

Study on the Role of Cultural Unification in the Construction of Harmonious Campus in Higher Education

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Abstract: Cultural united front work is an important part of the united front work, and it is also an important part of the united front work in universities. It is based on Chinese cultural identity, through which the various undertakings of cultural work are carried out, thus promoting the realization of the identity of the great motherland, the identity of socialism with Chinese characteristics, the identity of the Chinese nation and the identity of the Communist Party of China. With "harmony" as the core, cultural united front work in universities in the new era plays a multiple role in the construction of harmonious campuses, including cohesion, value guidance and emotional motivation.

Keywords: Cultural unification; Harmonious campus; University

1. The Basic Content of Cultural Unification Warfare

1.1 Chinese Cultural Identity: The Basis of Cultural United Front

Chinese cultural identity is the foundation of cultural united front work, and cultural united front work must revolve around enhancing the identity of united front members with Chinese culture. Fundamentally, cultural united front work is about grasping the common ground of united front members in terms of cultural values, enhancing the identity of united front members with Chinese culture, and uniting efforts to achieve the common ideal of the great rejuvenation of the Chinese nation. Through Chinese cultural identity, we can promote the identity of the great motherland, socialism with Chinese characteristics, the Chinese nation and the Communist Party of China. In the new era, the United Front work in colleges and universities is facing a new situation. The cultural United Front work in colleges and universities must focus on enhancing the sense of political responsibility, historical mission and national pride, guiding the members of the United Front in colleges and universities to establish correct national, ethnic, historical, religious and cultural views, strengthening cultural confidence on the basis of enhancing cultural identity, and building a harmonious common spiritual home in colleges and universities.

1.2 Promoting the Identity of the Great Motherland Through Chinese Cultural Identity

Great Motherland identity is a form of positive support for the nation by citizens, including emotional belonging, behavioural support and cognitive recognition. Cultural identity is the core of national identity, providing a huge socio-psychological resource for the social integration of the nation, underpinning the legitimacy of the national system and regime, inspiring patriotism, and promoting social harmony and stability. In the new era, to write a new chapter of the great rejuvenation of the Chinese nation, it is necessary to advance the people of all ethnic groups to further strengthen their identification with the great motherland. Stimulating the identification of all teachers and students in mainland China, Hong Kong, Macao and Taiwan with the great motherland through various symbols of national history and culture, language and script, geographical boundaries, festivals, national anthem and national flag is a fundamental step in building a harmonious spiritual home in universities. Spreading a correct view of the country and promoting the spirit of patriotism through cultural channels is an important manifestation of our Party's cultural united front work, i.e. through the use of cultural elements, cultural knowledge and cultural channels related to the country to arouse the patriotic feelings of the united front members, thus inspiring them to develop a sense of belonging to the country.

1.3 Promoting Socialist Identity with Chinese Characteristics through Chinese Cultural Identity

Socialist identity with Chinese characteristics is part of political identity, a positive support for socialism with Chinese characteristics generated in people's social and political life, as well as an emotional attitude and consciousness of belonging. Chinese cultural identity needs to rely on the powerful force of political identity to expand its influence, while political identity needs cultural identity to provide rationality and legitimacy in several aspects of social economy, equity and justice, and ideology. To promote identification with socialism with Chinese characteristics through Chinese cultural identity, it is necessary to establish a correct view of the system and to accurately grasp the political direction of socialism with Chinese characteristics. The advanced culture of socialism with Chinese characteristics in the new era, the core value system of socialism with Chinese characteristics, the excellent traditional Chinese culture, the Chinese revolutionary culture, and the traditional Chinese harmonious culture all influence, to a greater or lesser extent, the political direction as well as the institutional policies of the present day, and the political identity influenced by these cultural forms is precisely one of the manifestations of the cultural unification work carried out by our Party.

1.4 Promoting Chinese National Identity Through Chinese Cultural Identity

Chinese national identity is a form of positive support for the Chinese ethnic group by members of the Chinese nation, as well as an emotional attitude and a sense of conscious belonging. Cultural identity is the root of the existence of national identity, the source of ethnic formation and development, and a prerequisite for ethnic integration. Only when cultural identity is released can national identity be consolidated. The Chinese nation is a cultural unity, and in order to realize the unification of the Chinese nation from pluralism to unity, and to forge a strong sense of Chinese community, we must strengthen the national identity of Chinese children at home and abroad. To spread a correct view of ethnicity through cultural channels, maintaining ethnic unity and social stability requires us to accurately grasp the relationship between ethnic culture and Chinese culture, and to promote the innovative development and preservation of ethnic culture. Highlighting the image of the Chinese nation and the Chinese cultural symbols shared by all ethnic groups is a concrete practice to promote Chinese national identity through cultural identity, and is also a key step for cultural unification work to give full play to its own advantages and promote united front members to reach Chinese national identity.

1.5 Promoting Chinese Communist Party Identity with Chinese Cultural Identity

The identity of the CPC is the core content of political identity, the identification with the leadership of the CPC, and an important manifestation of adherence to the leadership of the Party that will never waver. The CPC is the core force in building the common spiritual home of the Chinese nation, and adherence to the leadership of the Party is the fundamental guarantee for the great rejuvenation of the Chinese nation. The CPC's identity and Chinese cultural identity have a certain correlation. The CPC's identity requires the use of cultural leadership to expand its influence, cultivate the values and social psychology of the public and United Front targets to embrace the Party and love the country, so as to form the spiritual and cultural power of love for the Party and love the country in the atmosphere of the whole society. Through activities such as learning and education on Party history, visiting red cultural resources and red historical sites, cultural resources and cultural means are used to enhance the overall identification of United Front members with the historical development and leadership of the CPC, and play an important role in promoting the identification of United Front members with the CPC.

2. The Specific Role of Cultural Unification in the Construction of a Harmonious Campus

2.1 The Role of Cohesion

The fundamental task of the United Front is to unite people's hearts and minds, gather strength and provide support for the various undertakings of the Party and the State. In the three levels of teaching and education, scientific research and innovation, and service to society, universities should follow the basic ways of cultural united front work according to the general requirements of cultural united front work, based on the campus culture of "harmony" and united front culture, so that the members of the united front in universities can develop a positive and vigorous group consciousness; to enhance the overall cohesion with a high degree of cultural consciousness. This will reduce the discordant factors in the construction of the university. On the one hand, with the idea of "harmony and difference" as the prerequisite, and the Chinese national culture and socialist culture as the fundamental orientation, on the basis of respecting and understanding differences, the cohesive function of national culture is given full play to promote the harmonious and stable development

of colleges and universities. On the other hand, with the excellent traditional culture of the Chinese nation as the base, give full play to the appeal of the excellent traditional culture of the Chinese nation to the members of the United Front Work in colleges and universities, and constantly improve their consciousness of inheriting and carrying forward the excellent traditional culture. Through the cultural united front work in colleges and universities, we promote the spirit of unity and cooperation and mutual help, so that the whole university can form common ideals and value pursuits, and promote the construction and development of a harmonious campus with a strong cohesive force.

2.2 The Role of Value Orientation

The purpose of using the power of culture to carry out united front work in the new era is to provide united front members with correct values and guide their value choices. In the new era, universities adhere to the direction of socialism and carry out cultural united front work must play the value-oriented role of advanced socialist culture. The advanced culture is used to guide the United Front members, so that the majority of them can identify with the leadership of the Communist Party of China, the road to socialism with Chinese characteristics and the building of a harmonious socialist society. It constantly strengthens the firm belief of the members of the United Front in colleges and universities to work together for the cause of building socialism with Chinese characteristics as well as building a harmonious campus. The cultural united front work in colleges and universities aims to create a harmonious campus atmosphere and correct public opinion guidance, and to promote the development of colleges and universities in a harmonious and healthy direction by guiding members of the united front in colleges and universities to correctly deal with the relationship between people, people and the campus and people and nature, so that a common ideal and spiritual pillar can be formed for the whole university.

2.3 The Role of Emotional Motivation

Culture is a spiritual pursuit deep in people's hearts, and cultural united front work has the characteristic of penetrating into the soul. Cultural united warfare takes "equality" as the basic element to strengthen mutual trust and win-win cooperation among members of the united warfare in colleges and universities. Firstly, cultural united front work in colleges and universities takes "popular culture" as the entry point, creates a network position that meets the requirements of the new era, and satisfies the spiritual needs of united front members in a way that is pleasing to people. Secondly, the cultural united front work takes "local culture" as the inner requirement, takes regional or folk culture as the expression of cultural forms, and respects the food habits, costumes, festivals, beliefs and other folk customs of members of the united front in universities. Once again, we will carry out rich and colorful folk culture exchanges to strengthen the emotional exchanges among the members of the United Front Work in colleges and universities, so that the members of the United Front Work in colleges and universities will have a strong sense of national identity and national identity. Finally, through cultural education activities in colleges and universities, United Front members can develop a sense of cultural identity and cultural psychological accumulation, so that the cultural United Front work in colleges and universities can penetrate into people's hearts in an invisible way and cause a subtle influence on United Front members.

3. The Importance of Cultural Unification in the Construction of a Harmonious Campus

3.1 Cultural Unification in Universities is an Important Step in Promoting National Unity and Progress

An important feature of cultural unification is respect for differences and tolerance of diversity. The cultural unification work in colleges and universities brings ethnic theories, ethnic knowledge and ethnic policies to campuses through a series of cultural means, promotes the importance of ethnic unity to the majority of unification members and creates a good atmosphere of ethnic unity, which plays a good role in further promoting cultural unification work in depth. By educating minority student groups on core socialist values, patriotism, collectivism, socialism and the sense of Chinese national community, students are guided to establish a correct view of the nation, ethnicity, history, culture and religion. Through the cultural casting of the soul, in order to create a strong atmosphere of patriotic democracy and promote national unity and progress. The cultural united front work of the university constantly strengthens the interaction and exchange between teachers and students of various nationalities, and through various activities such as ethnic culture and art festivals, essay competitions and knowledge contests, the awareness of the Chinese national community is embedded in the hearts of teachers and students of various nationalities, integrated into their blood and cast into their souls, promoting teachers and students of various nationalities to cling together like pomegranate seeds and forming the synergy of a widely cohesive united front on campus.

3.2 Cultural Unification in Universities is an Inexhaustible Impetus to Promote the Spirit of Campus Harmony

A harmonious campus is a humanistic environment of honesty, love, harmony and vitality, and is an ideal blueprint depicted by culture. Cultural united front work in colleges and universities is an inexhaustible impetus for the development of united front work, as well as for building a harmonious campus and carrying forward the spirit of campus harmony. On the one hand, on the basis of respect for diversity, the cultural united front work in universities promotes the concept of "harmony" to avoid conflicts caused by differences in personal beliefs, which affect the stability of the university. The cultural united front work in colleges and universities is dedicated to uncovering the "same" among the "different" and forming the common spiritual pillar of a harmonious campus. On the other hand, through activities such as safety campaigns and thematic education, the University's Cultural United Front carries on the spirit of unity and mutual assistance, the spirit of campus harmony and the creation of a harmonious campus. The cultural unification of the university focuses on the cohesion of ideas, mainly on the cohesion of people, which is to provide spiritual motivation for the majority of united members, teachers and students, and to provide inexhaustible motivation for the formation of a common ideal and goal of building a harmonious campus of equality and love, stability and unity throughout the university.

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