



Study on the Integration of Campus Culture and Ideological and Political Education from the Perspective of Moral Cultivation

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Abstract: As the fundamental task of education, moral cultivation is the goal of ideological and political education. In order to achieve the goal of moral education, the teaching of ideological and political theory in colleges and universities must accurately grasp the teaching goal, reasonably optimize the teaching content, innovate the presentation of teaching content, and strengthen practical teaching. By means of "highlighting the problem orientation, adhering to the goal orientation, and focusing on the effect orientation", we can effectively improve the pertinence of ideological and political education, shape the charisma, and enhance participation, which is an effective way to improve the effectiveness of ideological and political education. In the teaching process, we should accurately grasp the teaching objectives, reasonably optimize the teaching content, innovate the teaching methods and means, improve the comprehensive quality of the ideological and political teachers, and further strengthen the construction of the morality and style of the ideological and political teachers.

Keywords: Campus Culture, Ideological and Political Education, Moral Cultivation

I. BACKGROUND INTRODUCTION

The Opinions on comprehensively deepening the curriculum reform and implementing the fundamental task of building virtue and cultivating people issued and implemented by the Ministry of Education also clearly proposes to "improve the educational function of discipline teaching". The ideological and political theory course in colleges and universities, as the main position to tamp the ideological foundation of students, involves fundamental, overall and far-reaching influence.

In short, the so-called "media integration" is to achieve the effect of complementary advantages through resource integration, maximize the advantages of traditional media and new media, and achieve "resource integration, content integration, publicity integration, and interests integration". It can be seen that financial media is not only a new type of media that generates chemical reaction by mutual excitation between different media, but also a new type of media with strong penetration and competitiveness. The teaching materials of the ideological and political course in colleges and universities are the blueprint for teaching, the most important resource for correct teaching activities, and the fundamental basis for other teaching resources to be carried out. Only by accurately positioning the teaching objectives and transforming the systematic teaching material system into thematic teaching content can the teaching material system be effectively transformed into the teaching system and the knowledge system into the value system.

The article is written according to the times, and the ideological and political education should also teach a key

lesson at a critical moment. To strengthen the main channel of ideological and political education, we must pay attention to current affairs and politics, focus on hot topics, and respond to students' theoretical and emotional concerns. For example, the "epidemic crisis" is a "educational opportunity", a precious vivid teaching material for ideological and political education in the new era, and the best opportunity to carry out patriotism education and system confidence education. The purpose of establishing morality and cultivating people is to cultivate "complete people". Since the 18th National Congress of the Communist Party of China, "comprehensively implement quality education, deepen comprehensive reform in the field of education, focus on improving the quality of education, and cultivate students' sense of social responsibility, innovation spirit, and practical ability" has been the deployment of how to do a good job of education satisfying the people.

II. THE PROPOSED METHODOLOGY

From the perspective of establishing morality and cultivating people, the reform of the teaching quality of ideological and political courses is the need of national social development and the transmission of humanistic spirit. The purpose is to cultivate students' necessary character and key ability to adapt to the needs of lifelong development and social development, and to become a new socialist person with ideals, morality, culture and discipline. From the perspective of society and individuals, campus culture has social and personal functions. Social functions include promoting social and cultural development, shaping university spirit, etc; Personal functions include cultivating students' all-round development. As an important position and effective carrier of ideological and political education, campus culture creates conditions for the all-round development of college students by transforming the social and cultural environment and the campus environment. In order to improve the teaching effectiveness and realize the task of "establishing morality and cultivating people", the key link of ideological and political teachers in colleges and universities is the selection and optimization of teaching materials. In order to achieve this goal, ideological and political teachers should first carefully study the textbooks and grasp the latest spirit of the Party Central Committee.

In recent years, with the increasingly rich content of the theoretical system of socialism with Chinese characteristics, the frequency of revision of the teaching materials of ideological and political courses in colleges and universities is also increasing. There are mainly three differences: First, there are differences in group characteristics and personality characteristics. Different groups have different common characteristics, and there are also obvious personality differences between groups. From the perspective of college students, the common characteristics are that they pay attention to their own values, have a strong sense of democracy, and have



more perceptual thinking. Compared with freshmen, postgraduates and freshmen have different ideas and ways of doing things. Ideological and political education should fully distinguish students' personality and group characteristics, teach students in accordance with their aptitude, and make every student fall in love with ideological and political courses.

(1) Accurately grasp the teaching objectives and reasonably optimize the teaching content of ideological and political courses

Therefore, it is necessary to further improve the teaching quality of ideological and political courses, guide students to establish a correct outlook on the world, life and values, so as to cultivate qualified builders and reliable successors of socialism with Chinese characteristics in an all-round way, and cultivate new people of the times who assume the responsibility of national rejuvenation. From the perspective of interactive subject, the subject of campus culture construction includes not only all students, but also all teachers and staff. To establish virtue and cultivate people, there is a dual direction, that is, teachers and students. The campus culture provides the internal psychological environment and the external cultural environment for teachers and students' ideological awareness. At the same time, the ideological and political education also affects, transforms and innovates the cultural construction of the campus. From the perspective of interactive forms, campus culture must reflect the essential requirements of socialism, follow the Party's educational policy, and implement the fundamental task of establishing morality and cultivating people. Therefore, the construction of campus culture cannot be separated from ideological and political education. Both stressed that the ideological and political education in colleges and universities should make new adjustments in the era of financial media.

The report of the 18th National Congress of the Communist Party of China put forward for the first time that establishing morality and cultivating people should be the fundamental task of education. The report of the 19th National Congress of the Communist Party of China further pointed out that in the new situation, higher education should adhere to the action guide of "what kind of people to cultivate and how to cultivate them". Situational teaching refers to a teaching method in which teachers introduce or create vivid and specific situations according to the teaching objectives to make students feel immersive, stimulate students' interest in learning, and improve students' ability to analyze and solve problems.

(2) Strengthen Practical Teaching and Give Full Play to the Function of Ideological and Political Education to Cultivate People

Such teaching methods lack pertinence and timeliness. The current nature of the content of ideological and political education means that the content of ideological and political education should face the world of campus life directly, make timely and effective feedback on new ideas and views, conflicts and problems in the reality of campus culture, and correct the negative campus culture. The future refers to that the ideological and political education content should have a foresight. According to the "hot spots" of campus culture and the "excitement points" of students' thoughts, follow the laws of education, ideological and political work, and students' growth, grasp the development needs and trends, use the foresight ideas and advanced ideas, and shape a positive and friendly campus culture. We should make full use of media integration

technology to promote the all-round and high integration of traditional media and emerging media.

In ideological and political education in colleges and universities, we should give full play to both the content advantages of traditional media and the technical advantages of emerging media, so as to enhance the effectiveness of ideological and political education in colleges and universities. Experiential teaching is a teaching method discussed by scholars in recent years, and is also widely used in ideological and political teaching. In terms of concept definition, scholars more emphasize the role of teachers in experiential teaching, while ignoring the role of students as the main body.

In the author's opinion, the improvement of the effectiveness of ideological and political teaching depends on the extent to which students play the main role. Therefore, students' participation is the key to developing experiential teaching. Students' living thoughts mainly include their feelings and cognition of the outside world, their evaluation and expectation of teachers and parents, their desire and planning for academic life, etc. Out of self-protection, they usually refuse to show others easily. Because of this, ideological and political education should be more distracted, more attentive in solving difficulties and helping people, more attentive in dealing with students, and more sincere in exchanging sincerity for sincerity, touching the students' inner world of "hiding but not revealing". In view of the exogenous nature of living thoughts, we should perceive them from the objective environment. The objective environment is the source of living thoughts. Teachers' morality and style is the first standard to evaluate the quality of teachers.

As a teacher of ideological and political education, we should be upright in personality and strict in self-discipline. On the one hand, it is easy to cause learners to have rebellious psychology; On the other hand, it is easy to cause social emotional exhaustion of learners. The focus of the value of ideological and political education is not only the study of political theory, but also should guide learners to learn to distinguish and think, establish scientific political thinking, build their own belief system, and strengthen theoretical, political and emotional identity.

CONCLUSION

Establishing morality and cultivating people is the goal of ideological and political education, the logical starting point of the reform and innovation of ideological and political theory courses in colleges and universities, the need of national social development and the transmission of humanistic spirit, and the need to resist various erroneous trends of thought in the West. The ideological and political theory course in colleges and universities is the main battlefield and channel to achieve the goal of establishing morality and cultivating people. In the teaching process, we should accurately grasp the teaching objectives, reasonably optimize the teaching content, innovate the teaching methods and means, improve the comprehensive quality of ideological and political teachers, and further strengthen the construction of teachers' ethics and style.

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