

*Construction of the Carrier of Clean Culture Education for  
College Students in the New Era*

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**ABSTRACT**

The report of the 19th National Congress of the Communist Party of China points out that new historical position of China's development is that socialism with Chinese characteristics has entered a new era. In the context of comprehensive and strict party governance, college students' clean culture education is related to the cultivation of college students' clean culture, the formation of clean campus ecology and the realization of the Chinese dream of the great rejuvenation of the Chinese nation. This paper firstly analyzes the necessity of college students' clean culture education, then summarizes the current situation of college students' clean culture education, and finally proposes the construction of education and teaching classes, campus culture classes, communication media classes and human carrier of practice education to strengthen college students' clean culture education in the new era.

**INTRODUCTION**

Under the background of being administering strictly by the party, there are many topics studying corruption - free culture and education, but studying less about clean, culture and education of college students in a new era, the study is only an overview of the current situation of clean, culture and education of college students, but they are deficient in effectiveness and pertinence in terms of its policies and methods mentioned. The subject based on requirements of the society in the new era of to clean, culture and education of college students and it analyses the necessity of the study deeply and propose specific strategies, which indicates the path of socialism for cultivating qualified builders and reliable successors.

**LITERATURE**

In 2007, the Ministry of Education issued the Notice of the Ministry of Education on the Comprehensive Implementation of Clean Education for College students in primary and secondary schools, stressing that colleges and universities nationwide should integrate the overall planning of ideological and political education for college students, and comprehensively carry out clean education for college students from 2007. Since the 18th National Congress of the CPC, China has attached great importance to the anti-corruption work and emphasized the importance of strengthening the construction of anti-corruption culture. The construction of clean government culture is an important part of the construction of clean government and the fight against corruption. Colleges and universities have always been places to cultivate high-quality talents, and college students are the main body of colleges and universities. Therefore, college students' clean culture education is an important work in colleges and universities, which is of great significance to the cultivation of college students' clean consciousness, the practice of clean culture, the cultivation of clean culture, and the construction of a clean and upright campus cultural environment.

I. The necessity of college students' clean culture education

A. The key factors to strengthen the ideological and moral construction of college students.



The purpose of talent training in colleges and universities is to bring up useful talents for the society, and honest education is no exception. Through extensive probity education, the public, especially civil servants with public resources, can understand the truth of being an innocent person and have a healthy personality and positive attitude (Hu, 2011). The ultimate goal of college students' clean culture education is to train qualified builders and reliable successors for the socialist cause. It is mainly to train college students' good moral sentiments and help them establish correct world outlook, outlook on life and values. This is the key factor to carry out the educational thought of "educating people first, moral education first" in higher education, to carry out the educational idea of cultivating people with moral integrity, and to strengthen the ideological and moral construction of college students. Through clean culture education, college students can have a correct understanding of contemporary China and the current situation of anti-corruption, so as to recognize the importance of strengthening the construction of clean government, so as to improve the ability of college students to distinguish right from wrong, consciously resist the erosion of various bad ideas, which is conducive to the prevention of corruption pass forward. Therefore, it can be seen that strengthening the cultural education of honesty is of great significance to improving the ideological and moral level of college students and promoting their healthy growth and success.

#### B. Important measures to create a clean campus cultural environment.

In "the central committee of the communist party of China set up a sound equal emphasis on education, system and supervision system of punishing and preventing corruption" to the implementation of the program in explicitly pointed out: "the administrative department of education, schools, and the communist youth league organizations take honesty education as an important part of the youth ideological and moral education, cultivate a correct concept of value and noble moral sentiment". To strengthen college students' honest cultural education, therefore, we should make full use of the opportunities brought by the construction of campus culture, and actively carry out campus cultural activities with the theme of "integrity, self-discipline and integrity". We should spread the knowledge of honesty, promote the popularization of honesty education, and publicize relevant national laws and regulations. In order to form a good fashion of emphasizing law and upholding integrity among students, we should guide college students to strengthen the ideal and belief of socialism with Chinese characteristics, create a clean campus cultural environment, and create a clean campus ecology.

#### C. To advocate effective methods for combating corruption and upholding integrity.

Combating corruption and upholding integrity is the focus of China's current political restructuring. It is related to the security of the Party and the country, whether the construction of socialist system can proceed smoothly, and whether the Chinese dream of the great rejuvenation of the Chinese nation can be realized. Since the reform and opening up, during the period of profound economic transformation, social transformation and ideological transformation, some people have lost sight of their ideals, beliefs and lofty pursuits, their traditional virtues and spiritual values, and their codes of conduct and moral integrity. In some areas, the lack of integrity and distorted values are still prominent problems, which are strongly reflected by the society. Under such a background, it is more necessary to advocate anti-corruption and promote college students to promote integrity. It is more and more necessary for college students to lead the social trend and release the strong positive energy.

### II. Current situation of college students' clean culture education

#### A. The content of college students' cultural education of honesty is not enough.

Overall, at present our country college students' honest cultural education is in the stage of exploration and development, and the relevant curriculum and teaching materials are now at the stage of exploration and test writing. Therefore, the lack of authoritative teaching materials that can be used in the clean culture education of college students leads to the problem that the content of the clean culture education of college students is not explored deeply. Second, most colleges and universities do not pay enough attention to the honesty culture education of college students, and there are few books for the honesty culture education, and schools rarely offer courses specifically for the integrity culture. Even if some colleges and universities carry out relevant courses, they are carried out through the platform of ideological and political education. According to the "Opinions on the Implementation of Integrity Education in Primary and Secondary Schools", they organized college students to elaborate on the party and the country's principles and policies on the construction of a clean party and anti-corruption, laws and regulations, and other theoretical aspects. While ignoring the current ideological status of students, the content of education is boring; the form of education is relatively simple; college students are not interested in the culture of integrity education.

#### B. The resultant force of college students' clean culture and education is not strong enough.

The Ministry of Education "on the implementation of clean education in colleges and primary schools" points out that we should take efforts to form school education, family education, social education in the clean education of the overall force. In the process of college students' education, school education is the main body, family education and social education are its necessary supplement, and a good social environment is an important guarantee for the healthy growth and success of college students. At present, China is in the important period of comprehensively deepening the reform. The corruption and unhealthy tendencies in the society have not been fundamentally curbed, and the culture of corruption has also virtually affected the thought and behavior of college students. Some college students have some problems, such as crisis of political belief, distortion of value orientation, weak consciousness of probity and decline of moral level. If the society and colleges do not strengthen the cultural education of college students' honesty, when college students enter the job position and face the temptation of multiple interests, the consequences will be unimaginable. Therefore, the current social environment has a certain degree of negative impact on college students, and the family and social forces of clean education are not enough. It is of great significance to jointly create a social environment of "clean politics, clean power, clean morality, clean self-discipline".

C. The effect of college students' clean culture education is not obvious enough.

Since 2007, many Chinese colleges and universities have responded to the call of the Party and the state by strengthening the cultural education of honesty among college students, opening relevant courses and holding a number of colorful activities. But the actual educational effect is not obvious. The specific reasons are mainly reflected in two aspects: on the one hand, when college teachers conduct honesty education to college students, the commonly used teaching method is usually theory indoctrination, and students' learning enthusiasm and initiative are not fully mobilized, so they can only passively accept, and even psychologically reject. Although schools also carry out a variety of cultural activities of integrity, these activities are not systematic and persistent, and it is impossible to achieve good educational results. On the other hand, with the development of college students' cultural education of honesty, college students' awareness of honesty has also been enhanced. However, in the face of corruption and unhealthy tendencies, many college students choose not to speak out and lack the courage to expose and persuade. When it comes to their own interests, some college students often try their best to satisfy their own interests. For example, in order to evaluate the best, join the party and other interests of temptation, they do not go to the normal channels, not hesitate to entertain gifts and so on. Even some student cadres abuse their power to seek special treatment in all kinds of appraisal activities, and some "bureaucratization", "vulgarization" and "corruption" have appeared. It can be seen that the effect of college students' clean culture education is not very ideal and needs to be further improved.

III. The construction of the new era college students clean culture education carrier path

A. Open up the main channel: Construct the carrier of education and teaching, and give play to the role of ideological and political theory course in the clean culture education of college students.

Classroom education is the main form of college students' clean culture education. Ideological and political theory course can be integrated into the clean culture education from many aspects due to its rich content and comprehensive system, so as to achieve the purpose of education with the silent effect of moisten things. Therefore, colleges and universities should give full play to the role of ideological and political theory course as the main channel, and integrate the cultural education of honesty into the whole process of education and teaching. First of all, in the course of ideological and political theory, relevant chapters can be integrated into the integrity culture theory education, ideological and moral education, legal and disciplinary education and other contents; Secondly, in the teaching process, the combination of theoretical education and extracurricular practice, positive guidance and negative warning should be adhered to to guide college students to establish a correct world outlook, outlook on life and values, strengthen the awareness of studying law, obeying law, abiding by law and using law, and improve the ability to resist corruption and prevent deterioration. In addition, it pays attention to the integration of disciplinary resources, and organically combines the explicit curriculum knowledge imparting with the implicit incorruptible culture education to achieve the purpose of education. For example, Zhengzhou University and other universities integrate the essence of Traditional Chinese culture, anti-corruption, honesty and public honor into the compulsory courses "Ideological and Moral Cultivation" and the optional courses "Self-cultivation and Traditional Chinese Culture" (Wang, 2013).

B. Occupy the main position: Construct the carrier of campus culture, and take the construction of campus culture as the entry point to strengthen the clean cultural education of college students.

In December 2016, General Secretary Xi pointed out at the National Conference on Ideological and Political Work that to do ideological and political work well in colleges and universities, we should pay more attention to educating students through culture and education, launch extensive efforts to build civilized campuses, and carry out various, healthy and elegant campus cultural activities. As an important place for cultivating talents and as a

leader and a model of social morality, universities' unique campus cultural environment influences the values, ideals, beliefs and codes of conduct of college students (Zhao,2016). In particular, healthy and progressive campus cultural activities can help college students to establish a correct world outlook, outlook on life and values, improve their ideological and moral quality, improve their psychological health, and promote their all-round growth. Therefore, through the construction of campus culture, clean culture education will have a subtle influence on the value orientation and behavior norms of college students, which will help to create a good fashion of upholding integrity and upholding law.

As an important base for college students to study and receive education, colleges and universities need to carry out rich and colorful campus cultural activities to achieve good results of honest cultural education, so as to achieve the effect of educating students with culture. For example, the College of Life Science of Henan Normal University, relying on the Youth League Committee student Union, associations, "1+8 growth station" and other platforms, and combining with the advantage media of the Internet, carries out online and offline integrity cultural education activities with rich content and diverse forms. Firstly, college regularly invites teachers, experts and scholars outside school leadership, through lectures, report to publicize incorruptible education knowledge and the relevant national laws and regulations, which make students know the state laws and regulations of the People's Republic of China constitution, the law of the People's Republic of China on inspection act and the inner-party laws and regulations of the communist party of China, the regulations on the accountability of the communist party of China and "honest self-discipline rules of the communist party of China" and so on. Secondly, the college makes use of the Internet as an advantageous media to organize students to actively participate in the online integrity education knowledge contest under the theme of "Honesty and Self-cultivation". Thirdly, college has established students integrity Culture Association. Fourthly, college has compiled "College students clean culture knowledge Reading book",and list it as the required reading list of students and carry out clean culture knowledge reading exchange meeting, etc. Through a series of activities, we will further popularize the knowledge of honesty, spread the culture of honesty, promote the concept of honesty, and strengthen the construction of college students' culture of honesty, so that students can respect incorruptness, cultivate integrity, and promote clarity in their rich college life.

C.Dissemination of positive energy: Build media carriers to enhance the sense of The Times and appeal of college students' clean cultural education.

At the National Conference on Ideological and Political Work, General Secretary Xi stressed that new media and new technologies should be used to bring work to life, promote the integration of traditional advantages of ideological and political work with information technology, and enhance the sense and appeal of The Times. In order to further improve the effect of honesty culture education for college students, firstly, we should give full play to the role of microblog, WeChat, QQ and other new network media, occupy the "shuangwei", "3e" and other network positions, regularly push honesty education knowledge, and create a good atmosphere. Secondly, use campus radio stations, mobile phone platforms, school newspapers and other ways to regularly release the content of clean culture education to college students, so that the content of clean culture education permeates every corner of the school. Thirdly, film and television exhibitions and photo exhibitions on the theme of clean culture and education should be held to spread positive energy through various communication and education media, so that college students can be cultivated and nurtured in the clean culture atmosphere (Luo, 2017).

D. Sing the main melody: Construct the carrier of practice education, so that college students can internalize and externalize the culture of honesty.

In order to enhance the effectiveness of college students' probity cultural education, schools should construct the carrier of practice education, and open up extensive channels of socialization of probity education, so that college students' probity cultural education is closer to society and reality. Relying on college students' honesty culture association and school volunteer service team, we can step out of the school to society, and take an active part in all kinds of social practice activities. Combined with the relevant national affairs policy, by preaching science knowledge, we can popularize knowledge of incorruptible culture, promote the relevant state laws and regulations. From within the scope of the entire school scope extended to society, combined with the important time node we can preach honest cultural knowledge. For example, in conjunction with the annual publicity and education month of clean culture, we will carry out voluntary activities of "singing clean Culture and building a Harmonious society" (Hu,2016). Through these activities, we can actively practice core socialist values, sing the main tune, promote positive energy, take the initiative in promoting clean culture and education, resist the breeding and infiltration of corruption, and strengthen security lines.

The basic strategy for upholding and developing socialism with Chinese characteristics for a New Era in the report of the 19th National Congress points out that we will comprehensively govern the Party with strict discipline and comprehensively govern the country in accordance with the law. The construction of a clean culture bears on the development of a country and the destiny of a nation. In order to promote the

popularization of honesty education, publicize relevant national laws and regulations, form a good fashion among college students to uphold the law and uphold integrity, we should guide college students to firmly uphold the ideal and faith of socialism with Chinese characteristics. We should guide college students to consciously be the propagandists of clean culture, the advocates of clean and self-disciplined, and the servants of clean ambassadors, to become the firm believers, active communicators and exemplary practitioners of the core socialist values. There is a long way to go to strengthen the clean culture education of college students in the new era.

## CONCLUSIONS AND RECOMMENDATIONS

This study suggests vector paths of constructing clean, culture and education of university students in the new era. The first path is to break the main channels, build education class carrier, and makes the course of Ideological and Political Theory play a major role in clean, culture and education of students. The other way is to occupy the main position, construct campus culture class carrier, and enhance clean, culture and education of university students with the construction of campus culture as point of penetration. The third way is to spread positive values, construct the mass media class carrier, enhance the sense of times and attractiveness of clean, culture and education of college students. The fourth is to sing the main theme, build a practice of finishing the human carrier, which allows college students bear honest and clean culture in mind and practice it into actions. The research has a significant impact on the Cultivation of College Students' awareness of clean, honest and clean culture, cultivation of practicing cultivation, clean, and creation of a fresh environment on campus.

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