

# On the Reform Strategy of Ideological and Political Education in Colleges and Universities under the Multicultural Background

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**Abstract:** With the rapid development of social economy and production level, China has stepped into a multicultural era. The obvious trend of social diversification has undoubtedly brought new opportunities and challenges to the reform of ideological and political education in colleges and universities. The ultimate goal of ideological and political education reform in colleges and universities under the multicultural background is to adapt itself to the diversified development of world culture as soon as possible, and create favorable conditions for the overall improvement of college students' comprehensive quality. This paper analyzes the necessity of the reform of ideological and political education in colleges and universities, expounds the new opportunities and challenges faced by the reform of ideological and political education in colleges and universities under the multi-cultural background, and puts forward effective strategies for the reform of ideological and political education in colleges and universities under the multi-cultural background, with a view to taking advantage of the multi-cultural east wind to put forward new ideas and new references for the reform of ideological and political education in colleges and universities.

**Keywords:** Multi culture; Colleges and universities; Ideological and political; Reform in education; Effective strategies

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## Introduction

With the acceleration of cultural globalization and the deepening of reform and opening up, China's current society is facing a diversified development situation, especially in the new media era, diverse and colorful foreign cultures continue to flow into China, affecting the development of college students' ideas, ideology and behavior. In such a diversified pattern, as the main position to instill correct values, outlook on life and world outlook into college students, the teaching reform of ideological and political courses should be put on the agenda as soon as possible. How to give full play to the advantages of multiculturalism and promote the quality of ideological and political teaching reform in colleges and universities by virtue of its characteristics is a topic that relevant educators should focus on at present.

## 1. The necessity of teaching reform of ideological and political courses in colleges and universities under the multi cultural background

### 1.1 The need for students to learn

College students in a multicultural background, if we start from their age, mainly refer to the post-00s group. This group has obvious characteristics and outstanding personality. Sometimes it is easy to consider things personally, and the sense of teamwork and independent learning ability are relatively weak. However, this same group also has advantages that other groups cannot match. For example, the innovation force has outstanding creativity, and is good at applying advanced information technology to acquire knowledge, consolidate skills, and can accept a new thing in a short time. More importantly, it has a strong perception of society. However, some workers in charge of ideological and political education did not realize this, which led to the fact that in the actual teaching process, both the use of teaching methods and the indoctrination of teaching ideas are relatively simple and traditional, which may not really meet the learning needs of post-00students who always advocate open-

ness and freedom.

## **1.2 The needs of students' growth**

The reform of ideological and political education based on multiculturalism can broaden students' horizons and lay a solid foundation for students to widely contact with excellent foreign cultures. As a result, students' perception of society is also getting higher and higher, which is conducive to students' continuing to move in the right direction while adhering to the correct values, outlook on life and world outlook. At the same time, students may also find development opportunities that are more consistent with their own interests and personality, which is conducive to promoting students' all-round development.

## **1.3 The needs of teachers' teaching**

The popularization and penetration of multiculturalism has completely broken the long-standing ideological and political teaching model in colleges and universities. Competition, exchange and integration between different cultures are the stages that cultural exchanges need to go through under the current background of globalization. On the one hand, cultural diversity helps to better carry out ideological and political teaching, providing more materials for ideological and political teaching, and also adding a lot of forward-looking content and forms. Ideological and political teachers are guides for students to learn, reasonably organize the teaching content, actively absorb advanced foreign teaching experience in this process, and purposefully integrate it into the teaching content. On the other hand, the development of culture is not closed, but a process of mutual exchange and reference. Multicultural integration is the development trend of cultural communication. In the process of ideological and political teaching, we should appropriately increase the excellent western culture, enrich the teaching content of students, make them contact more new things, and effectively expand the vision of students.

## **2. New opportunities and challenges faced by the reform of ideological and political education in colleges and universities under the multi cultural background**

The word "pluralism" is believed to be familiar to all. It can be literally understood as the meaning of multiple units and elements. The pluralistic culture derived from pluralism mainly refers to the fact that human society is becoming more complex and the information circulation is becoming more and more extensive. <sup>[1]</sup>

### **2.1 New Opportunities Faced by the Reform of Ideological and Political Education in Colleges and Universities under the Background of Multi culture**

#### **2.1.1 Expand the space for ideological and political education**

Multi culture covers the unique cultural connotation of many countries. The traditional ideological and political teaching may only be conducted in a cultural environment, but the ideological and political teaching based on multi culture can be conducted in different countries, different systems and different cultural environments at the same time. As teaching slowly tends to open, the space for ideological and political teaching reform becomes wider and wider.

#### **2.1.2 Enhance the sense of the times of ideological and political education**

In the actual teaching process, it is an effective way to enrich the ideological and political teaching content by constantly absorbing the excellent cultural achievements of many countries and integrating them closely with the ideological and political teaching content. In addition, in the context of multi-cultural coexistence, college ideological and political education teachers can also learn more advanced teaching concepts and teaching methods, so as to guide the ideological and political education in colleges and universities to move in the right direction. At the same time, the sense of the times of teaching is also gradually increasing.

### **2.2 New Challenges Faced by the Reform of Ideological and Political Education in Colleges and Universities under the Multi cultural Background**

#### **2.2.1 Impact on the mainstream ideology**

The ideological and political teaching based on multiculturalism is gradually moving towards a more complex and diversified direction. At this time, if the ideological and political teaching does not adhere to the bottom line, some bad foreign cultures will take the opportunity to penetrate into the ideology of college students, And then it has a negative impact on the mainstream ideology of our country.

#### **2.2.2 The leading position of ideological and political courses is affected**

When the ideological and political teaching process is filled with diverse cultures of different forms and good and bad, the

development of college students' values and ideas will also show diversified characteristics. Once college students have weak self-control, and they do not have the ability to accurately distinguish between good culture and bad culture, it will seriously affect the dominant position of our ideological and political education on college students' three outlooks. In this context, some students will form a series of non mainstream ideas such as "individualism", "egoism", "money first" and "hedonism"<sup>[2]</sup>. This situation seriously impacts the theme of ideological and political education in colleges and universities. At the same time, the dominance of ideological and political courses will be questioned by many students.

### **3. Effective strategies of ideological and political education reform in colleges and universities under the multicultural background**

#### **3.1 Face foreign culture squarely and learn the inner essence**

In view of foreign cultures, educators should maintain an objective and scientific attitude, and guide students to view foreign cultures dialectically. Should reasonably and deeply tap their essence on the basis of acknowledging their objective existence, and integrate the essence as an important foreign resource in the process of ideological and political teaching. In the actual teaching process, teachers should, on the one hand, infiltrate the essence of China's excellent traditional culture system into students, so as to stimulate college students' strong interest and desire in learning China's excellent traditional culture, and effectively enhance college students' sense of identity and pride in China's mainstream culture. On the other hand, teachers should skillfully refine the essence of foreign culture, remove its dross from its essence, selectively absorb and learn from the cultures of other countries, and maximize students' vision of ideological and political learning through the effective integration of the essence of multiple cultures.

#### **3.2 Pay attention to current affairs and hot spots, and properly guide**

Hot current affairs can enrich the content of ideological and political teaching and highlight the interest and vitality of the whole teaching process. It is one of the teaching methods that teachers can learn from. In the process of penetrating traditional Chinese culture, teachers can make use of some film resources, which was popular some time ago, and combine the teaching content, with the help of hot topics, set questions worthy of in-depth consideration, guide students to deeply understand the connotation of traditional Chinese culture, and fully mobilize the enthusiasm of students to participate in classroom discussions. For example: The recently popular documentary "I Repair Cultural Relics in the Forbidden City" was used to record the repair process and daily maintenance of various precious cultural relics such as calligraphy and painting, bronzes, woodwork, ceramics, etc. in the Forbidden City, demonstrating the craftsmanship spirit of the cultural relics restorer, and combining the contents of the classroom, leading to the knowledge theme "cultural innovation"<sup>[3]</sup>. At the same time, teachers can take "cultural relics" as a clue to lead students into the history of the war, so that students can have a deeper understanding of the world situation, past and present, and at the same time have more unique views on our culture. Through the introduction of this documentary, the classroom atmosphere has been activated, and the students' attention has also been effectively attracted. A good grasp of the "degree" of current affairs hot spots and textbook content has been achieved to achieve a win-win situation, which not only consolidates textbook knowledge, but also supports current affairs hot spots. The use value of both has been greatly improved.

#### **3.3 Build teaching atmosphere based on students' characteristics**

The research shows that an open and democratic teaching atmosphere can promote students' deep learning, and is conducive to the two-way improvement of teaching quality and efficiency.

In creating a good campus environment, it is recommended to follow the principle of "combining static and dynamic". "Dynamic" mainly refers to that educational short films or pictures related to ideological and political content can be played through the scrolling screen in the campus. Of course, comprehensive practical activities are also an important part of "action", such as educational speech and debate competitions, campus culture talk shows, etc., which are very interesting and far-reaching ideological and political activities<sup>[4]</sup>. "Quietness" mainly refers to the ability to post some famous words of great vigilance in places where students often have activities, such as classrooms, dormitories, restaurants and other places. It can also refer to the profiles and deeds of a historical figure, which can make students fully feel different campus cultural atmosphere, cultivate students' sentiment and help students form good ideological and moral qualities and consciousness.

#### **3.4 Innovate educational concepts and explore teaching approaches**

Excellent traditional culture is a bright pearl in the history of Chinese civilization, and the rich teaching resources con-

tained in it can play an important role in the process of ideological and political teaching in colleges and universities. However, how to correctly guide students to understand these excellent traditional cultures under the multicultural background, and mobilize students' strong interest in learning, requires teachers to flexibly use different teaching methods to publicize, spread through the network, and achieve the teaching purpose of enhancing students' sense of national identity and pride while improving the fun and diversity of the whole process of ideological and political teaching. In order to create favorable conditions for the inheritance and development of traditional culture.

### **3.4.1 Change the educational concept and carry out practical teaching**

Teachers should timely change the traditional teaching mode, guide students to correctly choose moral norms and value orientations under the multicultural background, analyze and compare different types of cultures, and set up teaching content in combination with the development of the times. On the one hand, only college students' extensive participation and personal experience can show the best teaching effect. On the other hand, the interesting and modern mode of this content is spread among young college students, and it complements the innovation and reform of ideological and political teaching.

### **3.4.2 Establish and improve network teaching mode**

Teachers can highlight the teaching difficulties and key points by using the micro lesson teaching method in combination with the ideological and political teaching content. At the same time, we can also use the mixed teaching method to maximize the students' knowledge, and make full use of the network platform to publicize the excellent traditional culture of our country, so as to achieve the goal of ideological and political education on the network. In addition, teachers should take the lead in practicing the correct concept of network use and play a good role as a model for students. Teachers should use information technology to promote the innovation of teaching models, integrate flipped classrooms, micro classes and other forms to disseminate ideological and political teaching knowledge in the teaching process, stimulate students' interest and enthusiasm in learning, and break the time and space constraints of the teaching model supported by information technology. Meet the trend of social development under the current multicultural background.

### **3.4.3 Diversified teaching effect evaluation**

Whether students' self-evaluation or external evaluation is used to evaluate the quality of teaching effects, it can effectively bring teachers reference and reference, and it will also play a positive role in the further optimization of teaching methods. Self assessment, mutual assessment, teacher evaluation and other methods can usually be used to measure students' learning effectiveness in a certain period of time to reflect teachers' teaching achievements.

## **4. Conclusion**

To sum up, with the advent of the multicultural era, ideological and political education and teaching in colleges and universities must also undergo fundamental changes, which is an opportunity as well as a challenge. Learn the inner essence by facing foreign cultures squarely; Pay attention to current affairs and hot spots, and properly guide them; Based on students' characteristics, create teaching atmosphere; Innovate educational concepts, explore teaching approaches, etc., and deeply explore the effective strategies of ideological and political education reform in colleges and universities under the multicultural background. So that the ideological and political education in colleges and universities can better adapt to the challenges and opportunities brought by cultural diversity, and lay a solid foundation for achieving better teaching results.

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