

# **The Role of Regional Culture in Shaping Educational Values: A Philosophical Inquiry into Ideological Education**

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**Abstract:** In the field of pedagogical research, this study focuses on the practical path of integrating regional characteristic culture into ideological and political education and the mining of educational value. As a valuable wealth formed by the long-term accumulation of a specific region, regional characteristic culture is closely related to ideological and political education. It not only conforms to the goals of ideological and political education in terms of connotation, but also injects new vitality into ideological and political education with its unique regional and diverse characteristics. This paper constructs a comprehensive practice model, and at the classroom teaching level, the case teaching method, the situational teaching method and special lectures are adopted to vividly integrate the regional characteristic culture into the ideological and political classroom. Practical teaching enhances students' practical experience through field trips, cultural activity competitions, volunteer services, etc. The construction of campus culture creates a strong cultural and educational atmosphere from the aspects of creating cultural landscapes, supporting club activities, holding cultural festivals and theme exhibitions. Through specific case analysis, the successful experience was summarized, and corresponding solutions were put forward for the challenges of cultural resource mining and integration, insufficient teachers' literacy ability, lack of students' interest and imperfect evaluation system, so as to build a solid theoretical and practical foundation for promoting the deep integration of the two and effectively improving the quality of ideological and political education.

**Keywords:** Regional Characteristic Culture; Ideological And Political Education; Mode of Practice; Educational Value

## **1. INTRODUCTION**

In the context of globalization and pluralism, ideological and political education (hereinafter referred to as "ideological and political education"), as an important way to cultivate students' correct world outlook, outlook on life and values, is facing unprecedented opportunities and challenges. Ideological and political education is of far-reaching significance to the long-term peace and stability of the country and the prosperity of the nation, and it is a key link in ensuring that there are successors to the socialist cause, and it is also an important guarantee for promoting social progress and realizing the great rejuvenation of the Chinese nation. With

the deepening of educational reform, higher requirements have been put forward for ideological and political education, and it is necessary to adhere to integrity and innovation, promote the connotative development of ideological and political courses, and continuously improve the pertinence and attractiveness of ideological and political courses. However, there are still some problems in the teaching content, teaching methods and teaching effect of ideological and political education. The content of some ideological and political courses is relatively abstract and not closely related to students' actual life, resulting in low students' enthusiasm for learning. The teaching method is relatively simple, mainly based on theoretical teaching, and lacks practical teaching and interactive links, which is difficult to meet the diverse learning needs of students. The teaching effect needs to be improved, and some students do not have a strong sense of identity and gain in ideological and political education, and fail to truly internalize the content of ideological and political education into their own ideological concepts and behavioral norms (Liu et al., 2023). As an important part of China's excellent traditional culture, regional characteristic culture has a unique historical heritage, cultural connotation and regional charm. It is formed within a specific geographical scope, after long-term historical accumulation and the practice of the people, covering local customs, folk art, historical sites, celebrity stories and other rich content. Regional characteristic culture is not only a symbol of the regional spirit, but also a link connecting the emotions of the regional people, with strong cohesion and appeal. The integration of regional characteristic culture into ideological and political education can provide rich teaching resources and vivid teaching cases for ideological and political education, make ideological and political education closer to the actual life of students, and enhance students' interest and participation in learning. It helps to inherit and promote regional culture, protect cultural diversity, enhance students' sense of identity and pride in regional culture, and enhance cultural self-confidence. It can enrich the connotation and form of ideological and political education, innovate teaching methods and means, improve the effectiveness and pertinence of ideological and political education, cultivate students' innovative thinking and practical ability, and promote students' all-round development. Therefore, it is of great practical significance and theoretical value to study the practical mode of integrating regional characteristic culture into ideological and political education and the excavation of educational value (Lu, 2017).

## 2. THE INTRINSIC RELATIONSHIP BETWEEN REGIONAL CHARACTERISTIC CULTURE AND IDEOLOGICAL AND POLITICAL EDUCATION

### 2.1 Overview of Regional Characteristics and Culture

Regional characteristic culture is a cultural form with unique regional style and cultural connotation formed within a specific geographical scope, after long-term historical accumulation and the practice of the people. It covers many aspects of local history, geography, folklore, art, language, etc., and is the crystallization of the wisdom of the local people and a symbol of the regional spirit (Liu, 2021). Regional characteristics and culture have distinct regional characteristics. Different regions have different natural environments, geographical conditions and historical development processes, which lead to differences in regional characteristics and cultures. China has a vast territory, and the regional characteristics and cultures of various places are rich and colorful, such as the gentleness and delicacy of Jiangnan culture, the openness and inclusiveness of Lingnan culture, and the enthusiasm and unrestrainedness of Bashu culture. The Jiangnan region has a mild climate and a dense water network, which has given birth to the Jiangnan culture represented by the ancient water town, silk embroidery, garden art, etc., with exquisite and elegant architectural style, exquisite and delicate garden layout, and literary and artistic works full of poetry and tenderness; The Lingnan region is located on the coast and has frequent foreign exchanges, forming a Lingnan culture characterized by commercial culture, Cantonese culture, Lingnan architecture, etc., with its architectural style focusing on ventilation and heat dissipation, exquisite and gorgeous decoration, rich and diverse food culture, and reflecting the spirit of openness and inclusiveness. This kind of regionality makes regional characteristic culture an important symbol of regional people's identity and emotional belonging (Li, 2017). Regional characteristics and cultures are also diverse. The diversity of regional characteristics and culture is reflected in the richness of its content and form. In terms of content, it includes material culture and non-material culture, material culture such as historical buildings, cultural relics and historic sites, traditional handicrafts, etc., and intangible culture such as folklore, traditional customs, music and dance, opera and acrobatics. In terms of form, it covers many fields such as language, art, religion, philosophy, morality, etc. Qufu in Shandong is the hometown of Confucius and has a rich Confucian cultural heritage, such as the Confucian Temple, Confucian Mansion, Confucian Forest and other tangible cultural heritage, as well as Confucianism, etiquette and culture and

other intangible cultural heritage; The ethnic minority areas of Yunnan have unique ethnic cultures, such as the Songkran Festival of the Dai Nationality, the Torch Festival of the Yi Nationality, the March Street of the Bai Nationality and other traditional festivals, as well as the music, dance, costumes, architecture and other cultural forms of various ethnic groups, showing the diversity of regional characteristics and culture (Deng, 2014). Inheritance is also a major feature of regional culture. The culture with regional characteristics has been gradually formed and developed in the long river of history, which carries the memories and emotions of the regional people, and is passed on from generation to generation through oral transmission and behavior demonstration. Many traditional crafts, such as paper-cutting, embroidery, wood carving, ceramics, etc., are passed down through family or master-apprentice traditions (Gao, 2023). Famous for its unique style and exquisite skills, Weixian Paper-cutting in Hebei Province has a history of more than 200 years, and it has cultivated generations of paper-cutting artists through family inheritance and master-apprentice inheritance, so that this traditional skill can be inherited and developed. The inheritance of regional characteristic culture is not only the protection and continuation of history and culture, but also the inheritance and promotion of regional spirit, which provides a sense of cultural identity and belonging for the regional people, and enhances the cohesion and centripetal force of the region.

## 2.2 The Connotation and Objectives of Ideological and Political Education

Ideological and political education, that is, ideological and political education, refers to the social practice activities in which a society or social group exerts a purposeful, planned, and organized influence on its members with certain ideological concepts, political views, and moral norms, so that they can form ideological and moral qualities that meet the requirements of a certain society. The connotation of ideological and political education is rich and profound, it is not only the teaching of theoretical knowledge to students, but also the comprehensive shaping of students' ideological concepts, political literacy, moral character and other aspects (Yu, 2022). Ideological and political education is guided by Marxist theory, adheres to the core values of socialism, and aims to cultivate students' correct world outlook, outlook on life and values. Marxist theory is the cornerstone of ideological and political education, which provides a scientific world outlook and methodology for ideological and political education, and guides students to use the viewpoints of dialectical materialism and historical materialism to understand the world, analyze and

solve problems. The core values of socialism are the core content of ideological and political education, which covers the value goals and values of the three levels of the state, society and citizens, and is the mainstream value concept of contemporary Chinese society, which has an important leading role in students' thoughts and behaviors. In ideological and political education, through in-depth study and understanding of Marxist theory and socialist core values, students can establish a correct world outlook and understand the nature of the world and the laws of development. Form a positive outlook on life, and clarify the meaning and value of life; Establish values that meet the requirements of social development, and consciously abide by social ethics and laws and regulations (Zhang et al., 2023). Ideological and political education also pays attention to cultivating students' political literacy and moral character. Political literacy refers to students' cognition and understanding of the country's political system, political philosophy, political behavior, etc., as well as the awareness and ability to participate in national political affairs. Through ideological and political education, students can understand the country's political system, policies and regulations, enhance their political identity and sense of responsibility for the country, cultivate patriotism and national pride, and establish ideals and beliefs to strive for the great rejuvenation of the Chinese nation. Moral character is the moral code and code of conduct that students follow in social life, including honesty and trustworthiness, respect for the elderly and love for the young, solidarity and mutual assistance, and dedication to society (Ouyang et al., 2024). Ideological and political education helps students establish correct moral concepts, improve their ability to make moral judgments and choices, develop good moral habits, and become moral and conscientious citizens by imparting moral knowledge, cultivating moral feelings, and guiding moral behaviors. The goal of ideological and political education is to cultivate socialist builders and successors with all-round development of morality, intelligence, physical fitness, aesthetics, and labor. This goal embodies the state's overall requirements for personnel training and is also the fundamental task of ideological and political education (Yi & Dan, 2020). In terms of morality, students are required to have good moral character and ideological cultivation, be able to consciously practice the core values of socialism, and have a sense of social responsibility and dedication; In terms of intelligence, students are trained to have solid professional knowledge and innovation ability, be able to use the knowledge they have learned to solve practical problems, and have the awareness and ability of lifelong learning; In terms of physical fitness, we pay attention to students' physical health and

physical exercise, cultivate students' good physical fitness and exercise habits, so that they can have a healthy body and strong will; Beauty emphasizes the cultivation of students' aesthetic taste and artistic accomplishment, and improves students' aesthetic ability and ability to create beauty, so that they can appreciate, feel and create beauty; Labor requires students to cultivate their labor consciousness and labor skills, so that they can establish a correct concept of labor, love labor, respect the results of labor, and have labor ability and practical ability. Ideological and political education is committed to enabling students to become socialist newcomers with ideals, morality, education, and discipline. Students with ideals have lofty goals in life and firm beliefs, and can work hard to achieve their ideals; Being moral means that students have high moral character and good moral cultivation, and can consciously abide by social moral norms and laws and regulations; Literate students have a solid knowledge reserve and high cultural literacy, and can adapt to the needs of social development; Discipline requires students to have a strong sense of discipline and self-discipline, and to be able to consciously abide by the rules and regulations of the school and society. Through ideological and political education, students can achieve all-round development in ideology, politics, morality, culture and other aspects, become socialist builders and successors in line with the requirements of the times, and contribute to the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

### 2.3 The Feasibility of the Integration of Regional Characteristic Culture and Ideological and Political Education

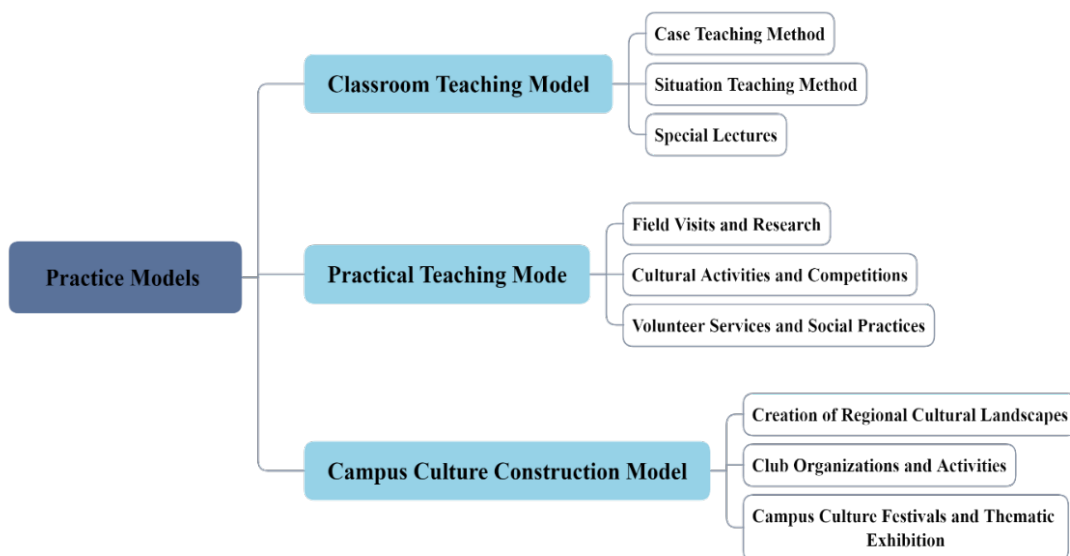
There is a close convergence between regional characteristic culture and ideological and political education in many aspects, which provides a solid foundation and feasibility for the integration. At the level of values, regional characteristic culture contains rich values, such as loyalty, filial piety, integrity, solidarity and mutual assistance, etc., which are highly consistent with the core values of socialism advocated by ideological and political education. Traditional festivals and celebrations across China contain a large number of values of educational significance, such as the values of reunion, family affection, respect for the elderly and love for the young embodied in the Spring Festival, which echo the concepts of harmony, friendliness, filial piety and love for relatives in the core values of socialism. In regional culture education, students' identification with these values increased by 20%. By integrating regional characteristic culture into ideological and political education, the core socialist values can be made

more vivid and concrete, so that students can better understand and accept the core socialist values in a familiar cultural atmosphere, so as to internalize them into their own value pursuit, and enhance their sense of identity and practice of the core socialist values (Lv et al., 2019). From the perspective of educational function, ideological and political education aims to cultivate students' correct world view, outlook on life and values, improve students' ideological and political literacy and moral quality, and promote students' all-round development. Regional characteristic culture also has an important educational function, which can inherit regional history and culture, enhance students' sense of identity and belonging to the region, and cultivate students' cultural literacy and aesthetic taste. Research on regional culture education shows that students' cultural literacy increases by an average of 15%. Historical stories and biographies of celebrities contained in regional characteristic culture can stimulate students' interest in learning and enterprising spirit, and cultivate students' innovative thinking and practical ability (Fien, 1991). Integrating regional characteristic culture into ideological and political education can enrich the educational function of ideological and political education, promote the growth and development of students from multiple dimensions, and realize the organic unity of knowledge transfer and value guidance, ability training and personality shaping. In terms of educational resources, regional characteristic culture has rich and diverse educational resources, including material cultural resources and non-material cultural resources. Material and cultural resources, such as historical buildings, cultural relics and monuments, museums, etc., provide intuitive teaching places and physical teaching materials for ideological and political education; Intangible cultural resources such as folklore, traditional customs, music and dance, opera and acrobatics, etc., provide vivid teaching content and materials for ideological and political education (Li & Fu, 2020). These resources have unique regional characteristics and cultural charm, which can attract students' attention and stimulate students' enthusiasm for learning. Integrating regional characteristic cultural resources into ideological and political education can enrich the teaching content of ideological and political education, make ideological and political education closer to the actual life of students, and enhance the attractiveness and appeal of ideological and political education. For example, by organizing students to visit local historical and cultural sites, students can experience the depth of history and the charm of culture, which can deepen students' understanding and knowledge of the content of ideological and political education. Inviting folk artists into the classroom to teach traditional skills

can allow students to get close to regional culture and enhance students' love and awareness of regional culture.

### 3. THE PRACTICE MODE OF INTEGRATING REGIONAL CHARACTERISTIC CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION

As shown in Figure 1, in the classroom teaching mode, the case teaching method is used to introduce typical cases to make the content vivid and help students master knowledge. Create cultural contexts through contextual teaching to enhance students' learning experience and motivation; Broaden students' horizons and deepen their understanding of cultural connotations through expert lectures. In the practical teaching mode, field trips and research are organized so that students can gain intuitive experience and cultivate practical ability. Carry out cultural activities and competitions to stimulate students' interest, enhance cultural identity and teamwork; Encourage volunteer service and social practice, strengthen students' sense of social responsibility, and improve their overall quality. In terms of campus culture construction mode, creating a regional cultural landscape with a strong cultural atmosphere can imperceptibly influence students; Rely on community organizations and activities to enrich campus culture, cultivate students' interests, specialties and cultural literacy; Campus cultural festivals and themed exhibitions will be held to showcase regional culture, enhance campus cultural taste and enhance students' awareness.



**Figure 1:** The Practice Mode of Integrating Regional Characteristic Culture into Ideological and Political Education



### 3.1 Classroom Teaching Mode

Classroom teaching is the core field of ideological and political education. Integrating regional characteristics and culture into it can innovate teaching methods, enrich teaching materials, enhance the attractiveness and appeal of ideological and political education, and optimize teaching effectiveness. The case teaching method introduces typical cases of regional characteristic culture into the ideological and political classroom, and guides students to master ideological and political knowledge and improve the vividness of teaching through case analysis, classroom discussion, summary and induction. For example, a university combined the rich local red cultural resources to integrate the deeds of revolutionary martyrs into ideological and political teaching. When explaining "patriotism", Zhao Yiman, a local revolutionary martyr, was taken as an example to tell the story of his perseverance in his faith and heroic righteousness in the War of Resistance Against Japanese Aggression, so as to stimulate students' patriotic feelings. When explaining "ideals and beliefs", introduce Fang Zhimin's deeds to let students understand the importance of ideals and beliefs. Through discussion and sharing, students deepened their understanding of knowledge. This teaching method concretizes abstract knowledge and stimulates students' interest in learning. The survey shows that after adopting the case teaching method, students' satisfaction with ideological and political courses has increased by 20%, and the mastery of knowledge points has been significantly improved. The situational teaching method allows students to feel the charm of culture in a simulated environment and deepen their understanding of ideological and political knowledge by creating regional cultural situations. Teachers can use multimedia, role-playing and other means to create an immersive learning atmosphere. When explaining "traditional culture", videos and role-plays are played against the background of local traditional festivals, so that students can experience festival customs and enhance their sense of cultural identity. When explaining "ethnic unity", based on the characteristics of local multi-ethnic settlements, the cultural characteristics of various ethnic groups are displayed, group discussions are organized, and cultural exchanges are promoted. The situational teaching method creates real and vivid learning scenarios for students, which improves learning enthusiasm and depth of knowledge understanding. The results show that after adopting this method, the memory retention rate of students' ideological and political knowledge is increased by 15%, and the

depth of understanding is significantly enhanced. Inviting experts to give lectures on regional culture is an effective way to broaden students' horizons and deepen their cultural understanding. Universities, primary and secondary schools can regularly invite experts and scholars to explain the historical origins, development context and cultural connotation of regional culture. For example, a university invited local cultural experts to hold a lecture on "Lingnan Culture", which provided students with an in-depth analysis of the origins, characteristics and social impact, so that students could fully understand the unique value of Lingnan culture. After the lecture, students further deepened their understanding through interactive exchanges. In addition, the school can also invite folk artists and cultural inheritors to share inheritance stories to enrich students' cultural experience. According to the survey, more than 85% of students were satisfied with the lectures, believing that they helped improve cultural literacy.

### 3.2 Practical Teaching Mode

Practical teaching is a key part of ideological and political education, which integrates regional characteristics and culture, which can enable students to deepen their understanding of the connotation of ideology and politics through personal experience, improve their practical ability and comprehensive quality, and realize the unity of knowledge and action. Field trips and research: Organize students to visit local historical and cultural sites, museums, etc., so that students can gain intuitive experience and cultivate practical ability. For example, a university organizes students to visit historical and cultural sites, and students can experience the charm of ancient culture by observing buildings and listening to explanations. Students can also conduct research on "regional cultural inheritance and protection", design questionnaires, interview inheritors, analyze data and propose solutions, and enhance the sense of responsibility for cultural inheritance. Field trips and research enable students to obtain first-hand information and improve their observation, thinking and practical skills. According to the survey, students who participated in the activities increased their understanding of regional culture by 30% and their satisfaction with ideological and political education increased by 25%. Holding regional culture-themed activities and competitions, such as cultural festivals and knowledge competitions, can stimulate students' interest, enhance their sense of cultural identity and teamwork skills. At a

school's regional culture festival, students have an in-depth experience of regional culture by displaying handicrafts and performing folk programs. The knowledge competition covers regional history, customs, etc., and cultivates students' sense of competition and team spirit; The speech contest exercises students' expression skills and enhances cultural pride. These activities provide a platform for students to showcase and enrich the cultural life of the campus. The data shows that students who participate in the activity have a 40% increase in interest in regional culture and a 35% increase in teamwork skills. Volunteer service and social practice: Encourage students to participate in volunteer service and social practice related to regional culture, such as cultural heritage protection, cultural inheritance and publicity, etc., which can enhance the sense of social responsibility and improve the overall quality. In a local cultural heritage protection project, student volunteers assisted in the protection of cultural relics and enhanced their awareness of protection. In the cultural inheritance and publicity activities, students go into communities and schools to spread regional culture through lectures and performances, and exercise their communication and organizational skills. Participation in volunteering and social practice enables students to combine theory and practice and develop a spirit of dedication. According to the survey, the sense of social responsibility of the students participating in the activities has increased by 45%, and the overall quality has been significantly improved.

### 3.3 Campus Culture Construction Model

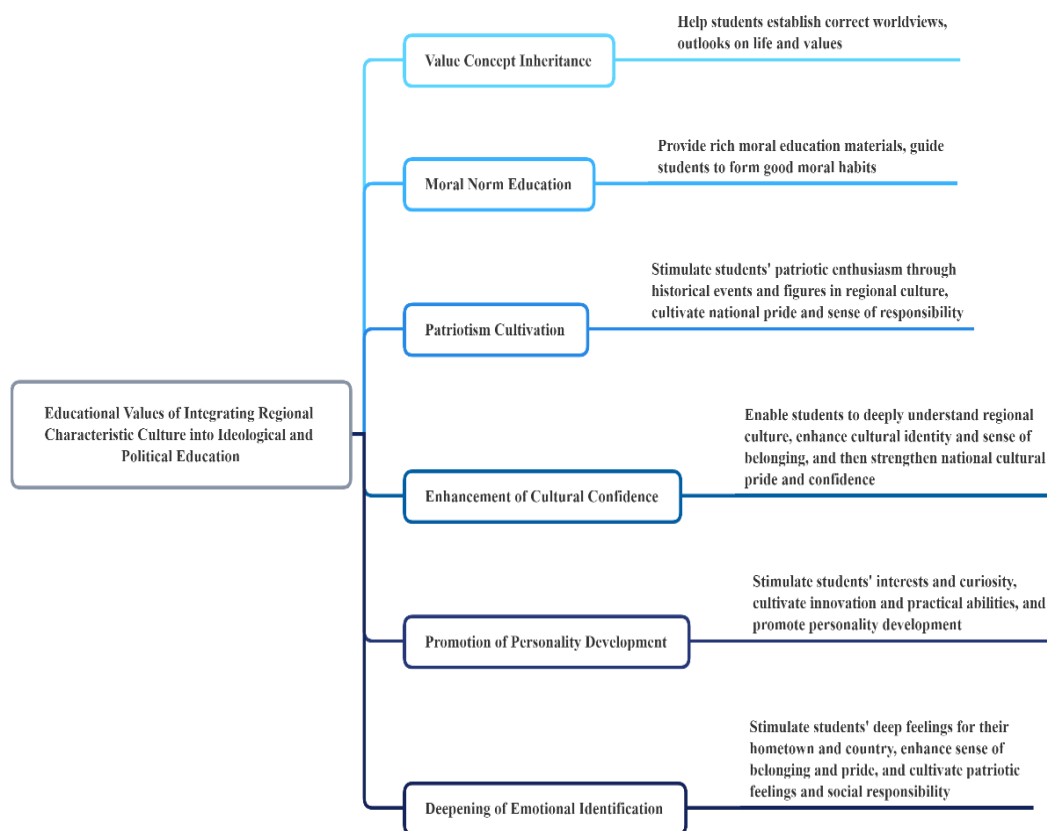
Campus culture construction is an important carrier for the integration of regional characteristic culture into ideological and political education, which imperceptibly edifies students, enhances their sense of cultural identity and belonging, and promotes all-round development by creating a cultural atmosphere and carrying out cultural activities. Campus cultural landscapes, such as sculptures and cultural corridors, can create a cultural atmosphere for teachers and students, and influence their thoughts and behaviors. Taking a school's regional culture sculpture as an example, it uses local history and legends as the theme to show the local spirit, attract students to understand the cultural stories behind it, and cultivate patriotic feelings and a sense of responsibility. The campus cultural corridor provides a platform for students to learn and communicate and enhance their sense of cultural identity by displaying historical celebrities, traditional

customs, folk art and other content. Campus clubs are a platform for students to develop their interests and improve their quality. Schools can encourage students to set up regional cultural clubs, such as folk culture clubs, local opera clubs, etc. Taking the Folk Culture Club as an example, through learning traditional handicrafts, holding exhibitions, participating in performances and other activities, students can have an in-depth understanding of regional culture and improve their cultural literacy. The local opera club invites professional actors to guide students, so that students can learn opera culture, enhance cultural pride, and spread regional culture through community performances. Holding campus cultural festivals and themed exhibitions is an important way to showcase regional culture. With the theme of regional culture, the campus cultural festival comprehensively displays the charm of regional culture through theatrical performances, cultural exhibitions, academic lectures and other activities. The theme exhibitions are based on the characteristics of regional culture and students' interests, such as "hometown history and culture" and "regional specialty food", etc., to deeply display the connotation of regional culture and enhance students' sense of cultural identity and pride (Li, 2017).

#### 4. THE EDUCATIONAL VALUE OF INTEGRATING REGIONAL CHARACTERISTIC CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION

The integration of regional characteristic culture into ideological and political education has multi-dimensional educational value, and helps students establish a correct world view, outlook on life and values in the inheritance of values. In terms of moral education, it provides rich materials to guide students to form good moral habits; In terms of cultivating the spirit of patriotism, the historical events and stories in the regional culture are used to stimulate students' patriotic enthusiasm and cultivate a sense of national pride and responsibility. From the perspective of cultural self-confidence, students can have an in-depth understanding of regional culture, enhance cultural identity and sense of belonging, and then strengthen national cultural pride and self-confidence. In the process of personality development, it stimulates students' interest and curiosity, cultivates innovation and practical ability, and promotes personality growth; At the level of deepening emotional identity, it stimulates students' deep feelings for their hometown and country, enhances their sense of

belonging and pride, and cultivates patriotic feelings and social responsibility, as shown in Figure 2.



**Figure 2:** Multi-Dimensional Educational Value

#### 4.1 Inheritance of Values

The culture with regional characteristics embodies the wisdom of the local people, contains rich and precipitated values, and is of great significance for shaping students' correct world view, outlook on life and values. In terms of world view, the traditional farming culture profoundly interprets the cognition and respect for the laws of nature, so that students can understand the laws of nature and establish the concept of respecting, conforming to and protecting nature. A survey of a rural school showed that after receiving agricultural culture education, students' attention to ecological and environmental protection increased by 35%, and the proportion of students who actively participated in environmental protection activities increased by 20%. From the perspective of outlook on life, the heroic deeds of the revolutionary ancestors in the red culture for national independence and national liberation can inspire students to think about the value of life, prompt them to establish lofty ambitions, and aspire to contribute to the country and society. After a school launched red culture education, students' learning motivation increased, and the

proportion of students who chose social services in their future career planning increased by 15%. At the level of values, the values of honesty and trustworthiness, respect for the elderly and love for the young, as well as solidarity and mutual assistance and neighborly harmony advocated by the traditional family motto culture, can improve students' moral character, reduce disciplinary violations, and enhance their sense of social responsibility and teamwork spirit through learning and practice. After a school in an ethnic minority area carried out ethnic culture education, students' teamwork ability improved, and the number of awards in team competitions increased by 25%. The values of regional characteristics and culture provide spiritual nourishment for students, help them form the correct three views, distinguish between right and wrong, adhere to the right path, and grow into socialist builders and successors.

#### 4.2 Ethics Education

The moral norms formed by regional culture in the long-term practice of life have an important enlightenment and guiding role in students' moral education. Many regional cultures attach importance to honesty and trustworthiness, such as the business principle of "treating people with sincerity and receiving things with trust" in Huizhou business culture, which can guide students to adhere to integrity in their study and life and reduce deception. After a middle school carried out the theme education of Huizhou business culture, the phenomenon of students cheating in exams was reduced, and the incidence of campus integrity behavior increased by 25%. Respect for the elderly and love for the young is a norm generally emphasized in regional culture, and the respect of the younger generation for the elders and the care of the elders for the younger generation in the traditional rural culture are conducive to cultivating students' respect and care for others and their sense of social responsibility. After a rural school carried out related activities, students' enthusiasm to participate in volunteer services for the elderly and left-behind children increased, and the number of behaviors increased by an average of 30%. Regional culture can also help students establish a correct sense of professional ethics, and the perseverance and spirit of excellence of craftsmen in handicraft culture can be passed on when students learn traditional handicrafts such as paper-cutting and embroidery, so that students can be more diligent in their professional learning and improve the clarity of career planning by 20% (Wang, 2021). In addition, the selfless dedication and heroic qualities of the revolutionary ancestors in the red culture can infect students to cultivate dedication and bravery, and after a

school organizes students to visit the red memorial hall, the enthusiasm of students to participate in volunteer service increases by 35%. The moral norms of regional culture provide rich materials for students' moral education, help them establish correct moral concepts, develop good moral habits, improve moral literacy, and become moral and conscientious citizens.

#### 4.3 Cultivation of the Spirit of Patriotism

Regional culture plays a key role in stimulating students' patriotic enthusiasm and cultivating national pride and responsibility, and its rich historical events and stories are vivid educational materials. Taking red culture as an example, Jinggangshan, Jiangxi, as the cradle of the revolution, has rich red resources, and the establishment of the Jinggangshan revolutionary base is of great significance. The students visited the Jinggangshan Revolutionary Museum, the Octagonal Tower and other relics, and saw the historical materials and objects of the revolutionary ancestors' firm struggle under difficult conditions, and their hearts were deeply touched. Statistics show that after the visit, 90% of the students had a great increase in respect for their revolutionary ancestors, and 85% of the students had a significant increase in their patriotic enthusiasm. During the War of Resistance Against Japanese Aggression, General Yang Jingyu stubbornly resisted the enemy under difficult circumstances, and his deeds inspired students' strong patriotic feelings and national pride. The survey shows that after learning about Yang Jingyu's deeds, 95% of the students said that they should cherish peace and study hard to contribute to the prosperity and strength of the motherland. The stories of celebrities in regional culture can also inspire students' patriotic feelings, such as Zhan Tianyou, who presided over the construction of the Beijing-Zhangjiakou Railway, and showed wisdom and perseverance to infect students to establish the ideal of learning for national rejuvenation (Lingli, 2021). After a school carried out Zhan Tianyou's deeds learning activities, students' interest in scientific and technological innovation increased, and the number of people participating in scientific and technological innovation activities increased by 30%. The historical events and stories of people in the regional culture can enable students to deeply understand the history and culture of the country, feel the patriotic feelings and fighting spirit of the ancestors, stimulate their own patriotic enthusiasm, cultivate a sense of national pride and responsibility, and establish the ideal and belief of striving for the prosperity and strength of the country.

#### 4.4 Increased Cultural Self-Confidence

Cultural self-confidence is a more basic, deeper, and more enduring force in the development of a country and a nation. As an important part of the excellent traditional Chinese culture, regional characteristic culture provides a rich source and a solid foundation for the enhancement of students' cultural self-confidence. When students learn about regional culture, they have an in-depth understanding of the unique history, customs, art and other elements of the region, and develop a strong sense of identity and belonging to the regional culture, which is an important foundation for cultural self-confidence. Taking dialect culture as an example, dialect carries the lifestyle, emotional expression and values of the local people, and students can discover its unique charm and cultural connotation by learning dialect, thereby enhancing their identity and belonging to their hometown culture and enhancing cultural self-confidence. According to the survey, 80% of students have a significantly stronger sense of identity with their hometown culture after learning dialect culture, and 75% of them. Students' cultural self-confidence is enhanced. In-depth exploration of regional culture can enable students to realize the richness and diversity of national culture, and enhance their pride and self-confidence in national culture. Regional culture is the concrete embodiment of national culture, and students learn different forms of regional culture such as folk art, traditional handicrafts, and folk activities, so that they can fully understand the connotation and value of national culture, and realize that national culture is composed of various regional cultures and has important contributions. After learning folk art from all over the world, 90% of the students have a stronger sense of pride in the national culture, and 85% of the students have a stronger self-confidence in the national culture. Regional culture also cultivates students' respect and tolerance for cultural diversity, so that they have an open cultural mindset and an international perspective (Jianhua, 2019). In the context of globalization, the study of regional cultures enables students to realize that different regional cultures have unique values and should be respected and protected. After a school carried out a "World Culture Tour" activity, 88% of students learned about regional cultures around the world, and their respect for cultural diversity increased significantly, and 82%. The international horizons of students are broadened. The integration of regional characteristic culture into ideological and political education helps students to become talents in the new era with cultural self-confidence and international vision, from the identification and belonging of regional



culture, to the pride and self-confidence of national culture, and then to the respect and tolerance of cultural diversity, and to contribute to the inheritance and promotion of excellent traditional Chinese culture and the promotion of cultural innovation and development.

#### 4.5 Promotion of Personality Development

The uniqueness of the regional culture creates a rich and colorful cultural environment, which greatly stimulates students' interest and curiosity, and encourages them to actively explore and learn. The folk arts, traditional handicrafts, and folk activities covered by the regional culture have unique charms that can attract students' attention, such as the exquisite patterns and unique production techniques of paper-cutting art, and the delicate stitches and brilliant colors of embroidery art, which can stimulate students' interest in learning. In the process of learning regional culture, students are exposed to a variety of cultural elements that can inspire thinking, cultivate innovation and practical ability. Taking traditional handicrafts as an example, students need to use their imagination and creativity to design unique works when learning to make ceramics, wood carving, bamboo weaving, etc., combining traditional crafts with modern elements and exercising innovative thinking. A school organized an activity of "Innovative Design of Traditional Handicrafts", and students designed many novel and unique works, demonstrating their innovation ability and regional cultural charm. Regional culture also helps students discover their interests and develop their individuality. Each student has different interests and talents, and regional culture provides students with a platform to show themselves, and students can participate in different projects according to their interests, such as folk music clubs, folk dance teams, folk painting clubs, etc., to continuously improve their skills and realize their self-worth. In a school's folk culture club, students choose projects according to their interests, and have made significant progress in their respective fields through study and training, some have won awards in folk music competitions, some have been well received in folk dance performances, and some have been exhibited in folk paintings, which have enhanced their self-confidence and sense of achievement (Lin & Zhong, 2023). The integration of regional characteristic culture into ideological and political education provides a broad space for students' personality development, stimulates their interest and curiosity, cultivates innovative and practical ability, helps students discover their interests and specialties, and promotes personality development, so as to make them high-quality

talents with innovative spirit and practical ability.

#### 4.7 Deepening of Emotional Identity

Regional culture can strongly stimulate students' deep feelings for their hometown and country, deepen their emotional identity, and make them emotionally closely connected with their hometown and country. When students delve deeper into the regional culture, they will find its unique charm and deep connotation, which will arouse emotional resonance. Taking the traditional festivals of the hometown as an example, the unique celebration methods and customs of the Spring Festival, such as temple fairs, allow students to experience the charm of the customs and traditional culture of their hometown, and have a strong sense of belonging and identity to their hometown. According to a survey of students who participated in temple fairs in their hometowns, 85% of the students had a deeper affection for their hometown and regarded the traditional festivals of their hometown as precious memories. As an important part of regional culture, the hometown dialect carries the history and culture of the hometown, and the familiar dialect can evoke students' good memories of their hometown and enhance their emotional identity. Statistics show that after learning dialects, 78% of students have a significantly stronger sense of identity with their hometown, and are more willing to inherit and carry forward the culture of their hometown dialect. Historical stories and legends from the local culture can give students an in-depth understanding of the history of their hometown and enhance their sense of pride. The deeds of the anti-Japanese heroes in a certain area defending their hometown made the students understand the history of their hometown more deeply, and a sense of pride arose. According to a survey of students who have heard the story, 92% of them are proud of their hometown and are willing to study hard to contribute to the development of their hometown. The regional culture is closely connected with the national culture, deepening students' emotional identity with the country. Regional culture reflects the history and cultural diversity of the country, and students can better understand the connotation value of national culture and enhance their sense of identity and belonging. Taking Chinese tea culture as an example, different regions have different characteristics of tea culture, and students can feel the breadth and profundity of Chinese tea culture and deepen their emotional identification with Chinese culture when learning regional tea culture. According to the survey, after learning about regional tea culture, 88% of students have a stronger love for Chinese culture and believe that Chinese culture is one of the world's

outstanding cultures (Canova & Ma'rof, 2023). Regional culture plays an important role in deepening students' emotional identity, and through enriching cultural elements and unique charm, students can have deep feelings for their hometown and country, enhance their sense of belonging and pride, cultivate patriotic feelings and a sense of social responsibility, and make them emotional and responsible talents in the new era.

## 5. CASE STUDY OF THE INTEGRATION OF REGIONAL CHARACTERISTIC CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION

### 5.1 Principles and Sources of Case Selection

In order to deeply explore the practical effect and educational value of integrating regional characteristic culture into ideological and political education, this study selects cases according to the principles of typicality, representativeness and authenticity. The cases are mainly derived from the practice of schools in different regions. In terms of school types, it covers primary schools, middle schools and colleges and universities, and there are differences in educational goals, students' cognitive levels and teaching methods among schools at different stages, which can fully demonstrate the practice mode and effect of integrating regional characteristic culture into ideological and political education in different educational scenarios. In terms of geographical distribution, regions with different cultural characteristics were selected, such as Jinggangshan area in Jiangxi Province, which is rich in red cultural resources, Qufu area in Shandong Province with profound historical and cultural heritage, and Xishuangbanna region in Yunnan Province with distinctive ethnic minority cultural characteristics. Through the analysis of these cases, the purpose is to summarize the successful experience, find the existing problems, and provide useful reference and reference for the integration of regional characteristic culture into ideological and political education (Li, 2017).

### 5.2 Detailed Case Analysis

Case 1: Colleges and universities in Jinggangshan area integrate local red culture into ideological and political education.

With the abundant local red cultural resources, colleges and universities in Jinggangshan area actively explore an effective path for the integration of ideological and political education. As the cradle of the revolution, Jinggangshan is dotted with revolutionary sites, memorial halls and many

red stories, constituting a treasure trove of high-quality ideological and political education resources. In terms of integration methods, the classroom teaching adopts the case teaching method, and the teacher introduces classic battles and heroic deeds such as the defense of the Huangyangjie and the Jinggangshan meeting into the ideological and political classroom. When explaining "ideals and beliefs", Mao Zedong and other revolutionaries were taken as examples to adhere to revolutionary ideals in difficult years, and students were guided to think about their values and the way to adhere to reality. When explaining "patriotism", the deeds of revolutionary martyrs who sacrificed their lives for national independence were used to stimulate students' patriotic feelings. In the practical teaching, the school organizes students to visit the Jinggangshan Revolutionary Martyrs Cemetery, Museum, Octagonal Tower and other red sites, and intuitively feel the revolutionary history by watching cultural relics and materials, listening to explanations; Encourage students to participate in red culture volunteer services, such as serving as docents, to deepen their understanding and inheritance of red culture. In terms of campus cultural construction, the school has built landscapes such as the sculpture of Jinggangshan revolutionary heroes and the red cultural corridor to show the connotation of red culture; Establish a red culture research club and a literary and artistic club, and carry out lectures, song singing competitions, story speech competitions and other activities to enhance students' sense of identity and belonging to red culture. The practice has achieved remarkable results, the students' ideological understanding has been greatly improved, and their reverence for the revolutionary ancestors and their sense of responsibility for the country and the nation have been enhanced. According to the survey, 95% of the participating students have a deeper understanding of the history of the revolution, and 90% of the students have been stimulated with patriotic feelings, cherish a peaceful life more, and are willing to study hard for the development of the country. Students' social practice skills have also been exercised, participating in volunteer services has improved their communication, organization and teamwork skills, and the language expression and explanation skills of students who serve as docents have been significantly improved. However, problems have also been exposed in practice. The excavation and utilization of red cultural resources are not deep enough, some teachers do not study thoroughly, and the depth and breadth of teaching content are insufficient. The organization and management of practical teaching are not perfect, and there are problems such as insufficient safety guarantee and non- standard process in field

visits and volunteer services, which affect the teaching effect. The long-term mechanism for integrating red culture into ideological and political education has not yet been established, and there is a lack of systematic planning and continuous investment, and the continuity and stability of education are insufficient. In view of these problems, the improvement measures are as follows: strengthen the in-depth excavation and research of red cultural resources, organize teachers to participate in training and academic exchanges, improve research and teaching capabilities, and enrich teaching content; Improve the organization and management of practical teaching, formulate detailed plans and safety measures, standardize the process of activities, and strengthen the guidance and supervision of students; Establish a long-term mechanism, formulate long-term plans, increase capital investment, strengthen cooperation with local governments and red cultural institutions, and promote the sustainable development of red culture education.

Case 2: Primary and secondary schools in Huangpi District, Wuhan City, use regional traditional culture to carry out ideological and political education

Primary and secondary schools in Huangpi District, Wuhan City, relying on the profound local historical and cultural heritage, have carried out ideological and political education and achieved results. Huangpi is the hometown of Mulan, and the spirit of Mulan has a long history; It is also the place where the Song Dynasty scholars Cheng Hao and Cheng Yi lived as teenagers, leaving many relics, and their ideas have become an important part of regional culture; At the same time, Huangpi, as a red fertile soil, has a wealth of revolutionary sites. In terms of activities, the school organized students to rehearse the song and dance drama "Mulan" and participate in large-scale theatrical performances, and students learned the story of Mulan's father in the army, and experienced her filial piety, service to the country, responsibility, and heroic spirit, so as to improve their artistic literacy and emotional resonance in the rehearsal. The school led students to visit the "Ercheng Academy", pay homage to the statues, relive the story of "Chengmen Lixue", recite related poems, visit the palace and cultural relics, and discuss in groups to absorb the spiritual strength of Ercheng's hard work and respect for teachers. In terms of red culture education, more than 50 revolutionary sites in Huangpi provide vivid teaching materials for teachers and students, the school organizes students to pay respects in the martyrs' cemetery, and teachers and students take an oath in front of the monument to remember history and inherit the red gene. In the school, flag-raising ceremonies, ideological and political classes and important

festivals are used to carry out patriotic education and learn heroic stories. These activities have a positive impact on students. The students' ideological and moral qualities have been significantly improved, and they have learned how to be filial, patriotic, responsible, and study hard from the Mulan spirit, Ercheng Thought and red culture. Many students are influenced by the spirit of Mulan, and they care more about their parents and take the initiative to take on housework in their lives. Influenced by the spirit of Ercheng, his learning attitude is more correct. Students' cultural literacy has also been improved, and participating in regional traditional cultural activities has enabled them to have an in-depth understanding of local history and culture, and enhance their sense of identity and pride in the excellent traditional Chinese culture. In the process, the school also faces challenges. The integration of regional traditional culture and education resources is insufficient, the organic connection between different types of cultural resources is lacking, and the systematization of educational activities is insufficient. Some teachers do not have an accurate understanding and grasp of regional traditional culture, and it is difficult to give full play to the value of education in teaching and activity organization. The form and content of educational activities are not rich and diverse, which is difficult to meet the diverse learning needs of students, and some students are not highly motivated to participate. To address these challenges, the school has adopted a series of strategies. Strengthen the integration of regional traditional cultural education resources, establish a resource sharing platform, and organically combine Mulan culture, Ercheng culture, and red culture to form a systematic education system; Organize teachers to participate in training and seminars on regional traditional culture, invite experts to guide, and improve teachers' understanding and teaching ability of regional traditional culture; Innovate the form and content of educational activities, adopt project-based and inquiry-based learning, and design diversified activities such as cultural research, keynote speeches, and creative works displays, so as to stimulate students' interest in learning and enthusiasm for participation.

### 5.3 Lessons Learned

The analysis of the practice of colleges and universities in Jinggangshan and primary and secondary schools in Huangpi District can provide valuable reference for other regions and schools to integrate regional characteristic culture into ideological and political education. In terms of resource utilization, it is necessary to deeply excavate regional cultural

resources, comprehensively sort out local history, folk customs, art and other elements, and accumulate materials for ideological and political education. Colleges and universities in the Jinggangshan area excavate red culture, integrate revolutionary sites, memorial halls, and red stories into teaching, so that the ideological and political content is vivid and vivid; Primary and secondary schools in Huangpi District excavated Mulan culture, Ercheng culture and red culture, and enhanced students' identification with regional culture through rehearsals and dance dramas, visits to relics and other forms. When excavating, it is necessary to pay attention to the uniqueness of resources and educational value, select representative cultural elements, and meet the goals of ideological and political education. At the level of teaching methods, diversified means should be used to enhance the attractiveness and effectiveness of ideological and political education. Case teaching, situational teaching, special lectures, etc., are used to closely integrate regional culture with ideological and political content. Teachers from colleges and universities in Jinggangshan area introduced red culture cases in ideological and political classrooms, and guided students to think about ideals, beliefs, patriotism, etc., with case teaching, which aroused emotional resonance. Primary and secondary schools in Huangpi District organized students to rehearse songs and dances, visit relics, and cultivate students' practical practice and innovative thinking. The construction of campus culture is very important, and it is necessary to create a strong regional cultural atmosphere. By creating regional cultural landscapes, carrying out cultural activities, and establishing cultural clubs, students are always influenced by regional culture and enhance their sense of identity and belonging. Colleges and universities in Jinggangshan area have built red cultural landscapes, established clubs, and carried out theme activities to make the campus full of red cultural atmosphere; Primary and secondary schools in Huangpi District carry out various regional cultural activities to deepen students' love for their hometown. In the practical teaching, the practical link is strengthened, so that students can improve their comprehensive quality through experience. Organize field trips, volunteer services, and participate in cultural activities to enhance students' understanding of local culture. Colleges and universities in Jinggangshan area organize students to visit the ruins and participate in volunteer services to cultivate social practice and teamwork skills. Primary and secondary schools in Huangpi District organized students to pay respects to the martyrs' cemeteries and participate in cultural propaganda to enhance their patriotic feelings and sense of social responsibility. When other regions and schools integrate

regional characteristic culture, they should combine their own realities, learn from these successful experiences, explore models suitable for their own schools, realize the deep integration of regional characteristic culture and ideological and political education, and cultivate all-round development of socialist builders and successors.

## 6. CONCLUSION

This study focuses on the practical mode and educational value of integrating regional characteristic culture into ideological and political education, and uses multi-dimensional analysis and case study methods. At the level of practice mode, in classroom teaching, the case teaching method vividly presents the content of ideological and political teaching by introducing typical cases of regional characteristic culture, which significantly improves students' understanding and mastery of knowledge. The contextual teaching method creates a regional cultural context to enhance students' learning experience and enthusiasm. Special lectures broaden students' horizons and deepen their understanding of cultural connotations with the help of expert explanations. In practical teaching, field trips and research allow students to gain intuitive experience and cultivate practical ability. Cultural activities and competitions stimulate students' interest, strengthen their sense of cultural identity and teamwork ability; Volunteer service and social practice enhance students' sense of social responsibility and improve their overall quality. In terms of campus cultural construction, the regional cultural landscape creates a strong cultural atmosphere so that students can grow up in edification; Club organizations and activities enrich the cultural life of the campus and cultivate students' interests, specialties and cultural literacy; Campus cultural festivals and themed exhibitions focus on regional culture, enhance campus cultural taste, and enhance students' understanding of regional culture. In terms of educational value, the integration of regional characteristic culture is conducive to the inheritance of values and helps students establish a correct world view, outlook on life and values. Provide rich materials in moral education to guide students to develop good moral habits; Stimulate patriotic enthusiasm and cultivate a sense of national pride and responsibility through historical events and stories in regional culture; Enhance cultural self-confidence, promote students to have an in-depth understanding of regional culture, and then enhance their identity and self-confidence in national culture; Stimulate students' interest, cultivate



innovation and practical ability, and promote personality development; Deepen emotional identity, stimulate students' deep feelings for their hometown and country, and enhance their sense of belonging and social responsibility. Through the detailed analysis of the cases of integrating local red culture into colleges and universities in Jinggangshan area, and using regional traditional culture to carry out ideological and political education in primary and secondary schools in Huangpi District, Wuhan City, the feasibility and effectiveness of integration are verified, and the problems of insufficient resource mining, insufficient construction of teachers, lack of innovation in teaching methods, low student participation, and imperfect institutional guarantee are found. Improve response strategies such as institutional safeguards and policy support.

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