

Improving the Effectiveness of Ideological and Political Education in Colleges and Universities from a Cross-cultural Perspective

Pengpeng Zhang

Liaoning University of International Business and Economics School of Marxism, Dalian, Liaoning, 116052

Abstract: *At present, the content of ideological and political education in colleges and universities is diversified, aiming to cultivate students' comprehensive qualities, especially international awareness and cross-cultural communication skills. However, challenges such as cultural differences and limitations of traditional educational methods still exist. To meet these challenges, strategies such as diversified teaching methods, international exchange activities, and improving teachers' cross-cultural literacy can be adopted. In addition, improving the curriculum system and strengthening team building are also indispensable. Only by promoting the innovation and development of ideological and political education in colleges and universities can we adapt to the development needs of the era of globalization and cultivate more high-quality talents with international vision and cross-cultural communication skills.*

Keywords: Cross-Cultural Perspective; Ideological And Political Education; Teaching Methods.

1. THE CURRENT SITUATION AND CHALLENGES OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM A CROSS-CULTURAL PERSPECTIVE

1.1 The main content of ideological and political education in colleges and universities

The current ideological and political education in colleges and universities is characterized by diversity and modernity in both content and form, aiming to cultivate students' comprehensive qualities, especially international awareness and cross-cultural communication skills. Specifically, the main contents of the current ideological and political education in colleges and universities include politics, thought, morality and mental health.

First of all, political education is one of the core contents of ideological and political education in colleges and universities, aiming to cultivate people to establish correct political views. It mainly includes education on basic national conditions, education on the party's basic line, education on the situation and policy, and education on patriotism. Through education on these contents, students can understand the history, current situation and future development direction of the country, and enhance their sense of identity and belonging to the country. At the same time, students are guided to pay attention to national affairs, understand national policies, and cultivate correct political positions and political awareness.

Second, ideological education aims to enable people to have scientific ideals, beliefs, attitudes and a pioneering and innovative spirit. It mainly includes world outlook education and outlook on life education. World outlook education helps students to know and understand the world and form a correct world outlook. Outlook on life education guides students to think about the meaning and value of life and establish a positive attitude towards life. Through ideological education, students can form correct value judgments and value choices, laying a solid ideological foundation for future life and work.

Third, moral education is another important part of ideological and political education in colleges and universities, which aims to cultivate people's moral concepts and behavioral norms. It mainly includes improving people's moral awareness and moral level, understanding and following socially recognized moral norms. Through moral education, students can realize the importance of moral norms, learn to abide by moral norms in daily life, and form good moral qualities and behavioral habits.

Finally, mental health education is an indispensable part of ideological and political education in colleges and universities, aiming to focus on the cultivation of students' mental health and psychological quality. It mainly helps students form a healthy mental state through mental health education, psychological counseling and other means. Through mental health education, students can realize the importance of mental health, learn to regulate

their emotions and feelings, improve their psychological tolerance and stress resistance, and lay a solid psychological foundation for future study and work.

With the deepening development of globalization, international vision and cross-cultural communication skills have become the basic qualities that contemporary college students must have. Ideological and political education in colleges and universities plays an important role in cultivating students' international awareness and cross-cultural communication skills. By offering courses such as international politics and world economy, students are guided to pay attention to the international situation and understand international rules and practices. At the same time, by organizing international exchange activities and student exchange programs, students are provided with opportunities to communicate with people from different cultural backgrounds, so as to cultivate their cross-cultural communication skills and international vision.

1.2 Current forms of ideological and political education in colleges and universities

There are various forms of ideological and political education in colleges and universities, aiming to adapt to the needs and characteristics of different students and improve the pertinence and effectiveness of education. At present, ideological and political education in colleges and universities mainly exists in the form of classroom teaching, practical teaching, online ideological and political education in colleges and universities, and international exchanges and cooperation.

First of all, classroom teaching is one of the main forms of ideological and political education in colleges and universities . Through systematic course arrangement and textbook selection, the content of ideological and political education in colleges and universities is integrated into the teaching of various subjects, so that students can be influenced by ideological morality and political literacy while learning knowledge. Ideological and political classrooms focus on combining theory with practice, closely combining theoretical knowledge with real life, and improving the pertinence and effectiveness of education. At the same time, they focus on the innovation of teaching methods and the diversification of teaching means, such as case teaching, discussion-based teaching, situational simulation and other teaching methods, to stimulate students' interest in learning and participation.

Secondly, practical teaching is another important form of ideological and political education in colleges and universities . It emphasizes the transformation of theoretical knowledge into practical ability. By organizing students to participate in social practice, volunteer service, innovation and entrepreneurship and other activities, students can gain knowledge, exercise their abilities and improve their quality in practice. Practical teaching can not only deepen students' understanding of theoretical knowledge, but also cultivate their sense of social responsibility, innovative spirit and teamwork ability. For example, organizing students to participate in community service and teaching activities, so that they can feel the warmth and needs of society in practice and enhance their awareness and ability to serve the society.

In addition, with the popularization and development of the Internet, ideological and political education in online colleges and universities has become a new way of ideological and political education in colleges and universities . Through online platforms, social media and other channels, online learning, interactive communication and other activities are carried out to guide students to correctly understand and use the Internet and cultivate their information literacy and network ethics. At the same time, the characteristics of rich network resources and fast dissemination are used to expand the coverage and influence of ideological and political education in colleges and universities . Ideological and political education in online colleges and universities focuses on the subjectivity and creativity of students, and cultivates their independent thinking and innovation abilities by guiding students to learn independently, reflect on themselves and improve themselves.

Finally, in the midst of a great change that has not happened in a century, international exchanges and cooperation have become an important way for ideological and political education in colleges and universities to cultivate students' international vision and cross-cultural communication skills. Through exchanges and cooperation with international universities and research institutions, we provide students with educational resources and academic environments that are in line with international standards. At the same time, by organizing international academic conferences, academic competitions and other activities, we provide students with a platform to showcase their talents and abilities. International exchanges and cooperation can not only broaden students' international vision and cross-cultural communication skills, but also promote exchanges and integration between different cultures and enhance international friendship and cooperation.

In summary, the current ideological and political education in colleges and universities shows the characteristics of diversification and modernization in both content and form. Through rich and diverse educational content and various forms of education, ideological and political education in colleges and universities aims to cultivate students' comprehensive qualities, especially international awareness and cross-cultural communication skills. In the future development, ideological and political education in colleges and universities will continue to explore and innovate to adapt to the needs of the development of the times and the requirements of talent training.

1.3 Challenges facing ideological and political education in colleges and universities

First, cultural differences are the primary challenge facing ideological and political education in colleges and universities under the background of globalization . With the increasing frequency of international exchanges, students from different cultural backgrounds have gathered together, forming a diversified educational environment. This environment has put forward higher requirements for ideological and political education in colleges and universities , that is, how to achieve the sharing and integration of values on the basis of respecting cultural differences.

Students from different cultural backgrounds often have significant differences in their values, moral standards, and codes of conduct. This difference may lead to problems such as conflict of concepts and barriers to understanding in the process of ideological and political education in colleges and universities . For example, some cultures emphasize individualism, while others emphasize collectivism; some cultures believe that competition is the driving force for social progress, while other cultures pay more attention to harmony and coexistence. These differences make ideological and political education in colleges and universities need to handle cultural differences more carefully to avoid misunderstandings and conflicts when conveying mainstream values.

In addition, traditional educational methods often focus on indoctrination education, emphasizing the dominant position of teachers and the passive acceptance of students. However, in a diversified educational environment, this method may be difficult to stimulate students' enthusiasm and participation. Therefore, ideological and political education in colleges and universities needs to pay more attention to the innovation of educational methods to meet the needs of students from different cultural backgrounds. For example, teaching methods such as discussion, case study, and situational simulation can be used to enhance students' sense of participation and experience.

In addition, globalization has also provided new development opportunities and higher requirements for ideological and political education in colleges and universities . In the context of globalization, ideological and political education in colleges and universities needs to pay more attention to cultivating students' international perspectives. This requires that ideological and political education in colleges and universities should not only pay attention to the development trends in domestic politics, economy, culture, etc., but also pay attention to changes in the international situation and global issues. By offering courses such as international politics, world economy, and international culture, we can guide students to pay attention to international trends, understand international rules and practices, and cultivate their global awareness and international competitiveness.

Correspondingly, cross-cultural communication skills have also become one of the basic qualities required of talents in the era of globalization. With the in-depth development of globalization, the internationalization of ideological and political education in colleges and universities has become an inevitable trend. Ideological and political education in colleges and universities needs to focus on cultivating students' cross-cultural communication skills so that they can communicate and cooperate effectively under different cultural backgrounds. This requires that ideological and political education in colleges and universities should not only focus on the cultivation of language skills, but also on the imparting of cultural knowledge and the training of cross-cultural communication skills. By organizing international exchange activities, exchange programs for international students, etc., students can be provided with opportunities to communicate with people from different cultural backgrounds and improve their cross-cultural communication skills.

2. STRATEGIES AND METHODS OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM A CROSS-CULTURAL PERSPECTIVE

2.1 Use diversified teaching methods to improve teaching effectiveness

The key to improving the effectiveness of ideological and political education is to adopt a variety of teaching methods. Teachers can use case teaching, scenario simulation, project-based learning, flipped classroom and other methods to innovate and optimize teaching methods.

First, by selecting representative domestic and foreign cases, we can guide students to conduct in-depth analysis and discussion, and cultivate their ability to analyze and solve problems. Case teaching can enhance students' sense of participation and experience, and enable them to understand the true meaning of ideological and political education in colleges and universities in practice.

Scenario simulation can cultivate students' practical ability by simulating real scenarios. In the ideological and political education of colleges and universities, scenario simulation can be used to simulate real scenarios in international politics, economy, culture, etc., so that students can play different roles to interact and communicate. This method can enhance students' sense of substitution and experience, and deepen their understanding and comprehension of the content of ideological and political education in colleges and universities in practice.

In addition, project-based learning can cultivate students' ability of independent learning, teamwork and problem solving by guiding them to conduct in-depth research and practice around a certain topic or problem. In the ideological and political education of colleges and universities, project-based learning can be used to guide students to pay attention to hot issues and challenges at home and abroad, such as climate change, environmental protection, human rights protection, etc., and encourage them to propose innovative solutions and strategies. By using the form of flipped classroom, the initiative is given to students, guiding them to conduct independent learning and in-depth thinking, and cultivating their critical thinking and innovation ability. At the same time, through classroom discussions and interactive sessions, teachers can timely understand students' learning situation and problems, and provide targeted guidance and help.

At present, with the continuous development of information technology, digital teaching has also become an important means to improve the effect of ideological and political teaching. By using digital teaching methods such as multimedia teaching, online learning platforms, and virtual reality technology, students can be provided with a more vivid, intuitive, and rich learning experience. For example, using virtual reality technology to simulate international political scenes or historical events, allowing students to experience and understand relevant knowledge in an immersive way; using online learning platforms for remote teaching and interactive communication, breaking the limitations of time and space, and improving the flexibility and convenience of teaching.

2.2 Carry out international exchange activities to broaden students' international horizons

First, international cooperation relationships can be established. For example, colleges and universities should actively establish cooperation relationships with overseas universities and research institutions to carry out activities such as student exchanges, academic exchanges, and cooperative research. Secondly, enrich the forms of international exchanges. For example, in addition to traditional study abroad exchanges, we can also explore various forms of international exchanges such as online international courses, international academic conferences, and international volunteer services. Thirdly, strengthen international exchange guidance and provide students with support services such as language training and cultural adaptation guidance before international exchanges to ensure that they can smoothly integrate into international exchanges and achieve expected results. Finally, practical teaching can also be combined with international exchanges. Practical teaching and international exchanges do not exist in isolation in higher education, but are mutually reinforcing and complementary. Practical teaching provides students with a platform for practical operation and problem solving, while international exchanges broaden students' horizons and ways of thinking. The integration and interaction of the two will help cultivate compound talents with international vision and practical ability.

For example, integrating international elements into practical teaching, introducing international cases and international standards in practical teaching activities, so that students can understand international cutting-edge technologies and industry trends; carrying out international practical teaching projects: by cooperating with international organizations, jointly carrying out practical teaching projects, allowing students to perform practical operations and problem-solving in an international environment; promoting the connection between international exchanges and practical teaching: encouraging students to apply what they have learned in international exchanges

to practical teaching, and realizing the deep integration of theory and practice .

As the dual driving forces for improving the quality of higher education, practical teaching and international exchanges play an important role in improving students' practical ability, broadening their international vision and cultivating global competitiveness. In the future, with the deepening development of globalization and the continuous advancement of the internationalization of education, the importance of practical teaching and international exchanges will become increasingly prominent. Colleges and universities should continue to strengthen the construction and management of practical teaching and international exchanges, promote the deep integration and interaction of the two, and contribute to the cultivation of compound talents with international vision and practical ability.

2.3 Improve teachers' cross-cultural literacy and international perspective

First of all, teachers can be encouraged to participate in international academic conferences, overseas training, cooperative projects, etc., to enhance their understanding and respect for different cultures through personal experience and in-depth exchanges.

Secondly, we use the Internet and information technology to introduce high-quality foreign educational resources, such as online courses, teaching cases, research methods , etc. At the same time, we carry out cross-cultural training , regularly hold cross-cultural communication, international etiquette, foreign language ability and other training activities to improve teachers' cross-cultural communication and adaptability.

In addition, it is necessary to improve the ideological and political education curriculum system of colleges and universities, enrich the course content and form, strengthen the connection and integration between courses, and build a systematic ideological and political education system for colleges and universities . As for the ideological and political education team of colleges and universities , it is necessary to select and cultivate a group of backbone forces of ideological and political education of colleges and universities with high political quality and strong professional ability , strengthen the training and management of the ideological and political education team of colleges and universities, and improve their comprehensive quality and work ability.

In the context of globalization, the challenges faced by ideological and political education are complex and diversified. In order to effectively deal with these challenges, a series of targeted strategies and suggestions must be adopted to promote the innovation and development process of ideological and political education. Through these efforts, we aim to cultivate more high-quality talents with international vision and cross-cultural communication skills, thereby contributing more significantly to the development of the era of globalization.

REFERENCES

- [1] Wang Rongjiang. Self-discipline in heteronomy [J]. *Communications on Dialectics of Nature*, 2006, (4).
- [2] Chen Qiuxian. Freedom and consciousness of learning. How much possibility does basic education give to future academic innovation [J]. *Dialectics of Nature Newsletter*, 2006, (4).
- [3] Shen Jun. Efforts to enhance the effectiveness of ideological and moral cultivation courses in colleges and universities [J]. *Journal of Agricultural Bank of China Wuhan Training Institute*, 2006, (4).