

Research on Strategies for Improving College Students' Ideological and Political Literacy from the Perspective of International Education

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ABSTRACT

With the in-depth development of economic globalization and the rapid advancement of information technology, international education has become an important trend in the development of education today. Educational exchanges and cooperation between countries have become increasingly frequent, and activities such as cross-border learning, joint training, and international academic exchanges have continued to increase, providing students with a broader learning perspective and richer educational resources. International education not only promotes the dissemination and sharing of knowledge but also drives the exchange and integration of different cultures. Cultivating talents with an international perspective, cross-cultural communication capabilities, and global competitiveness has become an important goal of education in various countries. College students are the future of the country and the hope of the nation. Their ideological and political literacy is directly related to the long-term stability of the country and the harmonious development of society. It is of great practical significance to help them establish correct worldviews, outlooks on life, and values.

KEYWORDS

College students' ideological and political education; International education; Literacy improvement strategies

1 Analysis of college students' ideological and political literacy from the perspective of international education

1.1 Survey on college students' ideological and political literacy

To gain an in-depth understanding of the current state of college students' ideological and political literacy from the perspective of internationalized education, we conducted a survey among students from multiple universities. The aim was to comprehensively grasp their conditions in terms of political concepts, ideological understanding, moral qualities, and legal awareness, analyze the existing problems and their causes, and provide a basis for proposing targeted improvement strategies.

Most students hold an open and inclusive attitude towards multiculturalism, believing that different cultures should communicate and learn from each other. However, when facing the impact of Western culture, some students have wavered in their thoughts. They admit that they are easily influenced by the ideas of individualism and hedonism in Western culture, which leads to deviations in their values. When handling the relationship between the individual and the collective, they pay more attention to personal interests and lack a collectivist spirit. In terms of their views on social hot issues, college students generally pay attention to them, but they tend to be influenced by online public opinions and others' viewpoints when analyzing and judging, lacking independent thinking and critical thinking.

Although most college students have a sound moral cognition, considering honesty, trustworthiness, respect for the elderly, love for the young, and care for others as important moral qualities, there exists a phenomenon of inconsistency between knowledge and practice in real life. Some students, under the influence of the market economy and unhealthy social trends, have developed a utilitarian tendency. When dealing with interpersonal relationships, they focus excessively on personal interests, neglecting moral principles and emotional factors. Some students even hold the view that morality plays a limited role in real society and that moral values can be appropriately sacrificed to achieve their own goals.

1.2 Analysis of existing problems and causes

From the analysis of the survey results, the following problems exist in college students' ideological and political literacy from the perspective of international education: First, there is confusion and cognitive deviation in political concepts. Some students have an insufficient understanding of the superiority of China's political system, are influenced by Western political concepts, and lack enthusiasm for political participation. Second, ideological understanding is easily impacted by multiculturalism and Western trends of thought, lacking firm ideals and beliefs and independent thinking ability, resulting in deviations in values. Third, there is a problem of inconsistency between knowledge and practice in moral qualities, and some students' moral concepts are utilitarian.

The causes of these problems are multifaceted. From the perspective of the international education environment, with the development of globalization, Western culture and values have poured in through various channels, exerting a strong impact on college students' thoughts. The popularization of the Internet has made information dissemination faster and

more extensive, and some bad information and wrong ideas can easily mislead college students. From the perspective of college education, the content and methods of ideological and political education need to be improved. Some ideological and political education courses have outdated content, lack pertinence and effectiveness, and have a single teaching method, which is difficult to stimulate students' interest in learning. Colleges and universities do not pay enough attention to ideological and political education, and there are deficiencies in curriculum setting, teacher allocation, and practical teaching.

The influence of family and society on college students' ideological and political literacy cannot be ignored. Some families only focus on their children's academic performance and neglect the cultivation of moral character and values. The existence of corruption, moral decline, and other phenomena in society also have a negative impact on college students' thoughts. College students are in a period of forming their worldviews, outlooks on life, and values. Their psychology is not yet mature, they lack social experience, and they are easily influenced by external factors. In addition, a few students have low requirements for themselves and lack awareness of self-discipline and self-improvement.

2 Strategies for improving college students' ideological and political literacy

2.1 Optimizing the college ideological and political education curriculum system

In setting the content of college ideological and political courses, it should be closely combined with practical issues such as international relations and global governance, and integrate international cases and multicultural knowledge. For example, when explaining international relations theories, introduce relevant cases of "the Belt and Road Initiative" to analyze how China adheres to the principles of extensive consultation, joint contribution, and shared benefits in international cooperation to promote the common development of countries along the route. Through in-depth analysis of cases, students can understand China's positive role in global governance and enhance their international perspective and national pride. Increase the introduction to the history, culture, religion, and other aspects of various countries in the world, guide students to respect cultural differences between different countries and nations, and cultivate their awareness of cross-cultural communication. It is possible to compare the legal systems and moral concepts of different countries, analyze the cultural roots behind them, so that students can understand that moral and legal concepts in different cultural backgrounds have both differences and commonalities, thereby improving their adaptability and discrimination ability in a multicultural environment.

Adopt diversified teaching methods to stimulate students' interest and initiative in learning. The case teaching method introduces international and domestic hotspots and teaches students to use the learned ideological and political knowledge for analysis and discussion. For example, when explaining the international political pattern, take the Russia-Ukraine conflict as an example, let students analyze the causes, impacts of the conflict, as well as the positions and interests of all parties, so as to cultivate their ability to analyze and solve problems. The group discussion method is also an important means to improve teaching effectiveness. Organize students to discuss specific ideological and political topics, encourage them to express their views, and promote ideological exchanges among students. This can not only improve students' teamwork ability but also cultivate their critical thinking and innovative ability. Teachers can also release teaching videos and learning materials on online teaching platforms, allowing students to learn independently before class and further solve problems encountered in independent learning in class to deepen their understanding of knowledge.

Ideological and political teachers are a key force in ideological and political education. Colleges and universities should regularly organize ideological and political teachers to participate in international education training to update their teaching concepts. Encourage ideological and political teachers to participate in international academic exchange activities, communicate and cooperate with counterparts in foreign universities, and carry out international cooperation research projects. Through international academic exchanges, teachers can understand the cutting-edge academic research results in the world, improve their academic level and teaching ability. Actively introduce talents with international educational background and rich teaching experience to enrich the team of ideological and political teachers and bring new ideas and methods to ideological and political teaching.

2.2 Carrying out a variety of campus cultural activities

The International Cultural Exchange Festival is an important platform to promote cultural exchanges between China and foreign countries, allowing students to personally experience the cultural charm of different countries and regions and enhance their cultural confidence. The content of the cultural festival can include cultural exhibitions, art performances, food experiences, and cultural lectures from various countries. For example, cultural exhibitions can display traditional handicrafts, costumes, and works of art from various countries, allowing students to understand the cultural characteristics of various countries. Art performances can invite art groups from various countries to give wonderful performances, allowing students to appreciate the artistic styles of different countries. Food experiences provide characteristic foods from various countries, allowing students to feel the dietary cultures of different countries. Cultural

lectures can invite experts and scholars to introduce the history and culture of various countries, deepening students' understanding of the cultures of various countries. The International Cultural Exchange Festival allows students to have close contact with the cultures of different countries, enhance their understanding and respect for multiculturalism, and at the same time display the unique charm of Chinese culture, enhancing national pride and cultural confidence.

Social practice and voluntary service are important ways to cultivate students' sense of social responsibility and ideological and political literacy. Encourage students to participate in overseas internship programs to understand the social systems, cultural customs, and working methods of different countries, and improve their cross-cultural communication and adaptability. Organize students to participate in international environmental protection volunteer activities and international public welfare assistance activities, so that students can enhance their sense of social responsibility and global awareness in the process of serving others. International volunteer activities can enable students to understand the needs and problems of the international community, cultivate their dedication and teamwork ability, and contribute to protecting the global environment together.

2.3 Strengthening online ideological and political education

Make full use of new media technologies to build an online ideological and political education platform integrating ideological education, knowledge dissemination, and interactive communication, with modules such as online learning of ideological and political courses, discussion on current hot topics, and psychological counseling services. In the online learning module of ideological and political courses, provide rich teaching resources such as teaching videos, electronic textbooks, and online tests to facilitate students' learning anytime and anywhere. The current hot topic discussion module encourages students to exchange and discuss domestic and foreign current hot topics, and teachers can guide and answer questions on the platform to help students establish correct values and political positions. The psychological counseling service module provides students with mental health counseling and guidance to help them solve psychological problems encountered in study and life. Utilize the communication characteristics of new media to innovate the communication methods of ideological and political education, presenting ideological and political knowledge to students in a more intuitive and vivid way through vivid and interesting short videos, animations, etc., to improve their participation.

Cultivating a team of talents who understand both ideological and political education and are familiar with network technology is the key to strengthening online ideological and political education. Colleges and universities should strengthen the network technology training of ideological and political teachers, improve their ability to use network technology to carry out teaching and education work, hold network teaching skills training courses, so that teachers can learn how to make teaching videos, use network teaching platforms for teaching management, and carry out ideological and political education using new media. Encourage and support students of related majors to participate in online ideological and political education work to cultivate their innovation and practical ability. For example, organize computer major students to develop online ideological and political education platforms and design attractive interfaces and functions. Organize journalism and communication major students to produce publicity content for online ideological and political education to improve the communication effect of ideological and political education.

Offer network literacy courses and hold network security lectures to teach students network security knowledge and information discrimination skills, so that they can understand the advantages and disadvantages of the network and learn to use it correctly. In network literacy courses, explain how to prevent network fraud, avoid personal information leakage, and distinguish the authenticity of network information, so as to improve students' network security awareness and self-protection ability. Formulate network behavior norms to guide students to treat network information rationally and abide by network morality and laws and regulations. Colleges and universities should clarify students' rights and obligations in the network environment, standardize and restrict students' network behavior, such as not spreading bad information on the network, not infringing on others' privacy, not engaging in cyber violence, etc., and deal with students who violate network behavior norms accordingly.

2.4 Strengthening the collaborative education of family and society

Parents are their children's first teachers, and family education has an important impact on children's ideological and political literacy. Parents should create a good family atmosphere and set an example for their children with their words and deeds. For example, care about national affairs, actively participate in social public welfare activities, and cultivate children's sense of social responsibility and patriotism. Respect children's personalities and ideas, communicate with children on an equal basis, and guide them to establish correct values and outlooks on life. Parents should maintain close contact with their children, understand their situation at school and in life, and pay attention to their psychological changes and ideological confusion. When children encounter problems, parents should give patient listening and guidance to help them face problems correctly.

Social public opinion, cultural environment, and the construction of the rule of law have a significant impact on the formation of college students' ideological and political literacy. Society should strengthen public opinion guidance,

promote positive energy, and spread socialist core values. The media should play the role of public opinion supervision and guidance, publicize advanced models and positive energy deeds, and create a positive social atmosphere. For example, report the deeds of outstanding college students to inspire more students to study hard and make progress. Publicize good people and good deeds from all walks of life to carry forward the traditional virtues of the Chinese nation. At the same time, strengthen cultural construction, provide rich and healthy cultural products and cultural activities to meet college students' spiritual and cultural needs. Cultural departments should encourage cultural innovation, launch more cultural works with ideological, artistic, and ornamental value, create excellent film and television, literary, and musical works, so that college students can receive ideological education and cultural edification while appreciating them. Improve laws and regulations, standardize social behavior, and provide a good legal environment for the growth of college students. The government should strengthen supervision over the network and cultural market, crack down on bad information and illegal acts, and protect the legitimate rights and interests of college students.

Build a communication platform between schools, families, and society, strengthen information exchange and sharing, and form a joint force in education. Schools should regularly hold parent-teacher meetings, feedback students' learning and ideological situation to parents, listen to parents' opinions and suggestions, and establish cooperative relations with all sectors of society, invite social figures to participate in school education work, and jointly promote students' growth. Realize resource sharing, integrate educational resources of schools, families, and society, and provide strong support for the improvement of college students' ideological and political literacy. Schools can use social resources to carry out practical teaching activities, organize students to visit and intern in enterprises, and carry out voluntary services in communities. Families can provide students with opportunities for social practice, allowing children to participate in family affairs management and community activities. Society can provide educational guidance and support for schools and families, such as providing professional psychological counseling services and holding family education lectures. Establish a collaborative education mechanism, clarify the responsibilities and tasks of schools, families, and society in education work, and jointly formulate education plans and goals.

3 Research conclusions

This study deeply explores the issues related to college students' ideological and political literacy from the perspective of international education, and through comprehensive theoretical analysis, empirical research, and strategy discussion, draws the following main conclusions:

International education brings opportunities and challenges to the development of college students' ideological and political literacy. On the one hand, it broadens college students' horizons, promotes the exchange and integration of multiculturalism, helps cultivate college students' international perspective, cross-cultural communication ability, and global awareness, and provides a broader platform for the improvement of ideological and political literacy. At the same time, it also brings the impact of Western bad ideas and values. Individualism and money worship can easily lead to problems in college students' political concepts, ideological understanding, moral qualities, and awareness of the rule of law.

In response to the above problems, we propose a series of strategies to improve college students' ideological and political literacy. In terms of optimizing the college ideological and political education curriculum system, we should integrate international education elements, innovate teaching methods and means, strengthen the construction of the teaching staff, and improve the pertinence and effectiveness of ideological and political education. Carry out a variety of campus cultural activities, hold international cultural exchange festivals, organize international academic lectures and seminars, promote social practice and voluntary services, create a good campus cultural atmosphere, and promote the improvement of college students' ideological and political literacy. Build an online ideological and political education platform, cultivate online ideological and political education talents, guide students to use the network correctly, and give full play to the positive role of the network in ideological and political education. Strengthen the collaborative education of family and society, strengthen family education guidance, create a good social environment, establish a school-family-society collaborative mechanism, and jointly promote the improvement of college students' ideological and political literacy.

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