

## **The Influence of Multi Culture on the Ideological and Political Education for College Students**

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**Abstract:** The ideological and political education for college students are related to the physical and mental development of the young generation, social stability and the future of the country. Xi Jinping has pointed out the tough challenge of ideological and political work in colleges and universities in the Conference of College Ideological and Political Work on March 18, 2019. In recent years, especially after the reform and opening up, development of information has been speeding up with increasing cultural collision. The intruding foreign culture has been interfering with the inheritance of domestic traditional culture, resulting in the current situation of multi-cultural intrusion.

The multi-cultural pattern has different influence on the formation of young people's views of life, value and the world, especially those college students. Multiple values are embodied in the worship of money, individualism, utilitarian treatment of people or things, and distorted evaluation. There are many collisions between the inheritance of traditional culture and the development of contemporary culture. Due to the collision, it is inevitable that modern young people lack correct life beliefs.

**Students themselves are not the only reason for the diversity of their acceptance.** In the process of teaching, teachers' correct three views, theoretical identity, value identity and emotional identity are also important factors affecting students' ideological environment. Some teachers spread rumors, stir up trouble, and even make some reactionary remarks in their teaching. Undoubtedly, all of these have a serious impact on the construction of the ideological and political main base in colleges and universities. In order to reduce the impact of multiculturalism on students, especially the adverse impact, we should stick to the main base of ideological and political work in colleges and universities, and guide students to the correct views of world life and values in line with the principle of being responsible for students, so as to complete the correct guidance for the future talents of the country.

Colleges and universities are supposed to be the places where colorful cultures gather together. The students of higher education should draw nutrition, connotation and positive energy from it. Although diverse, they should all be positive. However, due to the instability of their three views, it is likely that in the process of acceptance, college students will make unconscious choices that are more acceptable, more sensory stimulating and more interesting. So this is the negative effect on students in the era of fragmentation of reading and information, complation and pan-entertainment. The ideological environment of students tends to be simplified, entertained and vulgar, which is not in line with the main base of ideological and political environment in colleges and universities. There will even be an invisible war for the main base of students' ideological education.

I will discuss the influence of multicultural environment on the main base of students' ideological construction from the following two aspects.

**First, the modern cultural environment is rich and diverse with foreign cultures penetrating China.** In the past two years, Japanese and Korean culture has been whirlwind in

China. 'Little Fresh Meats' (handsome young males) groups are common. They are usually wearing eyeliner and tight clothing, and their gender is ambiguous. The three views of college students who are still in adolescence have not been fully formed or completely unified. There is no unified and normal aesthetic standard, so there will be imitation among students. However, for a great nation which has unyielding, enthusiastic and resolute characters since ancient times, gender ambiguity is likely to cause the degradation of the national spirit, especially men will lose their resolute characteristics, which will kill the willpower of our Chinese nation from the spiritual level.

In the peaceful time, the construction of mainstream culture and values must emphasize and highlight our national spirit. At present, we can edify certain culture and values and remember history through historical dramas and anti-Japanese war dramas, such as the film *The Founding of a Republic* dedicated to the 60th anniversary of the founding of the people's Republic of China in 2009, *The Founding of a Republic* dedicated to the 90th anniversary of the founding of the party in 2011, the great parade in 2015 to commemorate the 70th anniversary of the victory of the Anti-Japanese War, and *The Founding of an Army* dedicated to the 90th anniversary of the founding of the army in 2017. Most of these films and TV plays are supervised, participated and produced by the government, so they have a strong sense of the main theme. In fact, as long as the content and form can be properly combined, everyone is willing to accept the realistic interpretation of history. The theme of anti-corruption TV series *In the Name of the People* is also of this type. There is no eye-catching star, but the role is clearly shaped and the plot is practical and realistic. Although they are all veteran actors, they still attract numerous fans. With the development of the plot, ideological and political education can be spread silently. The core values of socialism have been confirmed and spread rapidly again, and the role of deterring crime is self-evident. As long as the film and TV play works are responsible, supplemented by appropriate forms, they can reflect the reality in a practical and realistic way. The repercussions it causes and the educational significance it has for the audience, especially for college students, must be far-reaching.

**Second, cyber culture is diversified.** With the development of cyber information technology, which is the result of socialist market economy, mobile phone has gradually become a small computer, a collection of various functions. For example, wechat, microblog and other small mobile phone apps have created many miracles in a few years. In addition to chatting, shopping and learning, entertainment has changed from computer online games to mobile online games. Recently, a popular mobile online game among students is called *Honor of Kings*. Students' obsession to this game is a headache to the teachers. This online game is based on many ancient Chinese historical figures, such as Li Bai, Du Fu, Bian Que, etc. There's nothing realistic about the plot. If young people form such a cultural view, history teachers may be dumbfounded in class. Therefore, how to strengthen the ideological and political education of college students in the multi-cultural environment, how to adhere to the socialist core values, positive energy is also a key point of college education.

Such education is also the highest expectation the party has towards the new generation. First of all, from the perspective of the ideological and political training system of college students, the course of ideological and political education has been completed in the first two academic years. Learning time is short, the content is too little. In some schools, the ideological and political courses are often mere formality, but the essence of ideological and political courses is not to talk only about morality, life and ideal in the classroom. In the construction of ideological and political theory courses in colleges and universities, we should pay more attention to the research of effectiveness. In the process of teaching, I pay great attention to the research of effectiveness. For example, wherever online, offline or in classroom, I always focus on strengthening students' sense of law, morality and values, as well as their cognition of socialist mainstream values and traditional culture. Let college students truly become the disseminator of positive energy of socialist core values rather than the carrier of negative energy and non-mainstream values. Let the ideological and political education form a clear stream under the concerted efforts of teachers and students, and stick to the main base of ideological work in colleges and universities.

Since the founding of the People's Republic of China, the people-oriented ideology has been

gradually established and gradually developed to open and diversified values. The consciousness of college students changed from active enthusiasm in the early days of the founding of the PRC to blind obedience during the Cultural Revolution to contemporary self-care. In the 1990s, the pace of China's opening to the outside world accelerated, and foreign exchanges increased day by day. By means of economic and political exchanges, foreign cultures have imported capitalist views of world ,life and values into China, which has a strong impact on the inherent three views of college students and caused some confusion. China's achievements since reform and opening up are obvious to all. The faster China develops, the more "sleepless" some western countries are. Some western countries take the opportunity to concoct "China Threat Theory" and try to homogenize Chinese youth groups with capitalist ideology. College students are the first to be disturbed to some extent.

**The unprecedented great change is brewing, and the trend of mainstream culture is inevitable.** From the selection of "people that move China", and "the most beautiful people", to model people ,such as Gao Tiecheng, the most beautiful guard, Wu Ju, the most beautiful mother, and Li Jiasheng, the most beautiful rural doctor, we can see that in recent years, the shaping of typical role models not only has the characteristics of "high, big and complete" of typical role models in the 1980s and 1990s, but also contemporary role models are more vivid, close to the reality of life and more diversified. As long as it conforms to the mainstream values of the society, it can promote the positive energy of the social atmosphere. Grassroots figures can also be models for the people to learn from. Ancient Greek Socrates once said, "Beauty and goodness are one thing, which is useful and beneficial." "If anything can achieve its purpose in function well, it will be good and beautiful at the same time, otherwise it will be evil and ugly." This is the first view that connects beauty with useful value. General secretary Xi Jinping once pointed out, "Use light to dispel darkness and overcome evil with goodness." In the current ideological education, strengthening the education of the beauty of role models helps students to shape the mainstream aesthetic view, which is conducive to the improvement of students' personality and the emergence of a new cultural atmosphere of "truth, goodness and beauty". Liang Qichao once said, "today's responsibility lies not in others, but in the youth." The youth is the future of our country and the mission of the new era. Whether it's the youth who cheered up a hundred years ago or the college students who are in their prime, we should make them the model of the times and urge more young people to join hands and forge ahead, so that they can leave their own mark in history. This is not only our opportunity and challenge, but also mission and glory.

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