

Pathways for Integrating Jinzhou Cultural Resources into Ideological and Political Education for College Students

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Abstract: Jinzhou has abundant cultural resources in the region. Taking the integration of these resources into the ideological and political education at local universities as the research object, this paper reveals the connotations, expression forms and basic characteristics of Jinzhou's cultural resources, and explores its multi-functional value in today's times. It summarizes the reality of practical success that has been achieved with this integration, and looks at current issues, including lack of educational atmosphere, lack of updated teaching methods, and lack of alignment of educational carriers. The paper analyzes the root causes of these problems in three aspects: the main subjects of education, the classroom as a front line of education and institutional mechanism. Last but not least, it suggests specific implementation options such as improving the content of education, creating functional platforms and developing new forms of presentation. Through the study, the excellent regional culture can be deeply integrated into the ideological and political education in universities, giving full play to the educational function of regional culture, and increase the effectiveness and appeal of the education, and provide reference for universities to carry out educating through culture.

Keywords: Cultural Resources; Ideological and Political Education; Educating Through Culture; Integration Pathways

1. Connotation and Contemporary Value of Jinzhou Cultural Resources

1.1 The Connotation of Culture

Culture is the superior civilizational accomplishments of a nation, region or community that is the product of long-term historical development. It is full of values, has a spiritual nucleus, displays the resiliency and aspirations people have in striving for progress,

and is a unique cultural expression that is both continuous and progressive. The culture of Jinzhou not only includes physical aspects like historical sites and ruins, but also archival and documentary aspects like archives and documents. These, when combined, create resources that are of historical, educational and commemorative significance.

1.2 Forms and Characteristics of Jinzhou Cultural Resources

Jinzhou is rich in cultural resources, notably as the starting point of the War of Resistance Against Japan, the turning point of the War of Liberation, and a place to get material from the national anthem song of New China. They are in a variety of forms, including historic sites, archival materials, and oral histories. The resources have historical significance, regional uniqueness and deep educational significance and relevance. They are living witnesses of history, and also important carriers of patriotic education and education on revolutionary traditions, they can arouse patriotic sentiment and revolutionary spirit. They constitute an important part of today's socialist values.

1.3 The Contemporary Value of Jinzhou Cultural Resources

Cultural resources are the spiritual wealth of the Chinese nation, historical yet innovative [1]. They are significant resources in university ideological and political education of cultivating and educating people through culture. They are of value in several ways. They maintain cultural roots and mobilize the rejuvenation of a nation. They strengthen patriotic education and lay a spiritual foundation. They drive economic and social development, infusing it with vitality and cultural confidence, and enrich cultural activities. They foster cross-cultural understanding, exchange, and cooperation. There is profound significance and modern value in Jinzhou's cultural resources, which are a valuable heritage that must be cherished and passed on.

2. Current Status of Integration between Jinzhou Cultural Resources and University Ideological and Political Education

2.1 Current State of Integration

Universities in Jinzhou recognize the importance of culture and are actively integrating it in the ideological and political education, and have achieved good results. The integration has deepened and is more comprehensive. The models and methods of teaching have been innovated; teaching faculty team has been consolidated; collaborative education mechanism has been built. Universities arrange cultural heritage visits, thematic activities and visits to memorial halls, which help students to feel the charm of Jinzhou's culture first-hand. Through the use of modern information technology and creative teaching methods, students' interest and initiative in learning are stimulated.

2.2 Achievements in Integration

Following the national call to carry on cultural transmission, universities in Jinzhou have proactively pushed and in-depth studied Jinzhou culture. Every school has its own approach to infuse Jinzhou's culture into ideological and political education. For instance, the Liaoning Institute of Technology has constructed an exhibition hall, Bohai University has arranged social practice activities and Liaoning University of Technology has created original ideological and political dramas. All these efforts vividly convey the central idea of regional culture. These measures, in addition to enriching teaching content, have also further enhanced the practical effectiveness and attractiveness of education. They are indicative of both the political commitment and innovative thinking in universities in the field of educating through culture.

2.3 Problems in Integration

There are still deficiencies in the integration of culture into the ideological and political education in Jinzhou's universities. Firstly, integration at the environmental level is not enough, cultural education atmosphere in the campus is still weak. Second, the educational approach is also not aligned with the use of local culture, both in theory and practice. Thirdly, educational vehicles are poorly matched: there is

a lack of effective links with local resources; activities lack thematic focus although varied in form. Fourth, the ways and contents of integration are dull, lacking in innovation and practicality and the significance of practice-based courses and experience teaching has been overlooked. Fifth, publicity throughout the whole field of the media has been insufficient: there is little general dissemination of local events and the local spirit.

2.4 Causes Affecting Integration

2.4.1 Insufficient Efficacy of the “Four Key Actors”

With respect to cultural publicity and education, the functions of four main actors, namely local government, local universities, educational bases and university faculty are incomplete. The local government needs to strengthen its promotion efforts, and the cooperation link with universities is still unsound. There is limited integration of culture by local universities, with less than satisfactory publicity results. There is a lack of external promotion of educational bases, and the level of cooperation needs to be improved. Certain faculty members are still stuck in traditional teaching/learning approaches.

2.4.2 Insufficient effectiveness of the “three classrooms”

The “three classrooms” of ideological and political education are not effective enough to carry out culture promotion in the universities. The first classroom – theoretical teaching – has been inadequate, and this has prevented the students from developing a greater insight into culture. The second classroom (the practical education) is lacking in systematic depth, and it is hard to raise students' cultural awareness. The third classroom, the nurturing campus environment, has not yet been fully utilized; culture is not yet integrated in the campus life in a meaningful way.

2.4.3 Underdeveloped institutional mechanisms

The incorporation of Jinzhou's culture into the university ideological and political education is still insufficient. There is no long-term integration mechanism in place, and no synergy in education has been achieved [2]; educational results are still disorganized and not systematic. Incentive mechanisms are inadequate – lack of specific requirements, assessment criteria, incentive measures. Cooperative mechanisms should be strengthened: There is a lack of

in-depth cooperation with local government and cultural education bases.

3. Pathways for Integrating Jinzhou Cultural Resources into University Ideological and Political Education

3.1 Excavating Cultural Resources and Enriching Educational Content

Promoting culture is crucial for universities to achieve the goal of fostering virtue and nurturing talent. Combining this important task with the educating through culture [3] can produce the following results: supplying material for ideological and political education that can stir up patriotic sentiment and struggle spirit; cultivating students to build their character and correct values; improving students' overall ability and team spirit; and keeping up with the development needs, so that students can consolidate their ideas and convictions, strengthen their cultural confidence, and grow into a new generation in step with the times.

3.1.1 Comprehensive inventory of cultural resources

Jinzhou is rich in cultural resources with heritage sites, memorial sites and memorial halls as its starting point of the War of Resistance Against Japan, the turning point of the War of Liberation and the source of the national anthem. These resources can be systematically registered and classified through literature review and field investigation, to create a complete directory of cultural resources.

3.1.2 Enriching the educational content system

It is necessary to make use of Jinzhou's cultural resources in ideological and political courses, and implement student-centered teaching and learning throughout the teaching and learning process [4]. Lectures, case analyses or other classroom teaching methods help students gain a deeper understanding of Jinzhou's culture. Special courses may be set up, such as "Jinzhou Memories", and experts and eyewitnesses are invited to recount Jinzhou's stories. The cultural appeal of the content can be manifested through the compilation of the region's teaching materials with text and pictures, so as to form a unique content system of ideological and political education.

3.1.3 Emphasizing practical education

In addition to classroom instruction, attention also needs to be paid to practical education. Through students' visits to heritage sites and

memorial halls, and the on-site teaching and live narration, the students share the culture and the greatness of the revolution spirit in person. They further develop this experience by practising and internalizing it. In addition, students can be encouraged to do various social practice and volunteer works related to the knowledge, so that it will increase their understanding and affection for the culture by linking knowledge with action.

3.1.4 Innovating educational approaches

Innovation in educational approaches needs to be addressed as well as excavating cultural resources and enriching educational content. Teaching methods and formats can be varied with the use of multimedia technology, online resources, and other modern elements. Interactive and discussion methods can motivate the students' interest and participation. Based on students' characteristics and needs, various practical activity and experiential projects can be designed such that cultural education can be closer to students, closer to everyday life, closer to reality and nearer to the times [5].

3.2 Leveraging New Media Technology to Enrich Integration Formats

Using new media technology, enrich Jinzhou's cultural resources in university ideological and political education, and to build a culture education platform [6] based on campus is an innovative and efficient method. It has the ability to cross the boundaries of time and space and make the cultural education richer, more intuitive and more accessible. Specific recommendations follow.

3.2.1 Establishing an online cultural education resource database

The daily ideological and political education in universities is an important channel to help cultivate students' moral character and habits. Based on platforms like university websites and WeChat public accounts, a Jinzhou cultural education resource database can be created, which contains text and image materials, video lectures, VR panoramic display, and other content, allowing students to learn anytime and anywhere.

3.2.2 Developing culture-themed new media products

Based on Jinzhou culture, short videos can be made about historical events and heroines and heroes, which can increase students' interest. Interactive H5 pages such as knowledge quizzes

and story puzzles, can create a relaxed learning atmosphere. Using audio products like story radio and revolutionary song medleys can be of great aid in learning during students' spare time.

3.2.3 Conducting online interactive teaching activities

The descendants of the revolutionaries or historians can be invited to give live streamed cultural lectures, which interweave innovative interactive historical narration pedagogy [7] and real-time student interaction. Discussions on Jinzhou culture themes can be held online on campus discussion forums and social media, creating a positive learning environment. Virtual visits, such as the virtual study tour of the Liaoshen Campaign Memorial Hall, can be realized by the VR technology, so that students can immerse themselves in Jinzhou's culture.

3.2.4 Strengthening training and application of new media technology

The universities should train ideological and political education teachers on new media communication technology, improve their skills in operating platforms, making videos, and using VR and related tools. Faculty should be encouraged to innovate and develop various Jinzhou culture-based ideological and political education methods, such as big data analysis and personalized content recommendations, so as to enhance the targeting and effectiveness of ideological and political education, and effectively stimulate students' patriotism and sense of responsibility.

3.3 Building Jinzhou Culture Practice Education Bases with Regional Distinctiveness Taking Account of Student Characteristics

The following measures can be implemented to consider the factors of students and build practice education bases with regional characteristics.

3.3.1 In-Depth research to accurately identify student needs

Detailed studies need to be conducted to understand the interests, learning habits and values of the present university students. Students' opinions and suggestions on cultural education can be collected through questionnaire surveys, discussion sessions, and individual interviews to provide a scientific basis for setting up practice education bases. Differences in disciplines and grade levels should be taken

into consideration to ensure that the bases are able to cater to the needs of students at different levels and of different types.

3.3.2 Developing signature practice programs grounded in Jinzhou's cultural resources

Based on the cultural resources of Jinzhou, universities can create 3 types of practice programs. The first is to arrange field trips to places like the Liaoshen Campaign Memorial Hall, and have teachers guide the narration, play documentaries, so that the students have a deeper understanding of history. The second one calls for the participation of the eyewitnesses who can share their experiences of Jinzhou and have the students make their own presentations. The third ones utilize VR/AR and other technologies to make immersive experiences, while also providing handicrafts and art performances that further enrich students' understanding and sense of identity with the culture.

3.3.3 Strengthening faculty to improve educational outcomes

The quality of educational effectiveness of practice education bases is closely related to the quality of the faculty. Part-time instructors or advisors may be recruited from among experts or scholars with wide knowledge of culture, as well as descendants of those who have participated in revolution. In-service faculty should be well-trained to improve their cultural literacy and competence in teaching. Themed training and teaching seminars can be used to achieve better mastery of methods and techniques in cultural education thereby improving educational outcomes.

3.3.4 Improving infrastructure and optimizing the educational environment

The infrastructure of practice education bases must be improved, and the construction of relevant cultural venues should be promoted to create a favorable environment for students' practical learning, so that they can get a better practice education [8]. This involves the building of modern university history museums, memorial halls, exhibition space, as well as equipping necessary teaching devices and auxiliary experimental facilities. It is also important to establish a comfortable and safe learning and living environment. Also, pay attention to the environment around the practice education bases and cultivate a good cultural atmosphere, to indirectly affect and motivate students.

3.4 Innovating Presentation of Jinzhou Cultural Resources Through Technology

The innovation of the presentation forms in Jinzhou using technological tools and the construction of multi-presentation platforms is an important path to enrich the cultural education and improve its attraction. The following approaches are suggested.

3.4.1 Using digital technology to create online virtual experience spaces

Based on “digital ideological and political education” [9], digital technology can be used to establish online virtual experience space. VR panoramas can be used to rebuild sites like Liaoshen Campaign Memorial Hall for immersive visits. Digital museums can be created, where artifacts and documents can be displayed digitally, and interacted with through narration. The experience can be made even more vivid and convenient for users by enabling the development of AR interactive applications where users can scan and trigger 3D models and narration of artifacts.

3.4.2 Using social media and short-video platforms to expand cultural dissemination

The emergence of social media has opened up a new channel for implementing cultural education in the university ideological and political education [10]. We can create a Jinzhou culture social media matrix, posting texts, photos, and videos and engaging with users on a variety of social media platforms such as Weibo, WeChat, Douyin, etc. Attractiveness can be increased by producing creative short videos using storytelling and/or scene reconstruction. Topic challenges and UGC incentive can be launched, and reward mechanism can incentivize users to create and share their own Jinzhou culture works, further promoting the dissemination of these works.

3.4.3 Using artificial intelligence to enhance the interactivity of cultural education

The use of AI technology to create intelligent Q&A robots and virtual guides for Jinzhou culture can realize real-time consultation and interactive tours. Users' learning goals, interests and preferences can be combined to design personalised learning pathways. The digitalization, big data and other technological approaches can be used to innovate the way of presentation, and generate immersive cultural experiences, which can further improve the attractiveness of Jinzhou cultural education and

its communication ability.

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