

Research On College Students' Cultural Confidence Education In The New Era

Anteng Xiu

Shandong Technology and Business University University, Yantai 264005, China

Abstract. Cultural confidence means a person believes in his own national culture and it is the spiritual pillar for a person's all-round development. The cultural confidence education is necessary for college students in the new era. This paper reached on the importance of college students' cultural confidence education, and puts forward three problems in college students' cultural confidence education in the new era: the lack of systematic specialty in cultural confidence education content, the lack of diversity and novelty in cultural confidence education forms, and the lack of concerted support in cultural confidence education. This paper provides the solution to the problems in cultural confidence education.

Keywords. college students; cultural confidence; education

The young college students generation are the future of our country, carrying out the duties and obligations of the great rejuvenation of the Chinese nation. However, in this age and time, facing the complex social environment, college students are not mature enough to have enough concentration and correct judgment. They would easily lose themselves in front of various kinds of foreign cultures, and are easy to blindly worship foreign cultures, belittle their own culture and lose their own cultural position. So it is necessary to comprehensively strengthen the education of college students' cultural confidence. If the college students established a scientific cultural outlook and correct values, it will be conducive to college students' all-round development. If we could effectively improve the effectiveness of Ideological and cultural confidence education of college students, it will be a positive and far-reaching impact on the development of the whole country and nation.

1. The importance of college students' cultural confidence education

Cultural confidence means a person believes in his own national culture and have full affirmation of social and cultural development. Chairman Xi once said, "it is necessary to comprehensively strengthen our cultural confidence, it is a major issue related to the national fortune, cultural security and the independence of national spirit." This shows the significance of cultural confidence.

For college students, the purpose of cultural confidence education is, by learning the internal spirit of excellent culture, college students can constantly improve their character, so as to develop themselves in moral, intellectual, athletic, aesthetic and physical aspects at the same time. We can strengthen our cultural beliefs in the face of the impact of foreign culture, and realize the value of our national culture rationally, to make ourselves more confident facing the future and become outstanding talents.

For families, college students' cultural confidence education will improve the character of family members, it will be helpful to improve their spiritual outlook, and then create a good family tradition for them. The family environment plays a very important role in the growth of college students. Parents should create a family atmosphere with strong cultural flavor, and form a fine family tradition of discipline, harmony, love, enthusiasm, high spirited, diligent, which will guide children to establish correct values like a bright lamp.

For colleges, strengthening college students' cultural confidence is an important content of college Ideological and political theory courses, and it is one of the important responsibilities for Ideological and political theory courses. These two courses can promote each other. With the improvement of cultural confidence, college students will improve their character, and enrich their

cultural knowledge, it will improve their enthusiasm for studying, therefore it will be good for the improving the education quality of college students.

For society, "if everyone takes a small step, the whole social civilization will be improved by a big step". Society contains the largest number of human beings and it is an important channel and platform for College Students to build their cultural confidence. The cultural progress of college students will eventually affect the cultural progress of the whole society. Building a platform for cultural confidence and shaping the cultural atmosphere of the whole society will stimulate the vitality of the whole nation, promote the development of cultural related industries, and then it will improve our productivity of the society, and promote the continuous improvement of our social structure and the sustainable and stable development of our economy.

For a country, cultural confidence will be a strong national belief in the socialist culture with Chinese characteristics, and then a strong belief in the socialist system with Chinese characteristics. College Students' cultural confidence education is conducive to improve the cultural quality of college students, and then improve the national quality of the whole country. It is conducive to promoting the in-depth development of the country's excellent culture, improving the country's cultural power and comprehensive national strength, promoting the establishment of cultural power and the realization of the Chinese dream.

2. The problems in college students' cultural confidence education

2.1 The content of College Students' cultural confidence education lacks system and specialty

According to the data of the questionnaire survey, 62.1% of the students believe that they have not received a systematic education of cultural confidence. 59.4% of the students believed that the educational content of cultural confidence was divorced from the reality of students' life. This shows that the content of College Students' cultural confidence education is lack of system and specialty. On the one hand, the educational course of cultural self-confidence is a general course, involving many disciplines such as literature, history and Marxist philosophy, and most of them are taught in public courses, which only plays an auxiliary role in college education. On the other hand, due to the limitation of teachers, the teachers of cultural confidence education generally teach Marxist theory, and are used to teaching with modular content. The educational content is less combined with the concerns of college students, which is not easy to attract college students' interest in learning. As a result, college students can not expect to have resonance with it in thought and behavior.

2.2 The forms of education lack diversity and novelty

According to the survey data, 81.6% of students believe that cultural confidence education are mainly in traditional classroom. Although classroom teaching is very necessary for the education of cultural confidence, which can enable college students to absorb more cultural knowledge in a short time, it is difficult to meet the personalized needs of college students by relying only on the indoctrination of theory and not using the educational methods loved by college students, which makes college students tired of learning culture and can not achieve the purpose of culture education. If we only rely on classroom teaching, but neglect innovative educational methods such as trigger education, situational learning, and the Internet channels, we will fail to achieve the goal of cultural education.

2.3 The cultural confidence education lacks support from all aspects

From the perspective of society, more people have greater life pressure. In the face of pressure, some people are even willing to do things that violate morality and ethics in order to obtain benefits. Bad social atmosphere is easy to affect the values of college students. At the same time, the society is full of entertainment, many college students crazy about chasing stars and dramas, which has a serious impact on the educational effect of excellent culture in college students. From the

perspective of colleges, some colleges lack the cultural resources to enrich the course content, which is difficult to mobilize the enthusiasm of college students for cultural cognition. The assessment of cultural confidence education is not standardized, and there is a lack of effective teaching evaluation, this results in the students' contempt for the cultural confidence education. From the perspective of family, some parents have insufficient awareness of the importance of cultural confidence and family tradition due to their low level of education. children pay less attention to the excellent traditional Chinese culture and fail to realize the importance of cultural confidence.

3. The solution to the problems in the college students' cultural confidence education

3.1 Improve the content of College Students' cultural confidence Education

First of all, college education in the new era should widely carry out the education of Chinese excellent traditional culture, organize the theme education activities of Chinese excellent traditional culture, and attract college students to absorb the spirit of traditional culture. Secondly, the red revolutionary culture is born in the crisis time when our Chinese culture fell behind. We can preach the red revolutionary spirit represented by "Yan'an Spirit" and "red boat spirit" to college students, so as to promote college students to study the history of the Communist Party of China. Finally, in the aspect of advanced socialist culture, we introduce them the historical achievements and historical changes made by our country's reform with the development for more than 40 years, college students will feel the power of our country, and this will make the revolutionary culture enter the textbooks, the classrooms and students' mind.

3.2 Innovate the form of College Students' cultural confidence education

First, we should take good use of internet channels, such as wechat, Tiktok, Weibo, B station and other internet platforms. we should carry out cultural activities in these platforms, for example, we can organize some online tomb on Tomb Sweeping Day, we can provide some online cultural memorial hall, online Q & A about our excellent traditional, so as to popularize the cultural knowledge both online and offline. Secondly, we should find the relationship between the cultural confidence education and students' major. we should analyze the history of students' major, to tap the cultural resources in the history of the major, and then we will carry out our cultural education activities in combination with their majors. Thirdly, pay attention to practise. We should constantly integrate excellent cultural into our daily teaching work, and learn our culture through field research, social practice, visit and conversation. Finally, we should strengthen the cooperation with local governments, to develop the cultural promotion cooperation between the local government and the colleges.

3.3 Give full play to the educational joint force of society, colleges and families

The influence of society on College Students' cultural confidence education is extensive and far-reaching. We should make full use of the publicity of offline channels. We will strengthen the publicity of traditional media such as books and newspapers, as well as libraries and cultural museums. We should strengthen the management of internet platform, create a clean and positive cultural space, and promote the publicity of culture on the internet. The college is the main place to implement cultural confidence education. Teachers should constantly improve the professional quality related to cultural confidence, and take the lead in practicing excellent moral quality and values. We should strengthen the integration of cultural confidence and campus culture, to carry out all kinds of campus cultural activities and lectures. Besides, family is the first school for students. Parents should first consciously improve their cultural literacy, and pay attention to cultural education in attitude and behavior, and implement it in daily life, so as to lead their children's growth with the family cultural atmosphere.

References

- [1] Tianwei Qi. Research on Cultural Confidence Education of College Students in the New age.[D]. Hebei University, 2022. 66
- [2] Tiantian Gengd. Research on cultural confidence education of contemporary Chinese College Students.[D]. Shandong Normal University, 2018. 50
- [3] Chenfei Jiang. The Research about College Students' Cultural Self-confidence Education under the Ideological and Political Education.[D]. Tianjin Normal University, 2015. 60
- [4] Chao Wang. Problems and Countermeasures of College Students' cultural self-confidence education in the new era. Western China Quality Education. 2017, 3(21): 66-67
- [5] Mu Qiao. Research on College Students' cultural self-confidence education in the new era. Theory and Practice of Education. 2020, 40(36): 35-37
- [6] Rong Xie, Wenyuan Zhi, Shuai Wang. College Students' cultural self-confidence from the perspective of Ideological and Political Education. Theoretic Observation. 2017, (08): 149-151