

The Improvement and Practice of Ideological Education Mode of Students in Colleges and Universities under the Perspective of Multi Culture

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Abstract: With the development of society, science and technology are increasingly developed, and culture is increasingly diversified. The social environment is changing day by day, and people's thoughts are gradually opening up. Compared with the past closed cultural environment, today's society has absorbed many foreign cultures. In the process of blending traditional culture and foreign culture, people's thoughts will be affected to some extent, and their ideas will change accordingly. The ideological and political education in colleges and universities should find out problems and respond to them in time, cultivate students' correct values, improve their moral quality, and promote personal and social development to deal with the impact of multi culture on traditional culture. This paper mainly analyzes the challenges faced by the ideological education of college students under the influence of multiculturalism, and puts forward some improvement measures, hoping to make some contributions to the ideological education of colleges and universities.

Keywords: Multi-culture; Colleges and universities; College and university students; Ideological and political education

1. Introduction

From the perspective of globalization, with the convenience of the Internet, the communication between countries is becoming more and more frequent. In the process of communication and collision, the cultures of different countries have gradually formed multi cultures. We have been calling for cultural innovation, and in this process we should make up for the shortcomings and discard the dross. But for the college students whose values are not mature, they cannot distinguish the level of cultural quality well, so they need effective ideological and political education in colleges and universities. From the perspective of multi culture, the ideological and political education of college students is to cultivate the positive views of socialist builders and successors while facing new opportunities and challenges, which requires colleges and universities to take timely measures to adapt to the new environment.

2. Multi-Culture and Ideological Education of College Students

2.1. Multi-culture and its significance

In the complex human society, with the development of information flow, the transformation of renewal culture is accelerating. This has brought many opportunities to the

development of various cultures, but there are also many challenges because of the endless new cultures. The contemporary social structure is so complex, and the development of society needs different cultures to promote. These cultures promote the development of society, which forms the cultural diversity, that is, the multi culture under the complex social background [1].

On the one hand, multi-culture influences people's life; on the other hand, it also affects people's thoughts. Under the background of multi-culture, the ideological and political education in colleges and universities is also impacted to some extent, but objectively speaking, multi-culture itself has great significance. First of all, just like the creatures on earth, the development of culture also needs diversity. Multi-culture provides more choices and possibilities for the development and progress of human culture. Secondly, culture is developing. If we want to keep the development of culture alive, we must constantly inject fresh blood to enrich ourselves. Integrate local culture with foreign culture. Thirdly, cultural diversity can resist cultural hegemonism and prevent the forced import of powerful culture. For example, some developed countries impose their own culture on the weaker countries. Finally, cultural diversity can alleviate the conflicts among different ethnic groups. When one nation has recognized the culture of another nation, both sides can understand and respect each other, which can reduce

unnecessary friction. Cultural diversity is conducive to friendly coexistence between different countries and nations. Everything has both good and bad sides. As long as we deal with it rationally, we can bring the significance of multiculturalism to the extreme [2].

2.2. Ideological and political education of college and university students

The soul and core of ideological and political education in colleges and universities in China is the education of college students' ideals and beliefs. This is also an essential step before training talents. At present, the global ideology and culture are constantly blending, the competition between cultures is becoming more and more intense, and the unstable factors are increasing. The western hostile forces are covetously looking at the college students of our country, and constantly disturb their thoughts. The main problem in front of us is that the correct guidance of educators can take the real ideals and educational beliefs as the core of ideological and political education of college students. Only by solving this problem can we train college students to be pillars of the country.

3. The Goal of Ideological Education in Colleges and Universities

3.1. Improve the ideological and moral quality and scientific and cultural level of college and university students

Morality is the root of man. "Morality Education" answers the question of how to cultivate people. Being a man is the first thing to do, and then comes doing things. Ideological and political education in colleges and universities should place students' ideological education in the first position. Special attention should be paid to the cultivation of students' ideology and morality as well as political concepts. The students' scientific and cultural literacy and practical ability should be cultivated after that. College and university students with both ability and morality can finally become useful pillars of the society.

3.2. Training students' correct ideology and cultural cognition

Ideology is composed of ideas, views and concepts that are directly related to certain social economy and politics, such as law, literature and art, morality and religion. Proletarian ideologies are quite different from other ideologies in some western countries. Our country takes the socialist road, so we train socialist builders and successors. Ideological and political education in colleges and universities must be the education of socialist ideology. Only in this way can the trained talents serve the motherland wholeheartedly. Multi-culture has a certain impact on the ideological education of college and university

students. Under this background, we should enhance the sense of cultural identity of college students, and accept foreign cultures with cultural self-confidence, and extract the essence and remove the dross. Chinese culture has a five-thousand-years long history and is the foundation of the Chinese nation. As the successor of building the motherland in the future, we should fully recognize and learn Chinese culture [3].

3.3. Training socialist builders and successors

The ultimate goal of ideological and political courses in colleges and universities is to train college students to be socialist builders and successors. Socialist successors and builders must adhere to the leadership of the Communist Party of China, follow the party wholeheartedly, and be willing to devote their lives to the cause of communism.

4. The Challenges Faced by the Ideological Education of College Students from the Perspective of Multi Culture

4.1. Multi-culture weakens the leading power of ideological and political education

Multi-culture weakens the leading power of ideological and political education. Nowadays, countries all over the world are closely linked, with frequent trade, increasing economic and cultural exchanges, and rapid information dissemination. In such background, the world culture has become a diverse culture. The Chinese culture with a long history has also been impacted. Culture influences people's thoughts. In the process of cultural blending, a large number of cultural resources provide more choices for colleges and universities. However, due to the uneven quality, ideological and political education in colleges and universities will inevitably be affected.

Multi-culture changes traditional values. Traditional culture and foreign culture interweave to form a pattern of coexistence of various values. Other countries continue to export their values to our country through various channels. They use the developed network to spread culture to us, so that students who have not yet formed correct values would question the mainstream culture of their own country, thus denying their own values and accepting foreign ones. Ideological and political education can have a planned and purposeful influence on the educated. The purpose of ideological and political education in colleges and universities is to enable the educated people to form the ideology and value system that can promote social development, so as to make more contributions to the society. However, the cultures with uneven qualities influence the educated people by the increasingly diverse ways of communication, which weakens the guiding role of higher education [4].

4.2. It is difficult for colleges and universities to grasp the ideological trends of students

The new media brings a broader vision and more abundant information, which expands the students' knowledge. Students accept the core values of socialism and at the same time receive different cultural ideas. In addition, some bad media release false information in order to attract the public to increase the number of visitors. Western capitalist countries use the convenience of the Internet to release Anti China information, which has a negative impact on the construction of college students' values. Even some websites release pornographic and violent content. All of the above bad information will have a negative impact on college Students' thoughts. This is a great challenge to the ideological education in colleges and universities, because the teacher can't know the students' thoughts. First of all, it has become a common phenomenon that students don't listen to class carefully and play with their mobile phones. Teachers' knowledge and ideas cannot be effectively transferred to students. Secondly, with the constantly improving degree of mobile phone automation, many students do not have good self-control and often stay up late to play with mobile phones, which is not only harmful to their physical and mental health, but also greatly reduces their learning efficiency. Internet is a double-edged sword. The good side is to provide a better platform for learning and communication, but the bad side is that anyone can publish their own views. No matter from their own point of view or on behalf of a theme, the published information can be seen by many people. When students have not formed a sound value concept, their thoughts are likely to be shaken by the improper speeches. The lack of sense of responsibility and rational speech will also make it difficult for colleges and universities to grasp the ideological dynamics of students [5].

5. The Improvement of Ideological Education Mode of College Students in the Perspective of Multi Culture

5.1. Strengthen the red education and adhere to the educational concept of moral education

Today's happy life is exchange with the blood of countless martyrs. Every college student should remember to cherish the happy and stable life. With countless soldiers' brave fight, the bright five-star red flag can be exchanged. The story behind the five-star red flag can't be submerged in the dust of history. It should be used to educate future generations to cherish the present stable life and fight for it. Strengthening red education is conducive to the formation of ideology. In particular, with the continuous improvement of the level of global integration, red education can help students better enjoy healthy culture and form a correct outlook on life, values and the

world. General secretary Jin Ping has repeatedly emphasized the educational concept of "moral education" in the symposiums of colleges and universities as well as primary and secondary schools. "Moral cultivation" refers to the establishment of good moral character and the cultivation of useful talents. Moral cultivation comes first and talents cultivation comes second. In the process of training talents, colleges and universities should first pay attention to the establishment of students' political thoughts, and then cultivate them as excellent talents of the motherland. As the saying goes, we should be afraid of hooligans who have knowledge. Without a correct thought as a guide to life, every step of the talented students is harmful to the society. Therefore, morality cultivation is the premise and training talents is the goal. With the improvement of the level of socialist modernization construction, "moral education" has been given new connotation: educating socialist morality, and cultivating socialist modernization builders and successors.

5.2. Flexible use of network and innovation of ideological and political education mode

The education of college and university students should keep up with the pace of world changes. In addition to using the traditional teaching mode, college and university education can also use the developed network to conduct teaching and other educational activities. First, create a new media education platform. New media education platform can satisfy students' curiosity and knowledge demand. Colleges and universities should not stick to the traditional classroom teaching mode, but should accept new things, combine network resources with ideological and political education, combine theory with time to cultivate students' values and moral quality. Secondly, we should pay attention to social hot topics and grasp the ideological trends of students in time. Students tend to pay attention to some social hot topics, but college students are inexperienced and simple minded, they are easily affected by some online comments. The school should give correct guidance to the hot social events in time and guide the students to form correct political thoughts. Finally, when schools evaluate students' moral quality, they often grade according to their impressions, which makes the evaluation lose its own significance. Evaluation on college and university students' ideological and political performance should be carried out from many aspects. The evaluation of students has a certain guiding role, so special attention should be paid to the evaluation under the diversified background.

6. Conclusion

The course time of ideological and political education for today's college and university students is two years. Time is tight and task is heavy. How to carry out ideological and political education efficiently is what we should

pay close attention to and study all the time. With the background of cultural diversity, the ideological and political education of college and university students is particularly important. Multi-culture not only meets the psychological and knowledge needs of college students, but also brings many challenges. For example, multi-culture weakens the dominant power of ideological and political education, making it difficult for colleges and universities to grasp the political and ideological dynamics of students. Therefore, colleges and universities should pay more attention to the observation and cultivation of students' political thoughts while paying attention to scientific research and the cultivation of students' study in science and technology, and make full use of the network conditions at this stage to carry out ideological and political education for students. With the help of new media, we will complete the education of political and ideological education for college and university students and train excellent socialist builders and successors.

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