

Cultural Diversity in Higher Education Ideological and Political Education: Cross-Cultural Research and Intercultural Understanding

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Abstract: With the development of society and the progress of The Times, the trend of economic globalization is more and more obvious, at the same time, the culture tends to be diversified. Colleges and universities are the cradle of talent cultivation in our country, and college students are the hope of future development. Their values are in the forming stage and are easy to be impacted by various trends of thought. Ideological and political education in colleges and universities is the main front for the guidance of college students' values, which can provide a guarantee for their development. Based on this, this paper starts from the theoretical basis of cultural diversity in ideological and political education in colleges and universities, summarizes the characteristics of cross-cultural education, and puts forward the innovative path of cross-cultural education under the background of cultural diversity based on the effect of cross-cultural development of ideological and political education in colleges and universities.

Keywords: Efficient Ideological and Political Education; Cultural Diversity; Cross Culture

1. INTRODUCTION

With the further development of global integration, China's university education system also presents a new trend of internationalization. Ideological and political education is a compulsory course in colleges and universities, which can lay the foundation for the good development of students' thoughts and values. Cross-cultural research and cross-cultural understanding will have a direct impact on the quality of ideological and political education.

2. THEORETICAL BASIS OF CULTURAL PLURALISM IN UNIVERSITY IDEOLOGICAL AND POLITICAL EDUCATION

The theoretical basis of cultural pluralism in the ideological and political

education of colleges and universities is shown in Table 1.

Table 1: Theoretical Basis of Cultural Pluralism in Ideological and Political Education in Colleges and Universities

Serial Number	Theoretical Basis
1	Marxism
2	Xi Jinping.Cultural Thoughts on Socialism with Chinese Characteristics for a new Era
3	The cultural function of ideological and political education

The diversity of culture in the ideological and political education of colleges and universities comes from the integration of Marxist ideology. Marx attaches great importance to ideology and believes that "ideology is the idea". In his research, he elevates ideology to an important theoretical status and expresses that it has certain critical value. In the process of research, Marx, with social practice as the main focus, deeply explored the ideology in the bourgeoisie, and deeply discussed its composition and development. Finally, from the perspective of combining theory and practice, he exposed the essence of bourgeois ideology, and denied it from the perspective of reasonability and defense (Wen, 2022). At the same time, Marxism believes that problems should be viewed in a dialectical, developmental perspective, especially in the materialistic historical concept, based on this concept, development in criticism. Marxism in the field of ideology, has the guiding function, can provide the correct development direction for our country's cultural construction. Our country is in the new era of socialism, which entrusts us with new missions and tasks, and cultural construction is very important. Marxism is the theoretical basis for the development of the Party and the people of our country, and also the basic policy for cultural development (Peng & Wei, 2023). Based on the content of Marxism, we should correctly understand the nature of cross-cultural development, that is, complexity and long-term. On this basis, we should face up to the diversity of thought and culture in our country (Wu, 2024). Under the influence of the wave of global integration thought, we should still adhere to Marxism as the leading and guide college students to form the correct concept of socialist core values. In the process of cross-cultural development, college students can always maintain highly rational thinking, grasp the positive direction under the impact of Western culture, and adhere to the principle of cultural values with Chinese characteristics (Wang & Gao, 2022). The cultural diversity in ideological and political education in universities stems from the integration of Xi Jinping's thought

on socialism with Chinese characteristics in the new era. With rich cultural connotations, our country needs to be firm in cultural self-confidence to promote the development of socialism and enhance the prosperity of Chinese culture. General Secretary Xi Jinping explicitly stated in the 19th National Congress report that for the comprehensive construction of a socialist modernized country in China, it is necessary to adhere to the path of socialist cultural development, strengthen cultural self-confidence, and gradually achieve the great rejuvenation of the Chinese nation. University students, as successors of socialism, need to have a strong cultural self-confidence. In the process of integration with Western thoughts and cultures, as well as in cross-cultural communication practices, they should consider Chinese socialist cultural thinking as a fundamental principle. From a fundamental perspective, cultural self-confidence is essentially the self-confidence of Chinese socialism. It can be manifested internationally and individually (McAllister & Irvine, 2000). However, whether it is cooperation between different countries or the communication of university students themselves, cultural self-confidence is essential. Chinese culture, with thousands of years of heritage, is profound and extensive, forming the foundation of our cultural development. Ideological and political education in universities helps students recognize the excellence of national culture. In their growth process, they continuously absorb the essence of excellent culture and innovate in the process of inheritance (Li & Yue, 2021). The cultural pluralism in the ideological and political education in colleges and universities comes from the integration of the cultural function of the ideological and political education. The diversified development of culture has played a positive role in promoting the integration of world culture and cultural diversity, but this phenomenon also has a certain impact on the values, spirit and judgment of college students (Yuan & Fengqiu, 2024). Because of this, the development of culture is not optimistic. For example, in the daily study and life of some college students, The excessive pursuit of Western habits and lifestyles, the blind celebration of Western festivals, and the use of Western culture as the benchmark of fashion have led to the gradual decline of Chinese traditional culture. In addition, with the development of information technology, network culture, as a "new element", has entered the life of college students. The thought of worships foreign countries and making things right is also one of the restricting factors of cross-cultural education. These problems all need the guidance of ideological and political education (Robinson-Pant, 2005). Through the dissemination and inheritance of culture, college students can realize the importance of national culture and

identify with national culture. To reverse and guide the unhealthy cultural atmosphere among college students (Chen, 2022).

3. CHARACTERISTICS OF CROSS-CULTURAL EDUCATION DEVELOPMENT

Cross-cultural education emerged in the late 20th century with the development of world democratization (Feng, 2021). Under the background of international cultural integration, to carry out ideological and political cross-cultural education for college students mainly refers to the characteristics and qualities of college students in our country that are continuously developed and improved while they are learning and practicing, and that can have a continuous and positive impact on their future (Basarab, 2015). There are some differences between cross-cultural education, traditional education and diversified education, especially the passive concept in diversified education, which is contrary to it and belongs to proactive education. Cross-cultural education for college students has rich connotation, such as cross-cultural education consciousness, educational practice consciousness, educational resources sharing, educational concept unity, the establishment of global responsibility consciousness and so on. In recent years, cross-cultural education has developed rapidly, presenting the following characteristics. First, the characteristics of integration. The process of the development of higher education in China has shown a trend of diversified development, the international cooperation of colleges and universities is gradually increasing, and the cross-cultural activities of college students are increasingly rich. In the current era of college students, most of them are only children with distinct personalities. Therefore, cross-cultural education presents the characteristics of integration of diversity and singleness (Yusupova et al., 2015). Second, the national characteristics. The development of higher education needs to rely on the history and culture of the country, inherit the excellent culture and thought, etc. At the same time, with the development of The Times, culture also needs to innovate with the changes of The Times and foreign cultures. From the perspective of the world, the international mobility of talents is relatively strong, and the educational exchange is more and more frequent. Third, organizational characteristics. The higher education carried out by the higher institutes occupies the dominant position in our country's education system, which is very important for the constitution and development of our country's

education system. At present, some universities can complete their studies in foreign universities in China, and the same is true abroad. Foreign students can enjoy Chinese education in Confucius Institutes, which reduces the cost of studying abroad to a large extent. Under the influence of different educational organizations, higher education can achieve cross-cultural education (Kim, 2007). Cross-cultural education is a new trend of the future development of teaching in colleges and universities in China, which has put forward new standards and challenges for college education. Therefore, the education work of college students should be carried out from the cross-cultural perspective under the background of internationalization development.

4. EFFECT OF CROSS-CULTURAL DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

The cross-cultural development of ideological and political education in colleges and universities has obvious effects, mainly including the following aspects: First, the orientation of ideological and political education provides a direction guarantee for the development of cross-cultural communication among college students. The ideological and political education carried out in colleges and universities has a high orientation, which can guide and promote the thoughts and behaviors of college students, so as to promote the development of college students in the correct road. The development of ideological and political education can also be regarded as a kind of activities with a distinct purpose, the purpose is to guide the thoughts (Sjøen, 2023). The orientation of ideological and political courses in colleges and universities refers to the ideological and political education of college students under the leadership of the Party and the state, so as to promote college students to behave more correctly and establish a correct outlook on life, values, world view and so on. Cross-cultural ideological and political education can help college students to have a correct understanding of culture. When facing foreign "heterogeneous" culture, they can also correct their attitude and distinguish right from wrong. Secondly, the cultural nature of ideological and political education provides the ideological foundation for the development of cross-cultural communication among college students. The connotation of the ideological and political education in colleges and universities is still culture. From the perspective of the education system in our country, the

ideological and political education is one of its branches, which belongs to the category of social culture. It has multiple characteristics such as society and culture, and can closely link people, society and culture together. Culture is an important carrier of ideological and political education, and it can construct the specific content of education in the culture (Holliday, 2010). Ideological and political education in colleges and universities has many functions, such as cultural screening and cultural innovation. Thirdly, the comprehensiveness of ideological and political education provides a rising space for the development of cross-cultural communication among college students. The actual development of cross-cultural education has effectively expanded the horizons of college students, enabling them to have a wider range of cognition and higher pursuit.

5. INNOVATIVE PATH OF IDEOLOGICAL AND POLITICAL INTERCULTURAL EDUCATION IN COLLEGES AND UNIVERSITIES

(1) Cultivating students' cross-cultural cognitive ability: In the process of intercultural education, context can play a decisive role. In multi-culture, the local culture, the communication problem and the target culture interact with each other to form the cross-cultural concept. Therefore, it is necessary to set the cross-cultural education in a specific context, rather than conforming to a single cultural form. Taking intercultural communication as an example, forming an "interactive" educational environment can break the shackles of traditional education and finally achieve the goal of education. Cross-cultural cognitive ability mainly refers to the cognitive ability of domestic traditional culture and foreign culture. From the perspective of cognitive psychology, cognition is not a mechanical feedback to the objective world, but a reorganization of past experience. In the process of ideological and political learning, college students have many interactions with the outside world (Halse & Baumgart, 2000), and the process of interaction is also the process of cognitive formation. From the perspective of college students, cultural cognition is the content deposited in their brain, which is distributed in the brain organization in the way of static and dynamic combination. Through continuous learning, the things in their cognition gradually increase, and the "knowledge map" in their mind will become more perfect and rich. With the improvement of college students' cognitive ability, their cross-cultural cognitive ability will gradually form.

(2) Selection of ideological and political education content in colleges and universities: From the perspective of multiculturalism, cross-cultural education also needs to select efficient ideological and political education content and optimize educational resources, so as to improve the practicability of ideological and political education. The current society has a high degree of openness and inclusiveness, so multiculturalism has been bred. Intelligent devices, such as smart phones and tablet computers, are becoming more and more popular among college students. The ideological and political education in colleges and universities should fully understand the needs of students, and then, based on their own ideological and political accomplishment and educational quality, deeply understand the multiculturalism. For example, when social events with high heat occur in the society, ideological and political teachers need to start from the cases around students to analyze the hot events, so as to guide students' ideas and make them have a correct understanding of the hot social events (Truong & Tran, 2014). Teachers' reference teaching of such events enriches ideological and political materials, improves the pertinence of education, and plays a guiding role in cultural concepts and values. In the intercultural education of ideological and political aspects, teachers need to make full use of the Internet, give full play to the educational function of ideological and political aspects, and strengthen the core quality of students. The content in the textbook is limited, and teachers integrate different hot events into the teaching, which can not only enrich the educational content and improve the practicality of teaching, but also enhance the subjective initiative of students' ideological and political learning.

(3) Setting goals for cross-cultural ideological and political education: Cross-cultural education needs to set up clear ideological and political education goals. In the actual teaching process, teachers can first improve their professionalism and actively participate in related projects of Sino-foreign joint school-running, such as teacher exchange activities and student exchange activities, which will have a great impact on teachers and students, so that they can intuitively feel foreign culture. Thus, it will bring new directions and ideas to the actual development of cross-cultural education. From the perspective of international development, the ideological and political education in colleges and universities should broaden the educational field, build a solid educational foundation, and selectively accept foreign cultures while highlighting professional ability (Stier, 2006).

(4) Enriching ideological and political education methods in colleges and

universities: From the perspective of multicultural development, the development of cross-cultural education also needs to enrich the methods of ideological and political education. For example, interactive teaching is helpful for teachers to understand students' thoughts and improve their grasp of students' knowledge system in multi-culture. Students are the main body of classroom teaching. In interactive teaching, teachers give the classroom to students and guide and supervise themselves. Teachers need to let students understand the multicultural connotation and so on, so that students can learn in the correct cognition. In addition, teachers also need to clarify the role and significance of mainstream cultural education, so that students become the main body, so that students develop good habits in learning. Ideological and political teachers can also carry out practical teaching, enrich the content and form of teaching practice, and "move" the ideological and political education classroom into the practical environment. Teachers can also take students to nursing homes, orphanages, etc., so that students can feel that there are so many people in need of help in the society, so as to strengthen students' sense of social responsibility. Good educational methods can achieve twice the result with half the effort in the process of education. Therefore, it is necessary to choose appropriate methods in the process of cross-cultural education (Zhu et al., 2010).

(5) Expanding the scope of cross-cultural research: Cross-cultural, as the name implies, is to cross a variety of cultures to achieve cultural integration and development. For example, in the process of introducing the thought of socialism with Chinese characteristics, teachers can also introduce the political thought of Western countries, and make comparison to analyze the difference between the political thought of our country and that of the West, as well as the necessity for our country to take the road of socialism with Chinese characteristics, so as to expand students' cross-cultural scope. In addition, teachers should also improve the assessment system of ideological and political education, not only through the performance of the evaluation of college students, the evaluation system should be able to take a comprehensive consideration of students, such as ability, quality, thought, attitude, communication and so on, comprehensive evaluation system, can provide a more sound evaluation, to help students understand themselves and culture.

5.1 Summary:

To sum up, ideological and political education in colleges and universities is helpful to guide the formation of mainstream values of

college students, and help college students establish correct moral concept, sense of responsibility and professional quality. We are in a multicultural era, under this background, the ideological and political education in colleges and universities needs to reflect the "cross-cultural" content, so as to meet the requirements of the new era and meet the needs of students' learning and development, so as to strengthen the effect of ideological and political education in colleges and universities.

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