

Study on the Value of Ideological and Political Education in Building Beautiful China

Xiaojuan Cheng

College of Marx, Southwest University of Political Science and Law, Chongqing, 401120, China

Abstract: In the eighteen major reports of the party, it is pointed out that the construction of ecological civilization should be placed in a prominent position and to build a beautiful China. The nineteen major reports also put forward the construction of beautiful China and contribute to the global ecology. Building a beautiful China is a great promotion of the party's ruling idea and the idea of governing the country. So what kind of value will the party's ideological and political education have in this social construction and how to achieve it? This paper presents the beautiful Chinese theory background and significance of focusing on the ideological and political education in the construction of the beautiful China has guidance value, spiritual value, educational value and cohesion value, finally expounds the necessity of value realization of Ideological and political education.

Keywords: Ideological and political education; Beautiful China; Value

1. Introduction

1.1. The proposal and significance of building a beautiful China

The eighteen report of the Communist Party of China put forward: "put the construction of ecological civilization in a prominent position and integrate into all aspects and processes of economic construction, political construction, cultural construction and social construction. Make great efforts to build beautiful China and realize the sustainable development of the Chinese nation[1]. The nineteen major reports point out: "building a beautiful China, creating a good living environment for the people and making contributions to the global ecological security[2]. The proposal of beautiful China is a profound summary and sublimation of the theory of sustainable development, Scientific Outlook on Development and ecological civilization. The strategy of "beautiful China" is put forward according to the urgent request of the grim situation of resources and environment. It is also the inevitable requirement of building a well-off society in an all-round way and the only way and timely improvement of building socialism with Chinese characteristics. The beautiful China strategy is the promotion of the ruling concept and the idea of ruling the country in the new period of our party, and is also the inheritance and innovation of the traditional Chinese culture. The beautiful Chinese strategy insists on the construction of ecological civilization, which improves citizens' aesthetic consciousness and awareness of environmental protection, and improves the quality of citizens. Beautiful China's goal is to further

implement the Scientific Outlook on Development, and adhere to the people as the center, but also to achieve both "jinchanyinshan" and "beautiful scenery".

The key to solve the current problems in the development, and strive to build a "five in one" construction of a new pattern, which is helpful to improve the comprehensive strength of our country.

2. The Value of Ideological and Political Education in the Construction of Beautiful China

Ideological and political education is the fine tradition and important political advantage of our party, and it is also the "lifeline" of all work. In the construction of beautiful China, ideological and political education is not only an important mode to govern the society, but also a working mode of building a party and building a nation. It is also an important tool to unite people and unite people's hearts. Ideological and political education is a purposeful, planned and organized social practice, so it has the following value in the construction of a beautiful China strategy.

2.1. Guiding value

Guide value, in short, is to guide and guarantee the direction. The guiding value of Ideological and political education is the essence of the transcendence and purpose of Ideological and political education, and it is also the fundamental value of Ideological and political education. The strategy of beautiful China will not spontaneously

become a theory of the masses. This requires us to propagandize and educate the masses and help them understand the necessity and emphasis of building beautiful China.

2.1.1. Ideological orientation

In the eighteen major report of the party, it is pointed out that the construction of ecological civilization is a long-term plan for the well-being of the people and the future of the nation. The nineteen major reports also pointed out that "speeding up the reform of the ecological civilization system and building a beautiful China." We should put the construction of ecological civilization in a prominent position and integrate it into all aspects of the other four construction and the whole process.

2.1.2. Goal orientation

The aim of Ideological and political education work stipulates all the content and development direction of Ideological and political education, and also restricts the whole ideological and political education activities. In the current context, ideological and political education revolves around the eighteen major strategic layout of China, which is in line with the mainstream values and ethics, and is also the embodiment of its goal oriented value. In practice, ideological and political education is used to build the concept of beautiful China to guide the thought and behavior of the cadres and the people. Through Scientific Outlook on Development education, ecological ethics education and low-carbon green education, we can improve the ideological and moral level of the educated, and constantly enhance their awareness of social development and ecological development. Requires the educated deep thinking in learning how to realize the foundation of scientific development and protect the environment effectively, so that the majority of cadres and the masses to build a beautiful Chinese this great goal in the trivial life and work, with practical action to participate in the construction of the beautiful Chinese.

2.2. Incentive value

The so-called incentive is to stimulate encouragement, that is, through external stimulation to make people produce a continuous upward spirit and positive state. The incentive value of Ideological and political education is to use various forms of means. We should fully mobilize people's enthusiasm and creativity in building beautiful China, and enhance the vitality of all the people and the whole society, so that we can create all the sources of current and future social wealth enough to bring benefits to the society. The inspiring value of Ideological and political education can unify people's knowledge through scientific and normative theoretical propaganda and guidance. Stimulate people's enthusiasm, promote the

participation of advanced culture and play a huge role in social activities and social life, and provide spiritual support for the socialist modernization and cultural heritage and development. In the practice of building beautiful China, we should mainly focus on the following aspects: Democratic encouragement, example encouragement, rewards and punishments, etc.

2.2.1. Democratic incentives

This requires play to the wisdom of the people, and mobilize the masses to actively participate in the construction of the beautiful China in common, at the same time thinking about how to build a beautiful China give counsel. Mobilize people's enthusiasm and creativity, and apply the Democratic incentives of Ideological and political education to the construction of beautiful China through various means and forms. All sectors of society are able to exercise their master's rights and participate in the governance of beautiful China's strategy and other major issues. At the same time, effective supervision of local governments should also be achieved. To ensure the purity of the theory of the construction of the source and the purity of the path, and to eradicate the development model of the new exchange of soup and no change from the source.

2.2.2. Model incentive

It is also called the typical incentive, which is to promote people to find the self-gap by setting an example and advanced models. In the establishment and practice of the concept, it is necessary to set up advanced typical examples and guide by example. For example, the propaganda of the ideological and political education to the model of the low carbon development city and the great contribution to the ecological development are the way of encouraging the example.

2.2.3. Reward and punishment incentive

That is to use the means of reward and punishment to fully adjust and guide the rational motives of the people so that the correct and legitimate thought will be promoted. In the practice of building a beautiful China, it is necessary for the party and the government to give a certain material or spiritual reward to the great contribution made to the construction. At the same time, we should focus on economic development and severely destroy the construction of ecological environment, and take some punishments to stimulate their creativity and determination.

2.3. The value of educating people

Achieving the sustainable development of Chinese nation and the free and comprehensive development of human beings is the realm of beautiful China Construction, and the goal of Ideological and political education. The goal

of the two is to promote the all-round development of people and society, so it has consistency. The educational value of Ideological and political education is mainly reflected in the ability to improve the overall quality of people, and to cultivate people with a sense of moral responsibility and ecological responsibility. To enhance the adaptability of people, and to meet the spiritual pursuit of people.

2.3.1. Motivate individual spiritual motivation

Modern ideological and political education has overcome the defects of traditional ideological and political education, killing people and pressing people. It has begun to focus on people, liberating people and developing people, and has been trying to cultivate people into complete creation subjects. Under the various challenges of the market economy, we need to use ideological and political education theory weapon to educate and propagate the beautiful China strategy. It can create conditions for people's development needs and self-actualization needs, and guide people to actively participate in the construction of beautiful China, which can stimulate individual spiritual motivation and creativity.

2.3.2. Standardize individual thoughts and guide behavior norms

Ideological and political education regulates people's thoughts and behaviors, repels and corrections the ideas and behaviors that interfere with the goals and directions of Ideological and political education, and rewards and affirms the ideas and behaviors that conform to the goals of Ideological and political education. Ideological and political education is to impart ecological ethics, and to guide the construction of the great historical task of the construction of beautiful China. Ideological and political education should also cultivate people's ability to understand beauty, love and beauty, and standardize people's thoughts and behaviors.

2.3.3. Shaping individual personality

Ideological and political education is the activity of educating people. Therefore, it has a universal law that is related to human consciousness and activity. One is through all kinds of Ideological and political education and various incentives to make the educated keep the direction of their struggle. By establishing the attitude, cognition and emotion that conforms to the unity of society and human ecology, the corresponding environmental protection behavior is produced. Secondly, through the organization of a large number of green low carbon practice to consolidate the theoretical cognition of the construction of beautiful China. Constantly strengthening the ability, psychological quality and moral character of the educated people to form the needs of the construction of beautiful China. To promote the transformation of

individual knowledge and the molding of ecological personality by conducting the value criteria and behavior norms of the concept of ecological civilization construction.

2.4. Coacervation value

The cohesion of value in Ideological and political education refers to the centripetal cohesion of all the people through propaganda, indoctrination and cultivation of social members' recognition of social political system and economic system. To foster the sense of identity and responsibility of the members of the society for the construction of beautiful China, and to encourage people to make a centripetal movement towards the goal of building a beautiful China.

Ideological and political education can condense the hearts of the masses. The construction of beautiful China and the pursuit of people's pursuit of a better life, and guide people to pursue the best way of life and development direction. The ideological and political education in the new period is an important tool to awaken the consciousness of the people and to meet the needs of the people's spirit. Ideological and political education, through positive propaganda and education, leads people's ideas and behavior to the direction of the ecological development of beautiful China. We should unify the understanding of people and integrate the productive elements of the social spirit in order to condense the common understanding of building a beautiful China.

Ideological and political education as the main channel and important means to disseminate the concept of the construction of beautiful China. Through the beautiful China theme education, armed people's minds, and help people to consciously identify and internalize the political orientation of the construction of beautiful China. In the construction of beautiful Chinese, requires multi structure level, and rely on the beautiful China ideal faith education to play the educational function of traditional cultural education in the heaven of the thought and spirit of hard work, in order to continuously meet the people's growing spiritual needs in life.

3. The Necessity of Realizing the Value of Ideological and Political Education

3.1. Building a beautiful China needs a strong atmosphere of public opinion

Fundamentally, ideological and political education is a kind of behavior to promote social transformation[3]. In order to continue the development of human society, it is necessary to make all members socialized and personalized gradually through ideological and political education. We strive to practice the strategy of Scientific Outlook on Development and beautiful China, and make the whole ecological, cultural and economic parts coordi-

nated and common development. The ideological and political education has the goal orientation and the public opinion oriented value, which can provide great policy guidance and public opinion support for the construction of beautiful China. At present, the urgent task of Ideological and political education is to give full play to the role of all kinds of propaganda positions and propaganda tools. In view of the different objects and groups that will take part in or participate in the beautiful China Construction, we must take effective measures respectively and let the whole society know what kind of society we are building beautiful China. In order to create a strong atmosphere of public opinion, and carry out extensive publicity activities to build beautiful China, we will form a strong public opinion atmosphere for the beautiful China.

3.2. Building a beautiful China needs the enthusiasm of the people

Historical materialism tells us that the people are the main body and power to create the history of the world, and the creator of the world's material wealth and spiritual wealth. To build a beautiful China requires us to mobilize all the positive factors in the most extensive and most comprehensive way. The incentive value of Ideological and political education can make people produce positive and positive momentum through various forms of external stimulation. We should give full play to the creative vitality of the whole society, and effectively mobilize the enthusiasm and initiative of the people, and unite all the people to make suggestions for the construction of a beautiful China.

3.3. The construction of beautiful China requires a good moral fashion

Good morality is an important cornerstone of building a beautiful China. The beautiful Chinese value contains the harmonious relationship between man and nature, and it also contains the harmonious atmosphere between people.

The educational value of Ideological and political education can provide a good moral custom for the society : First of all, it can help people to set up the awareness of environmental protection and moral quality. Secondly, it can promote the harmonious development of man and nature. Educating people to make use of resources reasonably and effectively, and to form a sense of environmental protection and good moral style to promote the harmonious development of human and nature.

References

- [1] Hu Jintao. We must unwaveringly follow the road of socialism with Chinese characteristics and strive to build a moderately prosperous society in an all-round way -- report [R] at the Tenth National Congress of the Communist Party of China. Beijing: People's publishing house, 2012.
- [2] Xi Jinping. To win the battle of building a well-off society in an all-round way -- to win the great victory of socialism with Chinese characteristics in the new era is reported at the nineteenth National Congress of the Communist Party of China [R]. Beijing: People's publishing house, 2017.
- [3] Zhang Yaocan. Principles of Ideological and political education [M]. Renmin University of China press, 2012 (231).
- [4] Zhang Yaocan, Chen Wanbai. The principles of Ideological and political education [M]. Beijing: Higher Education Press, 2005 (2): 12-14.
- [5] Yu Yu hua. The ideological and political education in the construction of a harmonious society [J]. Ideological and theoretical education, 2005 (6) 23-24.
- [6] Hu Changen. On the function of Ideological and political education, and the relationship between the value of [J]. Exploration, 2006, (3) 45-46.
- [7] Zhang Handong. [J] value function of Ideological and Political Education under the perspective of harmonious society. Social Sciences in Jiangxi, 2006, (1) 34-36.
- [8] Zhu Changhua. The value and Realization of Ideological and political education research [D]. Anhui: Anhui University, 2011.
- [9] Xi Jinping. Win the battle and build a well-off society in an all-round way. We won the report of the great victory of socialism with Chinese characteristics in the new era at the nineteenth National Congress of the Communist Party of China [R]. Beijing: People's Publishing House.2017.