

The Spirit of the Winter Olympics" in the Education of Young People in Colleges and Universities: An Analysis of its Dissemination and Exploration

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ABSTRACT

On February 4, 2022, in Beijing, the lights were shining brightly and the stars were glittering, and the flame of the 24th Winter Olympic Games was lit in the world's first double Olympic city, Beijing. The hosting of the Beijing Winter Olympic and Paralympic Games is a national and global event. Behind this sports event, where sportsmen and women from all over the world meet and get together to win together, it provides vivid material for telling the story of China in the new era. Taking the "spirit of the Winter Olympics" as an opportunity, we can also make the new era of ideology and politics more deeply rooted in people's hearts, and help college students establish correct ideological values while strengthening the coordinated development of morality, intelligence, physical fitness, aesthetics and labor. Taking the concept of "three-pronged education" as the axis, giving full play to the nurturing value of "Winter Olympic spirit" is of great significance to cultivate outstanding young people with a mission and responsibility in the new era, and to profoundly put into practice General Secretary Xi Jinping's important exposition of a strong sports nation.

KEYWORDS

New Era Civic and political science class; Winter Olympic Spirit; Sports powerful nation

In 2017, when President Xi Jinping met with IOC President Bach, he pointed out that "China will fully fulfill every promise made in the bidding process for the Beijing Winter Olympics, and dedicate to the world a wonderful, extraordinary and outstanding Winter Olympics. "This Beijing Winter Olympics whether it is the Olympic athletes' struggle and inspiration, whether it is the organizers' love and dedication in the field matters, or the lovely volunteers' mutual help and friendship, as well as millions of behind-the-scenes heroes of the Winter Olympics, the stories that happened to them are undoubtedly the vivid materials for a good Civic and Political Science class in the new era, just as the Olympic motto says that. As the Olympic motto says, "Faster, Higher, Stronger, More Unity", integrating the "Winter Olympic Spirit" into the education system of colleges and universities, and telling China's story well with the "Winter Olympic Spirit", the young people of the new era will build up their visionary spirit in this intangible spiritual heritage.

1 Chinese Culture Resonates with the Spirit of the Winter Olympics

In his report to the 19th National Congress of the Communist Party of China (CPC), General

Secretary Xi Jinping stated that we should "carry out a wide range of national fitness activities, accelerate the construction of a sports powerhouse, and organize the Beijing Winter Olympics and Winter Paralympics. Strengthen the Chinese and foreign humanistic exchanges, and take the lead and embrace all things. " In the Winter Olympic Village, as a gourmet power of China has also prepared a rich variety of food for guests coming from afar, from the United States 18-year-old ski athlete Tessa Mode, in the form of her social media platform vlog to share her dining experience in the Winter Olympic Village, a love of food, not only reflects the warmth of the hospitality of the Chinese, but also at the same time will be the culinary culture of China Spread to the world, with the "Ice Dun Dun" waved goodbye, 2022 Winter Olympics came to a successful end, in the closing ceremony of the Winter Olympics, white snowflakes into a Chinese knot, undoubtedly expresses the athletes of all countries, the beauty of the beautiful and together, the beautiful vision of getting together, the rendition of the unique Chinese romance. The elements in these scenes are undoubtedly compatible with Chinese culture. Vivid interpretation of the ancient civilization as a broad-minded and humanistic feelings. Thus, winning a piece of praise for our country in the international arena. Similarly, sportsmen from all over the world not only watered the five rings of ice and snow with the will of perseverance and hard work, but also the snowflake spirit of the volunteers who stuck to their role undoubtedly gave us a vivid lesson in politics and composed a moving hymn of life. Winter Olympics stories, highlighting the valuable spirit of sportsmen and women fighting for their dreams, these happen in the Winter Olympics village and the Winter Olympics on the field and behind the scenes of the real story, but also on a good new era of education classroom needed live cases, with touching and vivid and powerful sports stories and the majority of young people with the same frequency resonance.

2 The Important Value of Promoting the Spirit of the Winter Olympics in the Course of Thinking and Politics

In September 2020, General Secretary Xi Jinping, at a symposium of expert representatives in the field of education, culture, health and sports, made an important instruction on sports: "We should adhere to the concept of health-first education, strengthen the work of school sports, promote the coordinated development of young people's cultural learning and physical exercise, and help students to enjoy the fun of physical exercise, strengthen their physical fitness, improve their character, and exercise their will in sports. . " The success of the Beijing Winter Olympics will provide a rare opportunity for colleges and universities to further cultivate comprehensive composite talents with moral, intellectual, physical, and aesthetic skills, and we should fully excavate the stories behind the Winter Olympics, and give play to its great value of educating people. In addition, Civics teachers should also tell the story of the Winter Olympics volunteers' mutual help and love. During the Winter Olympics, volunteers active in various venues can be seen everywhere, with warm and generous smiles and well-behaved concerns, allowing athletes from various countries to feel the friendship and help of Chinese youth. Many Winter Olympic volunteers interpreted to the guests from all over the world the "Beijing Winter Olympic spirit of confidence and openness, rising to the challenge, pursuing excellence and creating the future together". With their practical actions, they fully demonstrated the sense of responsibility of Chinese youth in the new era and the sense of mission to serve the motherland. Subconsciously, they strengthened the bottom and backbone of Chinese people. For the majority of young people, the Winter Olympics volunteer experience is undoubtedly the most vivid "big ideological and political lessons", this experience and harvest will continue to guide the contemporary youth with youthful enthusiasm to walk the long march road of the new era.

2.1 The Profound Significance of Transmitting the Voice of the Winter Olympics to the Moral Education of People

The success of the Winter Olympics not only shows the world China's international status and great country style. At the same time, it also contains rich ideological and political education material, which is of great significance for the establishment of moral education in colleges and universities. Colleges and universities should fully explore the nurturing value behind the spirit of the Winter Olympics, play a good function of ideological and political education, form a synergy between the spirit of the Winter Olympics and the great spirit of the founding of the Party, so that the youth of the new era deeply feel "why the CPC is able to do, and why socialism with Chinese characteristics is good, in the final analysis, it is because of the line of Marxism," so as to build the foundation of ideals and beliefs of the young people of the new era, and continue to build the foundation of the new era. In this way, they can build up the foundation of their ideals and beliefs, and continue to realize their original ideals and missions. It can be said that "the leadership of the Communist Party of China is the most essential feature of socialism with Chinese characteristics, is the essential requirement for the development of sports with Chinese characteristics, and is the greatest political advantage for the development of sports in China. Adhere to and strengthen the Party's overall leadership of sports, give full play to the advantages of the national system, mobilize the strength of all parties in society, provide a strong guarantee for the success of the Beijing Winter Olympic Games and Winter Paralympic Games, maximize the mobilization of the state and society and other parties to form a synergy, in order to achieve a major breakthrough in the Winter Olympic Games, the Winter Paralympic Games and other international events, and work hard to strive for better results, and to enhance the sports front's creativity, cohesion and combat effectiveness. "In the process of comprehensively implementing the fundamental task of moral education, colleges and universities should put the strengthening of college students' ideological and political education and learning in the first place of moral education in colleges and universities, give full play to the function of sports people, and promote the spirit of the Winter Olympics into the whole process of moral education in colleges and universities.

2.2 Flexible Teaching Paradigm Create a Good Classroom Atmosphere

First of all, the classroom mode should be changed to form a good interaction with students, make full use of multimedia channels, online and offline to integrate the Winter Olympics story into the spiritual civilization of the campus, and widely carry out diversified and rich in content Winter Olympics storytelling contests, Winter Olympics knowledge quiz, and other forms of cultural and entertainment activities, such as playing the documentary film "Ice Road" and "Ice Generation Z" which tell the story of young people from different regions and cultural backgrounds to pursue their dreams of ice and snow. For example, in the classroom, students are shown the documentary "Ice and Snow Road" and "Ice and Snow Generation Z" which tell the story of young people from different regions and different cultural backgrounds who are pursuing the dream of ice and snow, so as to create a favorable atmosphere for the contemporary college students to understand the Winter Olympics, enhance their sports and exercise, as well as to cultivate people through ideology and politics. Secondly, it is necessary to give full play to the coordinating role of the Civic and Political courses and the Civic and Political courses, pay attention to the cultivation of exemplary teachers' morals and ethics of the teachers of the aesthetic education category, and continuously improve the teaching methods in the Civic and Political courses. Finally, it is necessary to use the Winter Olympic Spirit Mission, through this platform for contemporary college students to tell the story that happened outside the lens of the Winter Olympic Games, which is also a vivid teaching case for the majority of teachers and scholars to speak a good big Civics and Politics course. To

actively play the advantages of new media communication channels, make full use of the "two micro one end" and other communication platforms, carry out peer ideological education, through the personal experience of the Winter Olympic volunteers, more in the publicity process and cause spiritual resonance.

3 Conclusion

The Communist Party of China (CPC) was born in the wave of cultural innovation, and the birth of the Party itself means the awakening of the cultural subjectivity of the Chinese nation", and the subjectivity of Chinese civilization has been rebuilt, developed, renewed and sublimated along with the historical process of the Chinese nation's "rising up", "getting rich" and "getting strong". The subjectivity of Chinese civilization has been rebuilt, developed, renewed and sublimated along with the historical process of "standing up", "getting rich" and "getting strong" of the Chinese nation. "An excellent ideological class should be in the winter Olympic storytelling, dissemination of Chinese culture in the practice of continuous exploration, in the exploration of the spirit of the Winter Olympics and Chinese culture in the integration of continuous innovation, in the innovation of winter Olympics + Civics in the innovation of continuous improvement. In the new era, let people with faith speak about faith, which will also become the proposition of the times that every dreamer in the new era needs to think about urgently. As the Beijing Winter Olympics emblem "Winter Dreams", the Winter Paralympics emblem "Leap" Winter Olympics medals "concentricity", contemporary youth is the opportunity of the times, should be in the dedication of self-efforts to go beyond the At the same time to realize the value of life qualitative leap, but also under the strong leadership of the Communist Party of China, to draw the concentric circles of friendship with the people of the world. The Civics course in the new era should firmly hold the bottom line of the Civics teaching concept under the soul and banner of the Party. To give full play to the leading value of the curriculum, we should use the Civics and Political Science course to tell a good Chinese story, spread the voice of China, strengthen the education of aesthetic education, take advantage of the opportunity of the Winter Olympics to cultivate the patriotic sentiment of the contemporary youth, and converge a steady stream of spiritual kinetic energy for the construction of the country, the great rejuvenation of the Chinese nation, and the Chinese dream of the generations, and likewise contribute to the construction of a modern socialist society with Chinese characteristics with the youthful wisdom and vigorous strength of the young people of China.

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