the height of values education [2].

### 3.2 The discourse of ideological and political education has not been combined with the content of cultural confidence

After a long period of development, a stable educational discourse has been formed in ideological and political education in colleges. Although educators may add relevant details according to the changes of educational contents, the discourse mostly follows the traditional mode, and the educational discourse is disconnected from the substance of cultural confidence. On the one hand, the stationarity of the ideological and political discourse education has led to its lack of vitality, and is not deeply integrated with the connotation of cultural confidence, thus the content of cultural confidence cannot play a nurturing role through the discourse of ideological and political education. On the other hand, part of the discourse of political education in colleges is out of touch with the development of the society, and has not been adjusted according to the actual life and the habits of students, and the educational discourse is old-fashioned and rigid, which leads to students' disgust of ideological and political education courses, thus restricting the enhancement of the effectiveness of ideological and political education.

### 3.3 The construction of ideological and political education environment does not involve the content of cultural confidence

Campus is the main activity area for students, and an admirable campus culture can provide students with a favorable learning atmosphere, inculcate students and enhance the effectiveness of ideological and political education. However, at present, colleges haven't enriched the campus culture construction with the content of cultural confidence. First of all, the environment construction of colleges does not reflect the development of cultural confidence, lacking excellent traditional cultural elements, and campus culture presented in a single way, which can't attract college students to participate actively. Secondly, the construction of campus culture does not take advantage of the power of modern information technology. The network platform for ideological and political education in colleges has not yet involved the construction of cultural confidence, and the challenges brought about by the development of network information technology have impacted on the values of college students, making it difficult for the excellent culture to play the role of educating people.

## **4 The methods of cultivating cultural confidence**

### 4.1 Improving the content of education on cultural confidence

In order to strengthen the effect of cultivating cultural confidence, it's necessary to enrich the content of ideological and political education in colleges with excellent traditional culture. To start with, the elements of ideological and political education contained in the excellent traditional Chinese culture should be explored to reinforce students' understanding of traditional culture. And students' interest and recognition of the excellent traditional culture can be cultivated through the provision of special traditional culture courses, and the organization of various cultural experience activities, such as the production of traditional handicrafts, tea performances, and traditional music performances. What's more, educators can make full use of the revolutionary cultural resources to implement the "red culture" education, utilize the thematic lectures

in the classroom to encourage students to share the heartwarming stories around them, so as to enhance the emotional experience of "red culture". Through the construction of theme parks, exhibition halls, corridors and other campus buildings with unique "red" characteristics, students can draw on the power of the "red culture", thus increasing the time and space dimension of ideological and political education and inspiring real life with the "red spirit" of the revolutionary era.

#### 4.2 Transforming educational discourse

Discourse is the necessary carrier for education to express substance and achieve educational effect. Ideological and political education in colleges needs to transform its educational discourse based on the connotation and expression of cultural confidence, and facilitate the inner integration of ideological and political education and cultural confidence. To begin with, the discourse of ideological and political education in colleges should draw on the discourse of Chinese excellent traditional culture and integrate it with the original discourse of ideological and political education, so as to strengthen the degree of fit between the educational discourse and cultural confidence from the integration of the two. Furthermore, the discourse of ideological and political education in colleges should get the direction of discourse transformation from real life. For this reason, the educators should explain the profound teaching materials with popular words, enhance the degree of fit between the discourse of ideological and political education and students' life reality and cultural confidence, so that college students can improve the effect of learning in the easy-to-understand discourse. At last, when transforming the discourse of ideological and political education, the digital media can play a supplementary role in ideological and political education course, and analyze the learning needs and effectiveness of college students, thus improving the accuracy of the transformation of the discourse of ideological and political education.

#### 4.3 Creating quality campus culture

Promoting the integration of cultural confidence and ideological and political education should pay attention to the implicit nurturing function of campus culture, and the cultivation of cultural confidence is infiltrated into the construction of campus culture, which plays a vital role in carrying forward the excellent traditional culture and adhering to cultural confidence [3]. Initially, educators need to grasp the essence of classic traditional culture, organize and implement campus cultural activities with various forms and deep connotations, so as to create a cultural atmosphere that students like and enhance students' cultural confidence. The second way is to dig deep into the regional culture. By combining the cultural characteristics of the school, educators can create some cultural activities, or guide students to carry out hometown cultural research activities, so as to achieve the effect of the unity of knowledge and action. The third way is to take the spirit of culture as the theme, focus on the operation of official platforms such as WeChat and Tiktok in colleges, closely integrate campus culture with excellent traditional culture, carry forward culture in activities, and enhance students' cultural pride and confidence.

### 5 Conclusion

Today's world is in a situation of great change. In order to cope with the new challenges brought about by the complex international pattern, colleges should further enhance the awareness of risk, give full play to the functions of ideological and political education in the areas of cultural enrichment and cultural dissemination, guide students to generate cultural confidence, ultimately enhancing the effect of ideological and political education on the whole.

#### Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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