

# Research on the Path of Integrating the Striving Values Into Ideological and Political Education in Universities

## -- Take Universities in Nanchong City as An Example

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### Abstract

The striving values with hard work, struggle, dedication and innovation as the core content, is an important weapon to safeguard national interests and strive for the development initiative in the roiled and unsteady international competition, is a key link in improving the quality of ideological and political education in universities, also is an essential quality for college students to adapt to the development requirements of the new era. At present, ideological and political education in universities still has the problem that the integration of striving values education is not systematic, flexible and extensive. Promoting the comprehensive development of the education of striving values from three aspects: integrating resource, integrating point and integrating medium will help college students establish correct striving values.

### Keywords

Striving values, Ideological and political education, College students.

## 1. Introduction

In the report of the 20th National Congress of the Communist Party of China, General Secretary Xi Jinping used the term "struggle" 16 times, emphasizing the importance of struggle for the country, nation, and individual. With the rise of refined egoism, the meaning, value, and way of struggle are distorted. Strengthening the theoretical research on the striving values and integrating it into ideological and political education in universities to help college students establish correct striving values is an important direction for the future development of ideological and political education in universities.

## 2. The Core Content of The Striving Values

### 2.1. Practical Work

The development process of the Chinese nation can be described as magnificent, with both glorious periods of arrogance and dark moments of being bullied. The passing down of thousands years of civilization is the result of the hard work and hard work of countless Chinese people. The inheritance of civilization is the same as personal growth. In today's society, many people hold the idea of "overnight wealth" and "overnight fame", perfunctory in their work and muddled in their lives. To simplify the road, practical work is essential.<sup>[1]</sup> To do practical work, one must have a sense of wanting to do it. The ideal of life, based on a profound understanding of Marxist theory and a correct grasp of the laws of social development, can truly point out our path forward. To be practical, one must have the courage to take responsibility. The future of China lies in the youth, and the future of the world lies in the youth. Chinese youth not only have a sense of patriotism and rejuvenation as their responsibility, but also have human care and a broad mind. To be practical, one must have the determination to work hard. The river enters

the canyon, and the wind passes through the pass. College students are standing at the crossroads of life, facing greater and stronger winds and waves. [2] Only by burying their heads and working hard can they "sail straight to the sea".

## 2.2. Struggle

In Marxist philosophy, development is the unity of progress and twists and turns, manifested as "wave-like advancement" or "spiral-like ascension." Both social progress and personal growth must follow this law, with the overall trend being upwards and forwards under the premise of firm correct direction. However, in the process of development, the valleys in the waves and the loops in the spiral are also inevitable. How can we overcome the valleys and loops that symbolize difficulties? History and reality tell us that when facing problems, we must have the courage to confront them head-on without evasion or shrinking back. Only by daring to fight and being skilled in the struggle can we ultimately achieve victory. Seeking benefits and avoiding harm is human nature, and it is in facing difficulties that true heroism is revealed.

## 2.3. Dedication

In social life, social interests and personal interests are fundamentally aligned. However, conflicts between individuals and collectives may arise in specific situations. When dealing with such conflicts, the primary principle is to prioritize collective interests over personal interests. Dedication is interpreted as putting the collective before the individual, considering others before oneself and selflessness in the midst of struggle. Dedication cannot be an empty slogan. Love for the party and the nation is the premise of dedication. In socialist China, only by being loyal to the country and the party, and working for the cause of Chinese socialist characteristics, can one truly benefit the Chinese people. The way to achieve dedication is to love one's work and be devoted. Creating value in work is the only way to give back to society. Serving the people is the fundamental starting point and foothold of dedication. The highest level of dedication is to be selfless and not betray the people. Cultivating Chinese youths with a spirit of dedication will be the key to the future of our nation, the destiny of our people, and the happiness of our society.

## 2.4. Innovation

The new generation is increasingly emphasizing innovation. By the end of 2022, the number of valid invention patents in China reached 4.212 million, and the number of high-value invention patents per 10,000 people in China reached 9.4. [3] At the national level, innovation is the fundamental way to liberate and develop productive forces, enhance national core strength, and improve international competitiveness. At the individual level, innovation improves quality of life, pursues happiness and a sense of achievement, and creates a better life. Keeping up with the times and striving for excellence are the core essence of innovation. However, in the ever-changing international struggle, the premise of innovation is to stay true to the original. Only innovation which uphold the roots and essence of Chinese socialism can truly benefit the people.

# 3. The Value Foundation of Integrating The Striving Values Into Ideological and Political Education in Universities

## 3.1. The political value of the long-term stability and development of the various undertakings of the Party and the country

Over the past four decades of reform and opening up, China's comprehensive national strength has been greatly enhanced, ushering in a period of major opportunities for the great rejuvenation of the Chinese nation. During this period, the construction and development of socialism with Chinese characteristics also faced huge risks and severe challenges which posed by profoundly changing internal and external situations. Because the struggles in the fields of

international economic security, political security and cyber security are often supported by the latest achievements of the scientific and technological revolution and advocates the diversity of the spiritual world, it becomes increasingly complex and secretive, in the midst of profound changes unseen in the world in a century, An international environment in which hegemonism, identity politics, unilateralism and trade protectionism prevail has produced more severe tests for socialism with Chinese characteristics in the new era. General Secretary Xi Jinping pointed out: "In the face of a rapidly changing world and China, if you stick to conventions, rigid thinking, do not have the courage to innovate theoretically, and cannot scientifically answer the questions of China, the world, the people, and The Times, not only will the cause of the Party and the country be unable to move forward, but Marxism will also lose its vitality and persuasion."<sup>[4]</sup> We should carry forward and cultivate the spirit of practical work, struggle, dedication and innovation in the whole society, integrate the striving values into the whole process of education to train Chinese strivers in the new era to seize opportunities in the rapidly changing era, to turn risks into opportunities, and to lead the world trend with China's development.

### **3.2. The practical value of improving the quality and efficiency of ideological and political education in universities**

Under the leadership and support of the party and the state, higher education ideological and political education has established a relatively large and relatively perfect discipline education system. While carrying out ideological and political education for all college students, it is accelerating professional and systematic construction and strengthening the training of high-level talents in this major. However, the rapidly changing new situation at home and abroad make the complexity of the situation and the enormity of the task that belong to the ideological and political education become unprecedented. In order for education ideological and political education to answer the "exam of the times" issued by the party and the people, it is necessary to guarantee its comprehensive and all-round development, further analyze the main contradictions between the higher quality requirements of ideological and political education in universities by the party and the state and its current inadequacy. The key to improving the quality of the education is ascribable to students internalizing theoretical thinking and externalizing it in their actions, and guiding their long-term development with scientific theories. Through answering questions such as "why should we struggle", "who do we struggle for" and "how should we struggle", the striving value accurately extract the socialist worldview, life outlook, and values, and express them by concentrated social practice, so that profoundly influencing the life development of college students. Therefore, the striving value is an important content of ideological and political education in universities, and also an important aspect of enhancing its appeal and influence.

### **3.3. The practical value of improving the quality and efficiency of ideological and political education in universities**

The hope of the country and the future of the nation lie in the youth.<sup>[5]</sup> Young students bear a significant historical mission and face many new problems and difficulties that have never been encountered in any previous period of history. The conflict between ideals and reality has led to confusion and turmoil in the minds of the youth. The striving values that integrate into ideological and political education in universities, enrich and develop in educational practice are extremely important "booster" and "heart-stabilizer" for young students' growth and success. That is conducive to helping young students dispel the ideological fog spread by those with ill intentions, distinguishing right from wrong, and always uniting around the Communist Party of China, and continuing to strive for the realization of the Chinese dream.

## 4. An analysis of the Current Situation of Incorporating The Striving Values Into Ideological and Political Education in Universities

According to the previous questionnaire survey and interview results, there are relevant contents of the striving values in ideological and political education in some universities in Nanchong City. And active guidance is given to students to establish the correct striving values. Most college students in Nanchong City have clear goals of struggle, and their striving values are basically correct. The striving values e has achieved good results in ideological and political education in some universities in Nanchong City. However, there are still shortcomings.

### 4.1. Not systematic integration

In some universities in Nanchong city, the ideological and political theory course serves as the main channel for educating the striving values. The teaching mainly focuses on the value orientation and the realization conditions. For example, in the course "Principles of Marxism", the section on epistemology "The Dialectical Unity of Truth and Value" and the section on historical materialism "The Role of the Masses in History" both point out that seeking the interests of the people is the noble value of the development of socialism with Chinese characteristics. In the course "Ideology, Ethics, and Rule of Law", the section on life philosophy "Evaluation and Realization of Life Value" and the section on values "Core Socialist Values" not only emphasize the value position of putting the people first, but also indicate the conditions for the realization of life value. Overall, the content related to the striving values in the current ideological and political theory courses is fragmented, and research and teaching on its sources of motivation, basic characteristics, and core content are lacking. The systematic framework and profound connotation of the striving values have not been fully presented in current higher education. It will inevitably affect educational effectiveness.

### 4.2. Inflexible integration

The striving values combines theoretical and practical aspects. In some universities in Nanchong City, education on the striving values mainly relies on ideological and political education for theoretical teaching, emphasizing its theoretical nature. However, purely lecturing on theories lacks persuasiveness and appeal, which can easily cause rebellious mentality among college students. Relying solely on theoretical teaching is difficult to effectively cultivate correct striving values among college students and to develop their awareness and ability to apply theoretical knowledge on the striving values to analyze and address practical problems. In the process of practical education on the striving values, we should not only pay attention to strengthening the study of systematic theoretical knowledge, but also combine it with social life. It is especially important to analysis current events, ideological bottlenecks, emotional boiling points, and other issues that students care about in order to enhance its practical nature and improve the level and effectiveness of guiding students' practical activities.

### 4.3. Not widely integrated

The striving values is infused and reflected in courses such as "Ideological and Moral Education", "Basic Principles of Marxism", and "Current Situation and Policies". However, up to now, there has been no separate topic devoted to the striving values in ideological and political education in universities. Because explicit factors like knowledge and skills are easy to measure and can create directly economic benefits, while factors like ideological and moral levels and the striving values are hidden and difficult to assess. As a result, the influence of the striving values on college students' employment and further education is not significant, which in turn affects the integration of it with other college courses, especially specialized courses. Overall, in some universities in Nanchong City, the channels for the striving values education are relatively

single. That mainly achieved through ideological and political education, while in other public courses, elective courses, and specialized courses, the striving values education is relatively lacking.

## **5. Exploring the Path of Integrating The Striving Values Into Ideological and Political Education in Universities**

### **5.1. Mining integrated resources: deepening systematic research and improving theoretical framework**

The striving values is a comprehensive reflection of the outlook on life, worldview, and values. That have complex and rigorous theoretical logic. According to current domestic research, there is a general lack of studies on the power source, basic characteristics, core content, main types, and evaluation criteria of the striving values. A systematic theoretical system has not yet been formed. Therefore, in ideological and political education in universities, the education of the striving values mainly focuses on its value orientation and the conditions for its realization. However, the power sources of striving and evaluation criteria directly affect the learning attitudes, employment choices, and lifestyles of contemporary college students, and further affect social productivity and stability of social life. Therefore, it is particularly important to accelerate theoretical research on the striving values, incorporate the theory of the striving values into textbooks for ideological and political theory courses, and promote the in-depth development of this education in universities.

### **5.2. Precisely grasp the point of integration: keeping up with the latest developments and addressing students' ideological confusion**

The education of the striving values not only needs to strengthen theoretical research, improve the theoretical system, and expand the depth of theory, but also needs to apply theories to real life and fully develop real-life cases as educational resources. Among them, cases closely related to college students can most effectively arouse their empathy in education and teaching, enhancing the persuasiveness and appeal of theories. For example, a college graduate takes root in the countryside and devotes himself to rural poverty alleviation, eventually achieving significant results. As a representative, he was also personally received and awarded by General Secretary Xi Jinping. This story is closely related to the employment and career choices of college students. And the protagonist is a graduate of this university and has a natural connection with college students. Therefore, as a teaching case of the striving values, this case has great influence and persuasion on college students to establish a correct employment concept of serving the people at the grass-roots level.

### **5.3. Developing integrated media: broadly utilize school resources to create a comprehensive learning atmosphere**

Comprehensive development of the education on the striving values requires all forces in schools. Firstly, the education on the striving values needs to break away from the traditional thinking which believes that ideological and political education is the only way to achieve educational goals, and constantly infiltrate into professional courses, elective courses, and other public courses. According to the specialty characteristics, we can develop different educational programs. For example, in the teaching of special professional courses such as petroleum engineering offered by a university, the advanced deeds of outstanding petroleum workers such as Iron Man Wang Jinxi and New Iron Man Wang Qiming not only conform to the characteristics of the profession, but also embody the hard work, dedication, and innovation. This is a typical case of integrating the striving values into professional course teaching. Secondly, campus buildings, cultural and recreational activities, student associations, etc. are

important carriers for the education on the striving values. For example, during the "Learning from Lei Feng" Memorial Day which emphasizes struggle and dedication, on the one hand, a hard environment is created through propaganda slogans, statues of Lei Feng, etc. On the other hand, a soft atmosphere is created through volunteer activities of college students "Learning from Lei Feng", commendation conferences, etc. In this way, a comprehensive environment for the education on the striving values is formed.

## 6. Conclusion

Practical work, struggle, dedication, and innovation are the basic characteristics of striving and are essential qualities for college students in the new era. Deepening the theoretical research and practical education of the striving values is an inevitable trend for ideological and political education work to be done well. How to effectively integrate the striving values into ideological and political education in universities will become a key research topic in higher education.

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