

Research on the Construction and Practical Path of the Cultural Education Mechanism in Higher Education

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Abstract: In the context of higher education in the new era, cultural education has increasingly become a crucial component of talent cultivation in universities. The construction of a cultural education mechanism in higher education has emerged as an important means to achieve the fundamental task of "moral education." This paper analyzes the theoretical foundations and construction paths of the cultural education mechanism in universities, proposing a multi-level cultural education system. It explores the integration of cultural education resources and the optimization paths of evaluation mechanisms, focusing on three dimensions: campus culture, ideological education in curricula, and university-enterprise cooperation. The aim is to provide new ideas for future educational reform.

Keywords: Cultural education in higher education; Mechanism construction; Practical path

Introduction

As an important base for cultural inheritance and innovation, universities bear the vital responsibility of shaping students' thoughts and enhancing their comprehensive qualities through culture. The document issued by the Central Committee of the Communist Party of China and the State Council, titled "Opinions on Strengthening and Improving Ideological and Political Work in Universities under New Conditions," emphasizes the need to establish a long-term mechanism for cultural education. In the process of high-quality development in China's higher education, the role of cultural education in achieving educational goals has become more evident, relying not only on classroom teaching but also on a diversified cultural education mechanism.

However, the current cultural education mechanisms in universities still have certain shortcomings, such as the dispersion of cultural resources, singular pathways for education, and unclear practical effects. To realize the systematic and sustainable nature of cultural education mechanisms, a comprehensive optimization and innovation of existing mechanisms is urgently needed. The cultural education mechanism in higher education not only helps shape students' worldview, outlook on life, and values but also guides them to become versatile talents with a sense of social responsibility, innovative spirit, and practical abilities through practice. Therefore, exploring the construction paths and practical strategies of cultural education mechanisms in universities not only aligns with the requirements of educational reform in the new era but also meets the urgent need to enhance students' comprehensive qualities and innovate the educational models of universities.

1. The Theoretical Foundation of Cultural Education Mechanisms in Higher Education

1.1 The Concept and Connotation of Cultural Education

Cultural education refers to the process of leveraging cultural transmission and innovation to fully utilize culture's educational function, helping students gradually form correct worldviews, outlooks on life, and values through cultural influence. The core idea is to integrate culture into the educational process via diverse forms such as cultural environments, activities, and atmospheres, making it an essential driving force for students' comprehensive development.

The connotation of cultural education extends beyond merely imparting knowledge and skills; it emphasizes shaping students' character, fostering morality, enlightening thoughts, and guiding them spiritually. Specifically, cultural education involves helping students understand and identify with core

social values through cultural transmission and stimulating their creativity and sense of social responsibility through cultural innovation. As a significant base for cultural transmission and innovation, universities possess abundant cultural resources and an academic atmosphere, providing a unique platform for cultural education. In the new era, universities should place greater emphasis on cultural education, allowing students to enhance their knowledge and skills while subtly improving their moral character, aesthetic ability, and sense of social responsibility, ultimately becoming well-rounded talents with cultural awareness and social responsibility. By comprehensively enhancing students' qualities, cultural education helps them better adapt to future societal challenges and opportunities.

1.2 The Alignment of Cultural Education with Talent Cultivation Goals

Cultural education is highly aligned with the talent cultivation goals of universities. These goals not only encompass the development of students' professional knowledge and skills but also emphasize the cultivation of their comprehensive qualities and sense of social responsibility. As an important educational means, cultural education can provide robust support for achieving these goals.

First, cultural education enhances students' cultural identity and values through cultural activities and ideological guidance, thereby fostering independent thinking and sound moral judgment. Second, by integrating into the educational system, cultural education promotes the comprehensive development of students, equipping them with humanistic care, social responsibility, and innovative spirit. Furthermore, the alignment of cultural education with talent cultivation goals is reflected in the multidimensional nature of education, where culture serves not only as a carrier of knowledge but also deeply shapes students' spiritual world, enabling them to possess greater adaptability and competitiveness in a complex social environment. Thus, cultural education and talent cultivation goals are complementary, representing a crucial pathway for achieving high-quality talent development.

1.3 Principles for Constructing Cultural Education Mechanisms in Higher Education

The construction of cultural education mechanisms in higher education should adhere to the basic principles of scientificity, systematicity, and sustainability to ensure steady improvement in educational outcomes.

First, the principle of scientificity requires that the goals, content, and methods of cultural education align with students' growth patterns and actual developmental needs, emphasizing the organic integration of culture and educational functions to ensure consistency between cultural activities and educational objectives. For instance, the design of cultural education activities should consider students' cognitive levels and psychological development characteristics, employing a progressive educational approach to synchronize moral and academic enhancement during cultural immersion.

Second, the principle of systematicity necessitates that cultural education mechanisms span the entire process of talent cultivation in universities, covering students' learning, living, and practical experiences from enrollment to graduation. Cultural education should extend beyond classroom instruction to include extracurricular activities, campus life, and social practice, forming an organically integrated educational system. This comprehensive systematic approach ensures seamless connections among various stages, allowing students to experience cultural guidance and education throughout their studies.^[1]

Lastly, the principle of sustainability demands that cultural education mechanisms possess the capacity for ongoing development and dynamic adjustment to adapt flexibly to changes in the social environment and students' needs. Universities should conduct regular assessments and feedback on these mechanisms to continuously refine them, ensuring that they effectively support students' growth over time. The organic combination of these three principles lays the foundation for the scientific implementation of cultural education mechanisms and provides institutional guarantees and sustainable frameworks for high-quality, comprehensive talent cultivation in higher education.

2. Paths for Constructing Cultural Education Mechanisms in Higher Education

2.1 Building a Multilayered Cultural Education System

The establishment of a multilayered cultural education system is the core foundation for the

effective operation of cultural education mechanisms in universities, aiming to achieve educational goals through diverse cultural carriers. At the institutional level, universities should create distinctive campus cultures by shaping school spirit, optimizing campus environments, and promoting school history to enhance students' collective identity and cultural belonging. Cultural education at this level can also include large-scale activities such as cultural festivals, lectures, art exhibitions, and academic forums, fostering a positive campus atmosphere and providing students with opportunities to engage in cultural construction, thereby cultivating their innovative spirit and sense of social responsibility.

At the departmental level, colleges can design academically rigorous and practical cultural education activities tailored to their specific disciplines, such as professional cultural salons, academic competitions, and integrating research projects with cultural education. This approach helps students deepen their understanding of professional knowledge and cultural significance, enhancing their professional competence and cultural confidence.

Finally, at the class and individual levels, cultural education should be integrated into class building and the daily learning and living experiences of students. Methods such as class culture development, mentor guidance, and student club activities can personalize the cultivation of students' cultural literacy, sense of responsibility, leadership, and collaborative spirit. Additionally, universities should leverage the unique cultural heritage of their locations to enhance the cultural education atmosphere, emphasizing individualized cultural education modes, such as targeted mentoring and cultural experience activities, to support students' self-improvement and comprehensive development. By implementing a multilayered cultural education system that spans from institutional to individual levels, universities can effectively achieve comprehensive cultural education goals, providing robust support for students' holistic growth.^[2]

2.2 Integration and Optimization of Cultural Education Resources

The integration and optimization of cultural education resources are key to enhancing the effectiveness of cultural education mechanisms. Universities possess a wealth of cultural resources, including libraries, museums, art galleries, and research institutions. These resources can be systematically integrated to create a comprehensive educational platform. First, universities should thoroughly explore and utilize existing cultural resources by categorizing and systematically organizing them into a multidimensional resource system that encompasses campus history, academic achievements, and social services, using modern information technology for digital display and dissemination.

Moreover, universities should strengthen partnerships with external cultural institutions, businesses, and social organizations to expand their cultural education resources. Collaborating with cultural institutions to host cultural exchange activities and working with businesses to conduct corporate culture lectures and practical activities can deeply integrate on-campus and off-campus cultural resources, building a synergistic cultural education system.

Additionally, resource optimization should involve dynamic adjustments to content and form based on student needs, societal changes, and current events, continually innovating the content and methods of cultural education to maintain its vitality. For example, incorporating contemporary technologies like virtual reality and artificial intelligence can create immersive cultural experience scenarios, enhancing students' engagement and experiential learning. By integrating and optimizing resources, cultural education mechanisms can more precisely and effectively serve the goals of talent cultivation in higher education.^[3]

2.3 Evaluation and Feedback Mechanisms in Cultural Education

A scientific evaluation and feedback mechanism is essential for ensuring the long-term effectiveness and continuous optimization of cultural education mechanisms in universities. The effectiveness of cultural education needs to be tracked and evaluated systematically to ensure that educational goals are achieved and to allow for adjustments and improvements in practice.

First, universities should establish a comprehensive evaluation system for cultural education, encompassing multiple dimensions, including the breadth and depth of student participation in cultural activities, the actual impact of cultural education content, the enhancement of students' moral and ethical qualities, the development of teamwork spirit, and the strengthening of cultural identity. To ensure comprehensive evaluation, the system should employ a combination of quantitative and

qualitative methods, including surveys, in-depth interviews, records of student participation, and course assessments, to evaluate students' growth and progress in cultural education.

Furthermore, universities should develop a multi-channel feedback mechanism, involving teachers, students, and administrators to timely collect feedback from various levels, continuously improving the content and implementation of cultural education. For example, teachers can gather real-time feedback through classroom observations and post-class discussions, while students can express their views on cultural activities through surveys or discussion sessions, allowing management to adjust strategies based on comprehensive insights.^[4]

3. Practical Paths for Cultural Education Mechanisms in Higher Education

3.1 Educational Practices through Campus Cultural Activities

Campus cultural activities represent the most direct and vivid practical approach within university cultural education mechanisms, facilitating cultural transmission and value shaping through diverse activities. Universities can enhance students' understanding and recognition of excellent traditional Chinese culture and core socialist values by organizing various events such as cultural festivals, art exhibitions, and academic lectures, thus boosting cultural confidence and moral qualities.

The design of cultural activities should emphasize diversity and participation. By organizing sports events, artistic performances, and club activities, students can be immersed in different cultural atmospheres, enhancing their collective consciousness, teamwork skills, and social responsibility. For instance, hosting academic lectures and forums centered on the theme of "Cultural Heritage and Innovation" can stimulate students' reflections on cultural development and draw their attention to the relationship between societal issues and cultural evolution.

Moreover, universities should encourage students to actively plan and participate in cultural activities, fostering leadership, organizational skills, and innovative thinking through self-directed efforts. Engaging in cultural activities deepens students' understanding of cultural values and fosters their growth and development. The practice of cultural education through campus activities not only contributes to a positive campus culture but also effectively promotes the enhancement of students' cultural qualities, enabling comprehensive development through diverse cultural experiences. By enriching campus cultural activities, universities can further strengthen the role of cultural education mechanisms, laying a solid foundation for students' future careers and societal contributions.^[5]

3.2 Integration of Ideological Education with Cultural Education

Ideological education is a vital component of the university education system. Integrating ideological education with cultural education can create a dual guidance framework for both theory and practice, as well as knowledge and values. Ideological education subtly influences students' cognitive understanding, cultural identity, and value formation by incorporating political education content into professional courses. Cultural education serves as a crucial medium for deepening students' comprehension of Chinese cultural essence, social responsibility, and historical mission.

In practice, universities can achieve the organic combination of knowledge and culture by integrating cultural elements into professional course designs. For instance, in STEM courses, discussing historical achievements in ancient Chinese technology can enhance students' recognition of Chinese culture, fostering pride and social responsibility. Similarly, liberal arts courses can incorporate literary classics and historical events to improve students' cultural literacy and moral judgment.

General education courses can also play an important role in cultural education by adding themes such as traditional culture, moral development, and aesthetic appreciation. Educators should employ interactive teaching methods such as case studies, classroom discussions, and collaborative projects to encourage students to explore the intrinsic connections between culture and social development, thus enhancing their cognitive abilities and practical skills regarding cultural phenomena.

Through the deep integration of ideological education and cultural education, a cohesive path that combines theory and practice can be established, cultivating students' moral and cultural literacy. Ultimately, this educational model supports universities in achieving the goal of "cultivating individuals through culture," fostering well-rounded individuals with strong cultural awareness and social responsibility, thereby ensuring the long-term effectiveness and innovation of cultural education

mechanisms.^[6]

3.3 Cultural Education through Industry-Academia Cooperation and Social Practice

Industry-academia cooperation and social practice are critical components of talent cultivation in higher education, providing practical platforms for cultural education and enabling students to test and apply their cultural knowledge and values in real-world environments.

Firstly, industry-academia cooperation offers new practical pathways for cultural education by merging corporate culture with university culture, broadening students' cultural horizons. For instance, through collaboration with businesses, universities can facilitate student visits to companies, allowing them to understand corporate culture and management practices. This comparative analysis between academic and corporate cultures cultivates students' adaptability and professional skills. Additionally, collaboration can involve establishing cultural education bases, hosting corporate culture lectures, and participating in business projects to enhance students' awareness of professional ethics and social responsibility.

Secondly, social practice activities are indispensable for cultural education. Universities can facilitate hands-on experiences through community service, internships, and volunteer opportunities, allowing students to engage with diverse cultural contexts and societal challenges. These practical experiences not only reinforce theoretical knowledge but also cultivate a deeper understanding of cultural values in real-life scenarios, ultimately enhancing students' comprehensive abilities and fostering a sense of social responsibility.

Conclusion

This article systematically analyzes the theoretical foundations, construction pathways, and practical models of cultural education mechanisms in higher education. It proposes strategies for building a multi-level cultural education system and explores practical paths in areas such as campus culture, ideological education, and industry-academia cooperation. The study indicates that a scientifically sound and well-structured cultural education mechanism can effectively enhance students' moral values, cultural literacy, and social responsibility, playing a significant role in improving the quality of talent cultivation in universities.

In the future, the construction of cultural education mechanisms in higher education should further integrate information technology, new media platforms, and international educational resources to adapt to the demands of the times and globalization. Continuous innovation and deepening practices will promote the integration and development of cultural education in universities at higher levels.

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