

Exploring the Path of Integrating the Spirit of Craftsmanship into Ideological and Political Education in Higher Vocational Education in the New Era

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Abstract: The social demand for “craftsman-type” talents in the new era has put forward new requirements for ideological and political education in vocational colleges. This article explores the connotation of craftsmanship spirit, the contemporary value and practical significance of craftsmanship spirit education and the effective path of integrating craftsmanship spirit into vocational, ideological and political education.

Keywords: Higher vocational education; Ideological and political education; The spirit of craftsmanship; The value of the times; Practical significance; Effective path

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1. Introduction

Craftsman talents are the core driving force for the transformation to “Made in China” in the new era. As an important lever for vocational colleges to promote the fundamental task of “cultivating virtue and nurturing talents,” ideological and political education is an important battlefield for cultivating craftsmen. In the face of the increasing demand for craftsman talents in the current society, educators should base themselves on the characteristics and advantages of ideological and political education, actively integrate the spirit of craftsmanship into ideological and political education, further expand the connotation of ideological and political education through the deep integration of the two, demonstrate the educational value of ideological and political education, lay the foundation for the cultivation of students’ craftsmanship spirit and comprehensive literacy, help them with better employment and development, and effectively solve the contradiction between the demand for craftsman talents in the current society, and cultivate and cultivate new era craftsman talents with ideals, beliefs, understanding of technological innovation, and daring to take on responsibilities and contribute to the modernization of the country.

2. The connotation of craftsmanship spirit and its educational value in the era

2.1. Analysis of the connotation of craftsmanship spirit

Developing new quality productivity is an inherent requirement and an important focus for promoting high-quality development. New quality productivity has been formed and demonstrated in practice as a strong driving and supporting force for high-quality development. In the new era context, high-quality development has become the core pursuit of China's economic and social development. The spirit of craftsmanship, which embodies the pursuit of excellence, innovation, inheritance, attention to detail, pursuit of perfection, and team spirit, is the essence of the traditional craftsmanship culture of the Chinese nation. It not only carries a profound cultural heritage but also injects strong vitality into the vigorous development of new productive forces^[1].

2.1.1. The spirit of craftsmanship in the new era is the inheritance and development of traditional craftsmanship spirit

The spirit of craftsmanship in the new era inherits the craftsmanship culture of the Chinese nation, which is characterized by excellence in craftsmanship, craftsmanship in the heart, quality in action, and fame in the world, and has a profound cultural heritage. It emphasizes the pursuit of excellence, continuous innovation, and dedication to work, which is not only the ultimate pursuit of craftsmanship by craftsmen but also an important benchmark for the work attitude of professionals in the new era. Under the guidance of the spirit of craftsmanship in the new era, professionals should pursue exquisite craftsmanship, create high-quality products, continuously study new technologies and methods, continuously improve their own craftsmanship and continuously pursue excellence^[2].

2.1.1. The spirit of craftsmanship in the new era is a reflection of professional ethics and abilities

The spirit of craftsmanship in the new era is also reflected in professional ethics and character. It requires professionals and craftsmen to take noble professional ethics as the foundation, constantly pursue excellence and innovation, refine their own skills and craftsmanship, constantly surpass themselves, and at the same time, focus on responsibility, demand themselves with a rigorous and meticulous attitude, and strive for perfection and excellence in every product and workflow. This spirit not only improves product quality and work quality but also lays a solid foundation for the promotion of strategies such as building a strong, quality country and China's intelligent manufacturing^[3].

2.1.3. The spirit of craftsmanship in the new era leads the social atmosphere of cooperation and win-win

The spirit of craftsmanship in the new era advocates the concept of cooperation, win-win, and harmonious progress. It emphasizes that professionals and craftsmen should pay attention to cooperation and win-win, work together to achieve high-quality work, and create greater social value. This spirit also leads them in their pursuit of excellence and the courage to innovate, continuously promoting their development and progress towards the direction of great country craftsmen. This is not only a recognition of the skills of craftsmen but also an important manifestation of national spirit and national strength^[4].

2.1.4. The spirit of craftsmanship in the new era drives high-quality economic and social development

The spirit of craftsmanship in the new era plays an important role in promoting high-quality economic and social development. It represents people's ultimate pursuit of skills and craftsmanship and is an important spiritual force driving social progress. It not only emphasizes the improvement of personal skills and the rigor

of professional attitude but also advocates the social values of cooperation and win-win, harmony and progress. It is an important spiritual and cultural support for the cultivation of professional talents in the new era and has important promoting significance for social and economic development and the great rejuvenation of the Chinese nation ^[5].

2.2. The era value of craftsman spirit education

2.2.1. The power of spiritual motivation

The spirit of craftsmanship in the new era is an important embodiment of socialist core values ^[6]. The spirit of pursuing excellence, striving for excellence, and emphasizing continuous innovation can provide good motivation and guidance for vocational college students and even professionals. In vocational education, fully carrying out the education of craftsmanship spirit can promote the shaping of students' good professional attitude, learning quality and innovative spirit so that they can gradually build a positive and positive "professional value system" and then take the craftsmanship spirit as the guide in learning and subsequent workers, demand themselves with higher standards and constantly surpass and develop.

2.2.2. Guidelines for behavioral norms

The spirit of craftsmanship is a behavioral norm and an important guide for professionals. For example, in production practice, if workers want to produce high-quality products, they must have a certain level of craftsmanship and maintain a pursuit of perfection and ultimate quality in their work ^[7]. Only in this way can they create high-quality products and meet people's purchasing needs. From this perspective, integrating the education of craftsmanship spirit into vocational education can lead students to establish good professional ethics, make them consciously establish a professional attitude and then demand higher standards in learning, life and work.

2.2.3. Creating a fertile ground for talent cultivation

The integration of craftsmanship spirit education in vocational education can fully enhance the quality of talent cultivation in vocational colleges. As the saying goes, "Thought determines action." They can achieve good results only when a person has positive and healthy thoughts. The same goes for vocational college students. Only when they have high professional and ideological awareness can they learn, do well, and obtain good development space. Therefore, the development of craftsmanship spirit education is of great significance for the growth and development of students ^[8].

3. The practical significance of integrating the spirit of craftsmanship into ideological and political education in higher vocational education

3.1. Accurately positioning ideological and political education, clarifying the training direction of higher vocational education

Currently, cultivating the craftsmanship spirit of students has become a top priority in vocational education. However, a relatively single training model makes it difficult to meet the diverse needs of students. Against continuous social development, vocational college students face the impact of diverse ideological trends. Their life and moral values have not yet been fully established and their professional and social cognition are not sufficient. In this context, the educational value of ideological and political education is particularly evident. This also requires vocational colleges to fully and scientifically promote ideological and political education while combining their own characteristics, integrating the spirit of craftsmanship into ideological and political

education, continuously enriching the connotation of ideological and political education and accurately positioning ideological and political education. At the same time, vocational colleges are also to be setting the educational goals on comprehensive and artisan talents, cultivating students with good professional ethics, professional abilities and professional qualities, and comprehensively promoting the improvement of talent cultivation quality in vocational colleges^[9].

3.2. Integrating the spirit of craftsmanship and enhancing the effectiveness of ideological and political education

As a highland for cultivating skilled talents in China, vocational colleges must regard ideological and political education as the main theme for implementing the fundamental task of cultivating morality and talent. The effective promotion of ideological and political education in higher vocational education in the new era needs to fully combine the demand of society for “craftsman-type” talents, integrate the education of craftsmanship spirit, and enable students to feel the charm of traditional spiritual culture and consciously establish a sense of craftsmanship. At the same time, the integration of the spirit of craftsmanship into ideological and political education can further strengthen the cultural confidence of students, enhance their national sentiment, guide them to consciously practice and inherit excellent Chinese culture, implement the spirit of craftsmanship into their own learning, life and career, and become outstanding talents with responsibility, ideals, skills and literacy^[10].

4. The effective path of integrating the spirit of craftsmanship into ideological and political education in higher vocational education

4.1. Innovate ideological and political education based on the spirit of craftsmanship

At present, with the constant acceleration of the construction process of the Chinese path to modernization, the number and standard of professional talents demanded by society are constantly improving. All industries not only require professional talents to possess professional skills, but also to possess good professional ethics and spiritual qualities. Vocational colleges, as the cradle for cultivating great country craftsmen, provide an important talent guarantee for China’s economy to shift from high-speed growth to high-quality development. In the face of the practical demand for high-quality talents in society, vocational colleges should also fully promote the promotion of ideological and political education, actively integrate the spirit of craftsmanship into it, and guide more students to experience, understand and learn the spirit of craftsmanship through innovative ideological and political education, promoting their continuous development towards craftsmanship and high-quality talents. At the same time, the spirit of craftsmanship is the characteristic and soul of moral education in higher vocational education. In the process of ideological and political education, it is necessary to base oneself on Marxist labor theory, uphold the concept of “Cultural people,” and closely combine the promotion of craftsmanship spirit with the promotion of socialist core values, excellent traditional Chinese culture and advanced socialist culture. Then, starting to implement them in every teaching environment, guiding students to gradually establish good qualities of pursuing excellence, seeking truth and pragmatism, being serious and rigorous, constantly innovating, and shaping their craftsmanship consciousness and professional ethics^[11]. In addition, educators should base themselves on the connotation of craftsmanship spirit, start from the characteristics of vocational education and integrate some educational content related to craftsmanship spirit to inspire and guide students. For example, in ideological and political education, teachers can introduce the story of Cheng Weidong, a great craftsman from Tianjin Port, into the classroom. The current Deputy Leader of the Leading Team of Tianjin Port First Port Co., Ltd. As a port craftsman, he actively participates in the construction of “smart zero carbon” docks, works as a “master” for robots, solves multiple difficult problems in

port automation operations, and is a typical figure emerging in Tianjin Port's construction of a world-class green smart hub port. He is a skilled and intelligent industrial worker. Then, teachers can discuss with the students the excellent qualities of the protagonist, such as paying attention to details, constantly learning and researching new technologies, being serious and responsible in work, and pursuing excellence. Vocational colleges can hold the "Great Craftsman Enters Campus" event, hire great craftsmen as specially hired part-time ideological and political teachers and promote the ideological, value and emotional recognition of the craftsmanship spirit among the younger generation by sharing their growth path, so as to inherit the craftsmanship spirit consciously and firmly follow the path of skill success and skill service to the country.

4.2. Combining the spirit of craftsmanship and optimizing educational models

Teaching mode will directly affect whether the quality of ideological and political education is scientific and effective. With the continuous promotion of vocational education reform, the model of ideological and political education in higher vocational education also urgently needs to be innovated and reformed^[12]. In order to better promote the integration of craftsmanship spirit and ideological and political education, vocational colleges should fully carry out the reform and innovation of teaching models in order to stimulate the participation and enthusiasm of students and lay the foundation for the cultivation of their craftsmanship spirit and ideological and political literacy. Specifically, in the process of ideological and political education, vocational colleges should focus on introducing modern education models such as informatization, project-based and modular approaches. For example, teachers can base themselves on the trend of educational informatization reform and use multimedia, micro-courses and other means to display videos, pictures and other materials related to the spirit of craftsmanship with the idea of "adapting to the times." Teachers can use popular ways for students to showcase the connotation of the spirit of craftsmanship, create an audio-visual ideological and political classroom, deepen their understanding and feelings and lay a foundation for the cultivation of their craftsmanship spirit and ideological and political literacy.

4.3. Promote the spirit of craftsmanship and lead theme practice

Many educational practices have proven that the high-quality promotion of ideological and political education requires not only sufficient theoretical education but also scientific and modern practical education guidance. Only in this way can students be externalized in their actions and internalized in their hearts, promoting their integration of learning, thinking, taking action and helping them better absorb and grow. So, in the educational practice of integrating the spirit of craftsmanship, vocational colleges should also actively carry out some themed practical activities so that students can understand the connotation of the spirit of craftsmanship through action and practice, establish a craftsman consciousness, and shape the spirit of craftsmanship. For example, in the process of ideological and political education, teachers can integrate the "professionalization" characteristics of vocational education. Relying on school-enterprise cooperation, actively connecting with social enterprises, providing students with a professional ideological and political practice platform, guiding them to enter the enterprise, observing the craftsman talents in the enterprise, chatting with them about the connotation of craftsmanship spirit, and learning from their craftsmanship spirit. On this basis, with the spirit of craftsmanship as the theme, students can summarize their practical experience, such as writing a reflection on the spirit of enterprise craftsmanship or creating courseware, videos, etc. on the spirit of craftsmanship through PPT and short videos, creating a good learning atmosphere and promoting the comprehensive dissemination of the spirit of craftsmanship. At the same time, vocational colleges should also focus on the internship of students in enterprise positions and fully promote the synergy between craftsmanship spirit and ideological and

political education. For example, vocational colleges can connect with the craftsman talents of the enterprise and combine the specific job standards or corporate culture with them to carry out ideological and political education special lectures based on the spirit of craftsmanship. During this period, students can be asked to talk about the problems and gains they encountered during their internship and then facilitate their communication with corporate craftsmen, providing them with good inspiration. By doing so, vocational colleges can leverage corporate mentors' leading role in shaping students' craftsmanship spirit and professional competence, setting a real learning benchmark for them and promoting the cultivation and development of their craftsmanship spirit. In addition, vocational colleges can design some social practices and ideological and political education activities based on the spirit of craftsmanship^[13]. For example, vocational colleges can organize the "Craftsman Spirit into the Community" activity to guide students to convey their insights and experiences about the craftsmanship spirit to society. During this activity, teachers can guide them to explain the origin, development and contemporary connotations of the craftsmanship spirit to community residents through publicity, explanation, and interactive experiences to promote their expression ability, deepen their understanding of the craftsmanship spirit and cultivate their good sense of social responsibility.

4.4. Relying on online platforms to expand integration channels

In the new era, it is necessary to keep up with the times and broaden the field of ideological and political education. With the continuous development of the Internet, network technology not only provides convenience for people in all areas of life but also brings new opportunities for the integration of craftsman spirit in ideological and political education in higher vocational colleges. In educational practice, vocational colleges can fully rely on online platforms to broaden the integration path between craftsmanship spirit and ideological and political education, making ideological and political education more flexible and efficient. First of all, vocational colleges can regularly publish some ideological and political education content about craftsmanship based on the school's official website, official account, Weibo and other platforms. These contents can be not only the interpretation of the connotation of craftsmanship, but also the introduction of the deeds of some great artisans and can also be the "True story of craftsmanship" around the students. Through this, a good campus atmosphere of craftsmanship can be created and stimulate students' awareness of learning and practicing craftsmanship. Secondly, vocational colleges also need to fully leverage the role of online platforms in supporting the analysis of ideological and political education. By analyzing the hot topics of students on online platforms, vocational colleges can analyze their interests and provide personalized recommendations for craftsmanship education based on their interests and hobbies. For example, if some students are interested in military affairs, online platforms can be relied on to push them some real stories about the craftsmanship spirit in the military field so that the craftsmanship spirit and ideological and political education can be more closely related to the actual life and interest needs of students and comprehensively improve the quality of education^[14].

4.5. Pay attention to the spirit of craftsmanship and strengthen the quality of teaching staff

The education plan is teacher-centered. The professional and comprehensive qualities of ideological and political teachers will directly affect the effectiveness of ideological and political education. In the process of promoting the integration of craftsmanship spirit, it is necessary to strengthen the quality of teaching staff. Specifically, strengthening practice can be approached from the perspectives of vocational colleges and teachers. Firstly, in higher vocational colleges, it is necessary to fully recognize the connotation of the craftsmanship spirit in the new era and its integration with ideological and political education. Based on this, from the perspective of cultivating "craftsman type" talents, vocational colleges should actively carry out some

training work on the craftsmanship spirit, such as actively contacting some educational experts and conducting lectures on the craftsmanship spirit, providing diverse learning opportunities for teachers and students, especially ideological and political educators, and continuously deepening their ideological and political awareness. At the same time, vocational colleges should rely on teaching and research activities to promote the overall improvement of teacher quality. In addition, vocational colleges can actively leverage the power of enterprises and introduce some “enterprise craftsmen” to communicate and share with teachers and students on campus to strengthen their understanding of the craftsmanship spirit and lay the foundation for the integration of craftsmanship spirit in ideological and political education. Secondly, in terms of teachers, ideological and political educators should make full use of their spare time to strengthen their awareness of craftsmanship spirit through participating in training, colleague communication, online learning and other methods to enrich their integrated education methods and, at the same time, enhance their professional literacy. For example, teachers can use the Internet to supplement some knowledge about craftsmanship, learn more about the deeds of craftsmen in big countries, etc., so as to use their own side information in the classroom to deepen students’ feelings and lead them to improve their craftsmanship and ideological and political literacy comprehensively^[15].

5. Conclusion

In short, the spirit of craftsmanship reflects the cultural thickness of modern vocational education. Effectively integrating the spirit of craftsmanship into ideological and political education can better promote the cultivation of more high-quality technical and skilled talents, skilled craftsmen, and great country craftsmen, providing talent and skill support for the comprehensive construction of a socialist modernized country. Vocational colleges need to deeply grasp the connotation and significance of the spirit of craftsmanship in ideological and political education and continuously use new ideas and methods to innovate educational practices, promote the deep integration of the two, and give full play to their collaborative educational effectiveness. This will enrich the connotation and form of ideological and political education, promote the cultivation of students’ ideological and moral, quality literacy, and craftsmanship spirit, helping students with better employment and development in the future and cultivate more excellent comprehensive, artisan and high-quality professional talents for society.

Disclosure statement

The author declares no conflict of interest.

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