The Theory and Practice of Marxist Cultural Motivation Thought in the Education and Teaching of Colleges and Universities

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Abstract: Teachers should fully explore and apply the characteristics of Marxist cultural motivation when teaching students the knowledge of Marxist principles, so as to make the development of higher education and teaching full of motivation. Students in universities and colleges can come into contact with Marxism in their study and life. Teachers should pay attention to carrying out the teaching of Marxist principle knowledge for students, so that students can get good development and progress. This paper studies the theory and practice of Marxist cultural motivation thought in higher education and teaching and puts forward some opinions and suggestions of the author.

Keywords: Marxism; Cultural motivation thought; Higher education and teaching

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At present, there are still many problems in the teaching of Marxism in colleges and universities. For example, the overall quality of teachers is not high, teachers’ teaching methods are too single, teaching content is not innovative enough. The occurrence of these problems makes students gradually lose their interest in Marxism. Teachers should pay attention to the theory and practice application of Marxist motivation thought in the education and teaching of colleges and universities.

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universities, so as to promote students’ continuous progress and development.

1. The Connotation Interpretation of Marxist Cultural Motivation View in the Education and Teaching of Colleges and Universities

(1) The connotation of Marxist motivation view

Marxist culture can guide people’s progress and development in the material production and the ideological and political education. The thought of cultural motivation of Marxism refers to the views and opinions that proletarian revolutionaries, such as Marx, Engels, Lenin and Mao Zedong, believe can promote social development. It has four characteristics. The first is revolutionary and class oriented; the second is practical and national; the third is ideological and guiding; the fourth is epochal and strategic. The proletarian party influences the people imperceptibly by constantly learning and absorbing advanced cultural thoughts. Through social practice, people can show certain cultural motivation and it also continuously promotes people’s all-round development. Through learning and applying culture, people can further guide production practice and test its truth, which has a certain leading role. Culture will develop with the development of society, and will change constantly with the change of production mode, which has certain epochal characteristics.

Cultural power is embodied in two aspects of Marxism, the first is in ideology. The first aspect is ideology. In social development, the ideology that occupies the mainstream position is the source power of thought and can also reflect some fundamental interests of the people. The second aspect is in cultural teaching activities. Cultural education can be produced in labor. The production of cultural education improves and innovates the mode of human production, and constantly improves people’s ideological consciousness. The development of cultural and educational activities also makes people’s labor ability improved, which can further improve labor productivity and improve the material foundation and material wealth of the whole society.

(2) The connotation of Marxist cultural motivation view in the education and teaching of colleges and universities

At this stage, the teaching activities of Marxist culture are carried out in the education of various colleges and universities. Teachers restrict and standardize students’ moral standards and ideas through the contents of teaching materials and
combined with actual life, so that college students can become talents who meet the social requirements and development in the process of growth and development.\(^{[2]}\) It is mainly manifested in the purpose and class nature, permeability and guidance. Teachers should teach students Marxist knowledge, so that students become a person in line with social development. In the process of teaching, teachers should closely combine with the reality of life and combine Marxism with students’ life and study to guide students’ behavior.

(3) \textit{The correspondence of Marxist cultural motivation thought in the education and teaching of colleges and universities}

The education and teaching of colleges and universities has similar characteristics and goals in some aspects with Marxist cultural motivation. They all promote the progress and development of students through ideology and other aspects. The principle of Marxism is taking people as the center, and the education and teaching of colleges and universities is taking students as the center, both of which affect the development of students to meet the needs of society through some ways. The development of Marxist culture needs social practice activities to spread, and the education and teaching of colleges and universities needs to make students learn cultural knowledge with the help of Internet and other technologies. The spread and application of Marxist cultural motivation is to realize the free and all-round development of human beings. The purpose of the education and teaching of colleges and universities is to promote the all-round development of students and constantly improve their political and cultural accomplishment. Marxist cultural motivation thought has certain correspondence with higher education and teaching.

2. The Problems Existing in the Current Education and Teaching in Colleges and Universities

(1) \textit{Teachers’ teaching methods are too single}

Many teachers who teach the principle of Marxist philosophy basically use the indoctrination teaching method in class. The knowledge of Marxist philosophy principle is relatively abstract and difficult to understand. Teachers use this single way to carry out teaching, which will make students feel bored with Marxist knowledge and treat Marxist principle class negatively over time.\(^{[3]}\) Therefore, teachers should pay attention to teaching methods and constantly improve students’ interest in Marxism.
(2) Students don’t attach importance to Marxist principles

Many students are influenced by utilitarianism and think that learning Marxism does not play a certain role in learning and life. Only when schools and some examinations need to use Marxism can they carry out their study. This kind of thought is not conducive to students’ learning Marxism, and will also directly affect students’ enthusiasm and positivity in learning Marxism.

3. The Development of Marxist Cultural Motivation Thought in Education and Teaching

(1) Teachers should establish advanced teaching concepts

In general, the teaching of Marxism in the education of colleges and universities is in the ideological and political course. Teachers must actively absorb and apply advanced teaching concepts and teaching models, play the guiding role of Marxism and guide students’ daily study and life. It is necessary to improve the traditional teaching concept of taking teachers as the main body, give full play to students’ subjective initiative, and make the classroom development continuously transform into student-centered. Teachers should establish the concept of serving and educating people, keep in mind the teaching concept of educating people, give full play to teachers’ service consciousness, and constantly guide students to learn and infiltrate Marxist theory.

(2) Teachers should apply the problem-oriented teaching method

When teaching Marxist theory to students, teachers should combine the actual life with China’s national conditions for teaching, and fully consider the psychological needs and personality characteristics of college students. In the process of teaching, teachers should ask more questions for students to discuss and think, and they can also let students actively participate in the discussion by dividing into groups. Only by actively participating in the discussion can students continuously stimulate their interest in Marxism and continuously improve their awareness and ability of independent inquiry.

(3) Teachers should constantly innovate teaching method

In the process of teaching, teachers can adopt various teaching methods to guide students to learn, such as heuristic teaching, interactive teaching and so on. Teachers should design problems step by step, guide students to carry out in-depth thinking and exploration step by step, increase interaction with students, and fully understand the situation of students’ learning and application. Teachers can also
carry out thematic teaching, so that students learn to connect and classify the knowledge they have learned.

(4) *Schools should constantly improve teachers’ professional quality*

Only when teachers have good cultural accomplishment and superb teaching level can they influence students imperceptibly and better promote students to understand and apply Marxist principles. [5] Various colleges and universities also continue to improve the professional level of teachers, teachers should constantly enrich and improve themselves after class, give play to the guiding role of themselves, and guide students to develop healthily and actively.

(5) *Making full use of Internet technology*

In the new era of education, teachers should make full use of Internet technology to carry out teaching work and construct a brand-new ideological and political education system. First of all, teachers should understand that the application of network technology can make students and teachers strengthen communication and interaction, can provide platform support for the communication between teachers and students, and transform traditional teachers’ unilateral teaching to modern multi-faceted interaction. Teachers should also realize that the combination of online and offline teaching is conducive to students’ learning anytime and anywhere, can also make students know their own learning progress and establish students’ personalized files. On the Internet, teachers can collect more students’ information, and better carry out teaching in combination with the current hot spots of students’ attention and actual situations.

4. Conclusion

Teachers should be clear about the connotation of Marx’s cultural motivation thought and the problems in the teaching process, and the solutions and countermeasures. Teachers should actively link the content of teaching with the reality of life, so that students can feel that Marxist principles are everywhere in life. Teachers should guide students to concretize abstract concepts and further guide their study and life.
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