

The Application of Mainstream Ideology in the Cultivation of Awareness in Higher Education

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Abstract: With the advent of the information age, various network information into the university. As an important place for China's talent reserve and output, colleges and universities are an important front for propagating mainstream ideology. As the implementer and undertaker of the Chinese dream, college students are the main force of national construction. The mainstream ideology of college students will not only affect the construction of socialism with Chinese characteristics, but also affect the realization of the Chinese dream. Nowadays, there are some problems in the application of mainstream ideology in the cultivation of awareness in higher education. In view of this situation, we should make a detailed analysis of the application of mainstream ideology in the cultivation of awareness in higher education and propose countermeasures, so as to cultivate excellent successors to socialism.

Keywords: Mainstream ideology; Higher education; Patriotic feelings; Aesthetic feeling

1. Introduction

Mainstream ideology refers to the ideology that is recognized by most members of the society and occupies the dominant position in the society, including the dominant moral concepts, artistic thoughts, political and legal thoughts, philosophical views and religious views. The mainstream ideology not only has a strong dissemination force, but also can form a high degree of integration with the society. Since the 19th CPC national congress, general secretary Xi Jinping has delivered a series of important speeches centering on the mainstream ideology, repeatedly stressing that young people in the new era should establish correct ideology, adhere to the leadership of the party, adhere to the path of socialism with Chinese characteristics, and strive to realize the Chinese dream. Colleges and universities should pay attention to the application of mainstream ideology in the cultivation of teenagers' awareness, so as to cultivate the pillars of national construction.

2. The Application of Mainstream Ideology in the Cultivation of Patriotic Education Awareness in Colleges and Universities

It is feasible to cultivate the awareness of patriotic education in the literature education of colleges and universities. There is patriotism in the ideology of Chinese traditional literature, which can embody the mainstream ideology of contemporary China. Chinese literati in past dynasties did not create literature for their own gain and loss, but they had concerns about the country in their

literary works. Influenced by Confucianism, the highest life goal of Chinese literati in all dynasties was to pursue social ideals. Restricted by realistic conditions, many literati could not change the social status quo of corruption and inaction in the imperial court and realize the ideal of serving the country. They can only use the articles will social cruelty and express themselves unable to change the present situation of social helpless. Even though they had no way to serve their country, these men of letters were deeply aware of the worries of their country and strived to pursue their ideal of life. Chinese literati have a deep sense of hardship, which not only concerns the bottom of society, but also criticizes the oppressive government of the cruel officials. When the people were in dire straits and the country was in danger, the literati's sense of suffering was not only reflected in their concern for the laboring masses, but also in their concern for the safety of the imperial court. Patriotism is not only the spiritual pillar of Chinese traditional literature, but also the spiritual pillar of the Chinese nation, so it should be inherited and carried forward by the young generation. The feelings of home and country reflected in literary works of literati are not only the ideology of traditional Chinese literature, but also the mainstream ideology of contemporary society[1]. Colleges and universities should let students cultivate their awareness of patriotic education while studying literary works.

2.1. School-based curriculum to cultivate students' awareness of patriotic education

The application of mainstream ideology in the process of cultivating patriotic education awareness in colleges and universities means that in the process of education, students should not only be cultivated with certain literary literacy, but also with feelings of home and country. College students should not only have cultural knowledge, but also have a correct outlook on life and values. Young people should strive for the realization of social ideals and contribute to the realization of the great rejuvenation of the Chinese nation. Colleges and universities should not only apply mainstream ideology to ideological and political education, but also apply mainstream ideology to all aspects of college education[2]. Literature education has the characteristics of "moistening things silently" and can well combine literature knowledge with mainstream ideology. In the process of literature education, the cultivation of students' awareness of patriotic education with the application of mainstream ideology in colleges and universities needs some implementation strategies. When carrying on the literature education, we should increase the credit hours of the traditional literature course appropriately, and promote the traditional literature course to form a complete discipline system. Moreover, the classroom mode of traditional literature course should be changed. In the process of literature education, teachers should not only use the classroom as the main teaching position, but also use the extracurricular teaching position. Teachers can hold some competitions or create some communication platforms, so that students can improve their literary literacy and establish correct ideas in a relaxed and pleasant environment. Secondly, teachers should regulate the use of media. When developing school-based curriculum, we should take the mainstream ideological identity education as the basic work. The selected text of school-based curriculum should be systematic, universal and practical. Teachers should make full use of network media in the process of literature education. The network media has the characteristics of convenient and quick transmission of information, so it can enrich the classroom teaching content.

Network media has the characteristics of convenient information communication, so teachers can use network media to communicate with students in their spare time, so as to improve teaching efficiency. Colleges and universities can use network media to create a three-dimensional environment and a relaxed and pleasant atmosphere for classroom teaching, so as to stimulate students' interest in the classroom and enrich students' aesthetic experience. In the process of literature education, teachers should change the teaching mode based on knowledge infusion and choose the teaching mode based on experience guidance, so that students can take the initiative to learn and enhance their patriotic emotion while learning knowledge.

2.2. Learn about that student 'patriotic education recognition in a web-based course

As the main position of ideological work, colleges and universities shoulder the responsibility of cultivating socialist successors and builders. Colleges and universities should not only study and publicize Marxism, but also carry forward the spirit of patriotism and provide intellectual support and talent guarantee for the great rejuvenation of the Chinese nation. In order to accomplish this task, colleges and universities should not only focus on educating students with literacy, but also with literacy. Colleges and universities should cultivate students' cultural confidence and let students feel the breadth and depth of Chinese culture. Not only let the students inherit the excellent traditional Chinese culture, mining the revolutionary culture, but also let the students experience the advanced socialist culture. Let the student strengthen the patriotic emotion in the study Chinese culture process. Colleges and universities can not only cultivate students' patriotic emotion through school-based courses, but also cultivate students' patriotic emotion through online courses. The specific information is shown in table 1 below.

Table 1. Details of online courses

Projects	Courses	Activities
Inheriting the excellent traditional Chinese culture	Open excellent traditional Chinese culture network public courses	"Classical drama enters campus", "Chinese traditional festivals revitalize" and "Paying tribute to the excellent traditional Chinese culture" and other cultural activities
Exploring revolutionary culture	Set up the public course of revolutionary culture	Visit the revolutionary memorial hall, revolutionary spirit themed education activities and spread the red classic songs and other cultural activities
Experience advanced socialist culture	Open the network public course of socialistic advanced culture	"Chinese dream" theme education series activities and introduce the model of the times classic cases and other cultural activities

3. The Application of Mainstream Ideology in the Cultivation of Aesthetic Education Awareness in Colleges and Universities

Aesthetic education is an education activity that influences people's thoughts, souls, behaviors and postures by literature, music and art imperceptibly. As early as the Spring and Autumn Period, Confucius proposed aesthetic education with ritual, music, archery, chariot-riding and calligraphy as the main content. And during the period of

the Republic of China, educator Cai Yuanpei also proposed the idea of carrying out aesthetic education, and listed aesthetic education as an important part of university education. In fact, the aesthetic education of colleges and universities is not only limited to the traditional aesthetic education curriculum, but also penetrates into all aspects of college curriculum teaching and practical education. For example, aesthetic education can be carried out in courses such as literature, law, mathematics and economics, as well as in campus cultural or practical activities. Therefore, the mainstream ideology can be involved in the cultivation of aesthetic education awareness in colleges and universities, and the cooperative interaction between ideological education and aesthetic education can be realized.

3.1. Cultivate the aesthetic education awareness in colleges and universities with Marxist aesthetic education thought

Aesthetic education is emotional education based on certain aesthetic standards and value principles. The aesthetic education in colleges and universities is to internalize the aesthetic concepts of sublime, gracefulness and nobleness as the ideological understanding, emotional attitude and life attitude of college students. In the aesthetic education of colleges and universities, literary works, artistic works, and practical activities often contain profound ideological concepts, value beliefs, and life perceptions, which are the cultural genes and value cores of aesthetic education, and the root of mainstream ideology education. Only by transforming the social ideals such as fairness, justice, patriotism and dedication into the cultural core of aesthetic education, can we achieve a win-win development of aesthetic education and mainstream ideology education[3].

First of all, lead students' value identification with Marxist aesthetic education thought. Marx attaches great importance to aesthetic education, and he put forward the idea of shaping human beings according to "the law of beauty", and regarded the "law of beauty" as the essential difference between human beings and animals in "Manuscript of Economics and Philosophy in 1844" In Marx's view, animals can only shape themselves according to the "scale of species", while human beings are not limited to the scale of animals. They can shape themselves according to any scale, and shape themselves according to the law of beauty of "freedom". At the same time, Marx believes that aesthetic activities of human beings are an important part of the social superstructure, with distinct class, society and history nature. Any aesthetic education divorced from social ideology is ridiculous. In the capitalist society with alienated labor as its basic feature, aesthetic education is often the reflection of distorted and reversed social relations which is a deformed and dehumanized aesthetic education. Obviously, Marx

reveals the nature of beauty from the position of historical materialism, and also points out the direction for aesthetic education. Therefore, in the aesthetic education of colleges and universities, we should take the Marxist view of literature and art as the guide, take comprehensive development of human beings as the goal of aesthetic education, and improve the times, science and advancement characters of aesthetic education. Second, guide students to establish correct aesthetic concepts and ideals. On the whole, the development of aesthetic education in colleges and universities is lagging behind. Under the influence of some factors such as instrumental rationalism, pragmatism, and exam-oriented education, the humanistic spirit of colleges and universities has gradually declined, and aesthetic education has gradually become marginalized. Especially in the context of social transformation, economy polar-ism has fostered "gold worship" and dispels the value recognition of college students for the aesthetic concepts of sublimity, nobleness, and sacredness. On the other hand, in the process of globalization, the western hedonism and ugliness appreciation concept also have a profound impact on the contemporary college students' ideology and brings about the decline of aesthetic education in colleges and universities. Therefore, we should lead the aesthetic education of colleges and universities with the Marxist aesthetic education thought, and guide the aesthetic practice activities of colleges and universities with the concept of "free and comprehensive development of human beings", and cultivate the healthy personality, healthy thoughts and lofty ideals of college students. For example, contemporary literary and artistic creation values quantity over quality, and some works are similar in content and form. We should evaluate these issues with the Marxist aesthetic education concept, and guide students to treat the development status and hidden reasons of literary and artistic creation from dialectic view.

3.2. Cultivate the aesthetic education awareness in colleges and universities with traditional aesthetic education thought

The mainstream ideology of contemporary China includes not only Marxist thought, but also the excellent traditional thoughts formed in the long-term development of the Chinese nation. So we should infiltrate the excellent traditional culture into the aesthetic education in colleges and universities, and cultivate the aesthetic education awareness in colleges and universities with traditional aesthetic education thought. First, colleges and universities can cultivate students' aesthetic awareness through literature education. Literature education has the function of aesthetics, which is not only the outstanding feature of literature education, but also the important basis for realizing the educational and cognitive functions of literature education. Literature education enables students to

feel the meaning of life from the value attitude, aesthetic ideal, ideological spirit and life pursuit of literary works, and enables the young generation to not only dare to dream, but even dare to pursue their dreams, so as to realize their dreams. Chinese traditional literature is characterized by expressing emotions and feelings of life. The ancient sages' understanding and perception of life, soul and value are conducive to cultivating students' understanding and interpretation of ideology. For example, Fan Zhongyan's "Account of Yueyang Tower", Zhuge Liang's "A Letter before Sending out the Troops", Qu Yuan's "Li Sao", Sima Qian's "Historical Records" and other classic literary works are excellent materials for the aesthetic education of colleges and universities, which are of great significance for cultivating students' aesthetic perception ability, patriotism, and lofty spiritual pursuit. Since The Book of Songs, the types of poetry have developed rapidly, including archaism, "YueFu", "JueJu and "LvShi". Although there are various types, these poems always contain rich aesthetic experience. For example, verses such as "Before my bed a pool of light, I wonder if it is frost aground", "Year after year, the blossoms return anew. Year after year, the bloom of the youth does not" contain aesthetic experience beyond time and space, which can cultivate students' identity with Chinese traditional culture actively. Finally, aesthetic experience of China's traditional poetry has the characteristics of "original structure", "experience structure" and "superstructure". "Constitutionality" refers to the construction activities driven by the primitive life force. "Experiential construction" means that aesthetic experience can be expressed not only in individual life experience, but also in the life experience of the whole nation. "Superstructure" means that individuals sublimate life to an ideal state and develop the meaning and value of life into the distant future, which is an ideal life mode. This aesthetic experience combines the self with the world and reflects the current mainstream ideology. When carrying out literature education in colleges and universities, students need to acquire aesthetic experience, which is inseparable from the identification of mainstream ideology. Let the students identify with the mainstream ideology in aesthetic practice[4], and make the mainstream ideology become the spiritual belief of the students. In the process of literary education, college teachers should not only pay attention to the cultivation of students' aesthetic feelings, but also to the cultivation of their awareness of aesthetic education[5].

3.3. Cultivate aesthetic education awareness in colleges and universities with Western advanced aesthetic education thoughts

China's mainstream ideology is an open, inclusive and developing ideology system. It not only contains Marxism, excellent traditional culture, but also Western ad-

vanced ideas. Similarly, Western countries such as Europe and the United States have also created many outstanding literary and artistic works in the long-term development, such as the classic film and television works "The Legend of 1900", "The Bridges of Madison County", "The Shawshank Redemption" and the classic literary works in western literary history "The Scarlet Letter", "Gone with the Wind", "The Count of Monte Cristo" "A Tale of Two Cities" and "Hamlet". These literary and artistic works shine with the light of wisdom and can bring people endless life perception and life thinking, which can purify people's soul and raise spiritual shackles.

Therefore, in the aesthetic education of colleges and universities, the western advanced aesthetic education should be regarded as an important part of the aesthetic education of colleges and universities. The excellent western literary and artistic works should be used to cultivate aesthetic education awareness in colleges and universities with Western advanced aesthetic education thoughts, and enhance the aesthetic realm, humanistic quality and moral cultivation of students. In addition, the pursuit of "ultimate care" from students should be cultivated by excellent Western literary and artistic works. Aesthetic education pursues "ultimate care" in terms of value, but it is often influenced by specific ideologies under certain historical conditions. However, these two are not in conflict, because ultimate care and ideologies both aim to realize the free and comprehensive development of human beings. So the excellent Western literary and artistic works can lead students to think about human nature, explore ethics, and feel the difficulties of life, and realize the goal of ideology education imperceptibly. For example, we can use "Forrest Gump" to guide students to understand and think about the simple true feelings and the pure human nature, and use "Titanic" to guide students to think about life and love and rethink the meaning of life.

4. The Application of Mainstream Ideology in the Cultivation of Awareness of Value Education in Colleges and Universities

Since the reform and opening up, people's minds have been emancipated. Nowadays, western ideas are constantly impacting the mainstream ideology of our country. Such social status leads some college students to blindly worship foreign cultures, and many college students not only waver in their Marxist positions, but also lack certain ideals and beliefs. Because the ideological and political education system in colleges and universities is not perfect enough, so many college students cannot fully understand the situation of the party and the national conditions. Such an educational situation has led some college students not only to waver in their Marxist stand, but also to have utilitarian values and no ideal and faith.

College students are the pillars of the country in the future. Certain ideological problems of college students will seriously affect the mainstream ideology of the society and lead to the society full of wrong ideas[5]. Therefore, colleges and universities should attach importance to the awareness cultivation of value education for college students. In the process of ideological and political education, enhancing the mainstream ideological identity of students aims to establish the correct values.

4.1. The concrete application of mainstream ideology

The socialist ideology under the guidance of Marxism is the mainstream ideology in our country at present. Colleges and universities should endow Marxist ideology with practical significance in the cultivation of awareness of value education and combine Marxist ideology with modern social consciousness. Colleges and universities in cultured the values education awareness is not only to clear the dominant position of Marxism, should let the students better understand the insistence of Marxism is not stay on the surface, but should stay in the heart, colleges and universities should strengthen the education of Marxism, make Marxism the theory foundation and thought of students. Under the impact of western "hedonism", many college students have utilitarian values and no ideal and faith, so colleges and universities should strengthen the value education for students. The cultivation of students' awareness of value education is conducive to igniting their patriotic enthusiasm and arousing their national consciousness. Let college students establish correct ideals and beliefs, so as to enhance the socialist appeal and national cohesion. In addition, colleges and universities should also attach importance to the education of socialist core values for students. Train the university student to set up the socialist core value, train the university student to have the correct value judgment. Train college students to set up correct values and promote social harmony and stability.

4.2. Strengthen the influence of mainstream ideology in colleges and universities

Colleges and universities are the main place for the communication of various ideological discourses. Enhancing the recognition of students' mainstream ideology is not only conducive to the cultivation of the awareness of value education, but also conducive to enhancing the cohesion of students and their leading power. In order to enhance the influence of mainstream ideology, colleges and universities should enhance the influence of mainstream discourse so as to cultivate students to establish correct values[6].

First of all, a student-centered ideological discourse system should be established to educate students with lively,

accessible and lifestyle ideological discourse, and to improve students' emotional identity and ideological acceptance of mainstream ideological discourse. For example, the abstract and difficult theoretical discourse and the boring official discourse should be transformed into everyday discourses close to the student's life, so that students can easily understand the ideological content and value orientation of the mainstream ideology. We can also use life stories which students the familiar with and the online discourses which students concerns about to spread mainstream ideology and continuously improve the penetration and influence of mainstream ideology in students' learning and life. Secondly, it is necessary to improve the explanatory power of mainstream ideology to social problems and enhance students' theoretical recognition of mainstream ideology. Marx said that if a theory convinces people successfully, it must be correct and thorough, and it can provide people with correct practical guidance. The mainstream ideology with Marxism as its core is correct, scientific and reasonable, which successfully guided China's revolution and construction practice. However, in the context of the market economy and the network society, the existence of mainstream ideology has undergone profound changes. We need to constantly make innovation of the content of mainstream ideology and improve the explanatory power of mainstream ideology on the issues of the times. For example, many college students are dissatisfied with some social problems such as the large gap between the rich and the poor, corruption of officials, employment difficulty and high house price in cities, so they query the correctness and rationality of the mainstream ideology. In this case, we should vigorously promote theoretical innovation, improve the explanatory power of mainstream ideology on social issues, and use Marxism and mainstream values to explain contemporary social problems, dispelling all kinds of confusion and dissatisfaction from students. In addition, the penetration of mainstream ideology in students' life should be enhanced[7]. The awareness of value education in colleges and universities depends on students' awareness of mainstream ideology. In order to improve students' awareness of mainstream ideology, it is necessary to grasp the timing, temperature and width of mainstream discourse communication to improve students' acceptance of mainstream ideology. For example, mainstream ideology should be infiltrated into educational activities such as professional teaching, practical activities, campus culture construction, and innovation and entrepreneurship education, so as to mainstream ideology can cover the whole university campus. At the same time, Colleges and universities need to enhance the influence of mainstream ideology from different aspects, and the specific information is shown in table 2 below.

Table 2. Specific information on enhancing the influence of mainstream ideology

Emphases	Characteristics	Ways
Paying attention to the "time" of mainstream discourse communication	Grasp the timing and timing of the dissemination of mainstream discourse	Hold activities to spread mainstream ideological discourse
Paying attention to the "degree" of mainstream discourse communication	Grasp the temperature and breadth of mainstream discourse communication	Expand the communication channel of mainstream ideology and build the communication platform of mainstream ideology
Focus on the "efficiency" of mainstream discourse communication	Grasp the efficiency and effect of mainstream discourse communication	Actively understand students' satisfaction with and acceptance of mainstream ideology

5. Conclusion

Colleges and universities are not only the dissemination center of cultural knowledge, but also the important front of cultivating young people's ideology. In the new era, in order to consolidate and strengthen the ideological discourse power, colleges and universities must innovate the ideological discourse system of colleges and universities, and enhance the persuasiveness, influence and penetration of ideological discourse[8]. Colleges and universities should attach importance to the application of mainstream ideology in the cultivation of educational awareness so as to provide talent guarantee and intellectual support for socialist construction.

6. Fund Project

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