

# Strategies for Cultivating the Craftsmanship Spirit among College Students in the Era of Digital Ideological and Political Education

Li Xiaochun

[ **Abstract** ] In the context of digital ideological and political education, cultivating the craftsmanship spirit among college students has become a crucial task for educational institutions. This study explores the integration of the craftsmanship spirit into digital ideological and political education in colleges, analyzing the current state and challenges in cultivating the craftsmanship spirit among college students, and proposing strategies for its cultivation. The aim is to comprehensively enhance the craftsmanship spirit among college students. By utilizing digital technology to transcend the limitations of traditional education models, we promote an in-depth integration of theory and practice, thereby achieving a comprehensive improvement in educational objectives. The goal is to advance the cultivation of the craftsmanship spirit and develop a new generation of interdisciplinary talents with innovative capabilities and practical spirit, providing talent assurance for the sustainable development of society and the nation.

[ **Key words** ] digital ideological and political education; college students; craftsmanship spirit

[ **About the author** ] Li Xiaochun (1996—), male, from Ganzhou, Jiangxi, China, lecturer in Guangdong University of Science and Technology. Research interest: ideological and political education.

[ **Fund** ] This paper is the ideological and political education project of Guangdong Province Higher Education Institutions “Research on the Cultivation of Craftsman Spirit in College Students in the New Era from the Perspective of Ideological and Political Education” (Project Number: 2023GXSZ079); the phased achievement of the humanities and social sciences project of Guangdong University of Science and Technology “Research on the Cultivation of Craftsman Spirit in College Students of Private Universities in Dongguan” (Project Number: GKY-2023KYYBW-26).

[ **DOI** ] <https://doi.org/10.62662/kxwxy0108007>

[ **Website** ] [www.oacj.net](http://www.oacj.net)

## 1 Introduction

With the rapid development of information technology, digital education has taken an increasingly important role in higher education. China places great emphasis on the promotion of craftsmanship spirit and the cultivation of innovative talents. The 2024 Government Work Report highlights that promoting high-quality development in the manufacturing industry is inseparable from a team of highly skilled talents, with craftsmanship spirit being the core element, emphasizing its importance in high-quality economic development. The 2024 Annual Work Report of the Ministry of Education proposes a comprehensive advancement of digital education reform in colleges and universities, stressing the integration of digital literacy and craftsmanship spirit. It aims to enhance students' practical abilities and innovative spirit through digital technology, thus cultivating high-quality skilled talents in the new era. The National Plan for the Implementation of Vocational Education Reform clearly states that great efforts should be made to promote craftsmanship spirit, cultivate high-skilled talents, and encourage institutions to conduct craftsmanship spirit education. In the education process, attention should be paid to cultivating students' craftsmanship spirit, inspiring youth to achieve success and serve the nation through skills. Education development

in the new era faces unprecedented opportunities and challenges. The digital age offers broad possibilities for educational innovation. Digital ideological and political education (Digital IPE) has become an important model in contemporary ideological and political education in colleges, making the cultivation of students' craftsmanship spirit a key focus in educational work. However, how to effectively cultivate the craftsmanship spirit of college students under the context of Digital IPE remains an urgent educational issue to be resolved.

## **2 Integrating craftsmanship spirit into college digital ideological and political education : significance of the times**

### **2.1 Connotation and value of craftsmanship spirit**

Craftsmanship spirit is a professional attitude characterized by the pursuit of excellence and perfection, emphasizing focus, patience, and the relentless quest for perfection. Its core values include high – quality standards, continuous improvement, and innovation capability. Specifically, it involves a high sense of responsibility towards work, strict requirements for quality, meticulous attention to detail, and an unwavering pursuit of skills. The value of craftsmanship spirit lies in its ability to enhance the quality of products and services, drive innovation and technological progress, and cultivate talents with excellent professional ethics and a strong sense of responsibility. In the context of globalization and informatization, the value of craftsmanship spirit becomes increasingly prominent. Craftsmanship spirit is not only a reflection of individual professional ethics but also an important component of national competitiveness. Talents with craftsmanship spirit can play significant roles in technological innovation, quality control, and customer service, thereby enhancing the competitiveness of enterprises and the nation. Craftsmanship spirit is not just a professional ethic but also an embodiment of values. Colleges and universities should strengthen ideological and political education, guiding students to establish correct outlooks on world, life and value, fostering a spirit of dedication and the pursuit of excellence, and internalizing craftsmanship spirit into conscious actions. The report of the 20th National Congress of the Communist Party of China proposes to “promote the digitalization of education” and fully leverages the role of digital technology in ideological and political work. It emphasizes vigorously advancing the construction of digital ideological and political education, establishing a digital empowerment framework. To innovate and develop ideological and political education through digital empowerment, it is necessary to cultivate the digital literacy of participants. Seizing the opportunity of digital empowerment, we must promote the innovative integration of digital ideological and political education with the cultivation of craftsmanship spirit, thereby improving the quality and effectiveness of cultivating craftsmanship spirit among college students and further forming new productive forces.

### **2.2 Definition and characteristics of digital ideological and political education**

Digital ideological and political education (Digital IPE) utilizes digital technology to conduct ideological and political education. The Ministry of Education has proposed measures to enhance online ideological and political education and further strengthen digital empowerment to improve online civilization literacy and the service quality of digital platforms. The theoretical foundation of Digital IPE includes disciplines such as communication, pedagogy, and psychology. It aims to increase the appeal and effectiveness of ideological and political education through digital means. The goal of Digital IPE is to improve students' political literacy and moral standards, fostering their social responsibility and civic awareness. Compared to traditional ideological and political education, Digital IPE has distinctive characteristics, including extensiveness, immediacy, personalization, and richness. Extensiveness involves utilizing the internet and new media platforms, where the impact range of ideological and political education is no longer limited to the classroom and can cover a broader range of students. Immediacy is achieved by leveraging instant messaging tools and social media, allowing for the real-time sharing of information and viewpoints. This enhances interaction between teachers and students and improves the timeliness of education.

Personalization is possible through big data analysis and artificial intelligence, providing personalized educational content and services based on the different characteristics and needs of students, thus enhancing the targeted and effective nature of education. Richness is seen in Digital IPE's ability to present educational content in various forms, such as text, images, audio, and video. This makes ideological and political education more vivid and engaging, thereby enhancing students' sense of participation and recognition. The advancement of digital technology provides new means and platforms for the education of craftsmanship spirit. Colleges and universities should actively promote educational digitalization, making full use of digital resources and tools to conduct craftsmanship spirit education. By combining theoretical teaching with practical operations, this approach allows students to improve their digital literacy in a diverse learning environment.

### **2.3 Integration of craftsmanship spirit and digital ideological and political education**

In the digital era, the integration of craftsmanship spirit and digital ideological and political education holds significant importance. Digital tools and platforms provide new possibilities for cultivating craftsmanship spirit. The application of digital technology enhances students' practical abilities, promotes communication and cooperation among students, and strengthens the effectiveness of nurturing craftsmanship spirit. The integration of craftsmanship spirit and Digital IPE can achieve synergistic effects in multiple aspects. Value guidance mainly involves using the Digital IPE platform to convey and promote the core values of craftsmanship spirit, helping students establish correct outlooks on career and life, and cultivating their patience, perseverance, and pursuit of excellence. Practical teaching primarily involves utilizing online laboratories and virtual simulation technology to provide practical teaching resources related to craftsmanship spirit, helping students experience and practice craftsmanship spirit in practice, thereby improving their hands-on abilities and innovative awareness. Interactive communication is mainly facilitated through online discussion platforms and social media, promoting discussions and exchanges about craftsmanship spirit between teachers, students, and peers, sharing experiences and insights, and creating a positive learning atmosphere. Personalized cultivation is made possible by using big data technology to analyze students' performance and needs in the process of learning craftsmanship spirit, providing personalized educational plans and guidance to help them better understand and practice craftsmanship spirit. The cultivation of craftsmanship spirit is inseparable from practical teaching. Universities should strengthen collaboration with enterprises, establish industry-university cooperation platforms, and provide students with more internship and practical opportunities. By participating in real projects and work environments, students can hone their technical skills in practice and profoundly understand the core values of craftsmanship spirit. The new era requires not only technical talents with professional skills but also versatile talents with innovative spirit and practical abilities. Universities should focus on cultivating students' innovative awareness and capabilities, encouraging them to continuously strive for perfection and innovation in practice.

### **2.4 New requirements in the era of digital ideological and political education**

In the context of the new era, higher education faces new challenges and requirements. The new era demands talents that not only possess professional skills but also demonstrate a high degree of social responsibility and innovative spirit. The Office of the Central Cyberspace Affairs Commission and the Ministry of Education, among other departments, jointly released the "Key Points for Enhancing Digital Literacy and Skills for All in 2024", emphasizing the cultivation of high-level and versatile digital talents. This includes comprehensively enhancing the digital literacy and skills of teachers and students and fostering high-level digital craftsmen. The document emphasizes the need to promote the craftsmanship spirit across society and advance the digital literacy and skills of the populace to support the construction of a strong network nation and a talent-rich country. Integrating the craftsmanship spirit into higher education's digital ideological and political education aligns with the requirements

of the new era and addresses the challenges faced in talent cultivation. It enhances the comprehensiveness, depth, and effectiveness of Digital IPE, enriching educational content and achieving the goal of talent cultivation. The integration of craftsmanship spirit and Digital IPE is essential for higher education to meet the challenges of the new era and cultivate talents who not only possess professional skills but also embody social responsibility and innovative spirit. Digital technology provides an efficient means for conducting ideological and political education, while craftsmanship spirit forms the ethical foundation for fostering students' professional and innovative abilities. The goal of talent cultivation in the new era is to develop high-quality talents with both professional skills and innovative spirit. By integrating craftsmanship spirit into Digital IPE, colleges and universities can guide students to establish correct outlooks on career and life, cultivating their patience, perseverance, and pursuit of excellence. The report of the 20th National Congress of the Communist Party of China emphasizes the need to accelerate the digitalization of education and promote the deep integration of digital technology and education. The "Key Points for Enhancing Digital Literacy and Skills for All in 2024" document emphasizes the importance of digital literacy and craftsmanship spirit in talent cultivation. By leveraging digital technology, colleges and universities can enhance the effectiveness of ideological and political education, cultivating students' craftsmanship spirit and innovative capabilities. Digital IPE allows for real-time interaction and personalized learning, making ideological and political education more engaging and effective. The use of digital tools and platforms enhances students' practical abilities and innovative awareness. It also promotes communication and cooperation among students, fostering a positive learning environment. By integrating craftsmanship spirit into Digital IPE, colleges and universities can enhance the comprehensiveness, depth, and effectiveness of ideological and political education, cultivating high-quality talents who possess both professional skills and innovative spirit.

### **3 Current status and challenges of cultivating craftsmanship spirit among college students**

#### **3.1 Current status of cultivating craftsmanship spirit among college students**

Colleges and universities have made notable progress in cultivating the craftsmanship spirit among college students. In terms of curriculum, some educational institutions have integrated craftsmanship spirit education into their courses, combining theoretical instruction with practical training to foster this spirit in students. Regarding school-enterprise cooperation, several universities have established partnerships with businesses, providing students with opportunities to practice and experience craftsmanship spirit in real work environments through internships and project collaborations. Additionally, colleges actively promote craftsmanship spirit by organizing lectures, competitions, and events like Craftsmanship Day to raise students' awareness and appreciation of this value. Despite these advancements, the actual manifestation of craftsmanship spirit among college students still needs improvement. The coverage of craftsmanship spirit education remains limited, with low penetration rates of related courses, failing to reach all students. The education lacks systematic and standardized content and methods, leading to a single form of cultivation with unimpressive results. Moreover, students' enthusiasm is insufficient; their understanding and emphasis on craftsmanship spirit are not strong, and there is a lack of practical implementation and overall participation.

#### **3.2 Challenges in cultivating craftsmanship spirit among college students**

The cultivation of craftsmanship spirit among college students faces several challenges. There is a disconnect between theory and practice; current craftsmanship spirit education remains theoretical, lacking integration with practical operations and work scenarios, preventing students from deeply understanding its true essence. Traditional teaching methods limit the effective transmission and cultivation of craftsmanship spirit. Limited and unevenly distributed educational resources hinder some universities' ability to provide adequate resources, specialized textbooks, qualified teachers, and teaching facilities necessary for effective craftsmanship spirit education. Students

themselves face cognitive and attitudinal issues. Many lack a sense of professional identity and responsibility, have unclear career plans, and insufficiently recognize the importance of craftsmanship spirit, lacking motivation to actively cultivate it. Social influences, such as the prevalence of utilitarianism and the pursuit of quick success, undermine the education of craftsmanship spirit, reducing students' identification with and pursuit of these values. Furthermore, policy support is inadequate; national and local government does not provide sufficient policy backing and incentives to effectively promote and popularize craftsmanship spirit education.

### **3.3 Opportunities and challenges in cultivating craftsmanship spirit among college students**

In the context of the new era, cultivating the craftsmanship spirit among college students presents both significant opportunities and numerous challenges. From a policy perspective, the national emphasis and advocacy for craftsmanship spirit provide strong policy support and guidance for universities to conduct related education. Technological advancements, particularly the widespread application of information technology and digital tools, offer new methods and platforms for craftsmanship spirit education, enhancing its appeal and effectiveness. Industry demand is also a critical factor; businesses have a strong demand for high-quality talents with craftsmanship spirit, and strengthened cooperation between universities and enterprises provides more practical opportunities for students to develop this spirit. However, several challenges persist. Traditional educational concepts and societal attitudes pose obstacles to craftsmanship spirit education, necessitating a shift in perceptions among students and parents. Educational models and philosophies in universities need continuous reform to better meet the requirements of craftsmanship spirit education in the new era. The quality of faculty is another crucial factor; educators themselves must embody craftsmanship spirit and effectively impart these values to students, highlighting the need for enhanced faculty development. Overall, while there are clear opportunities to advance the cultivation of craftsmanship spirit among college students, addressing these challenges is essential for achieving significant and sustained progress.

## **4 Strategies for cultivating craftsmanship spirit among college students in the context of digital ideological and political education**

### **4.1 Enhancing theoretical understanding of craftsmanship spirit**

To effectively cultivate craftsmanship spirit among college students, it is essential to enhance their theoretical understanding of craftsmanship spirit. Colleges and universities should integrate craftsmanship spirit education into their curricula, providing students with systematic and comprehensive knowledge about craftsmanship spirit. This can be achieved by incorporating craftsmanship spirit education into existing courses, developing new courses specifically focused on craftsmanship spirit, and organizing lectures, seminars, and workshops on craftsmanship spirit. In addition, colleges and universities should strengthen the ideological and political education of students, guiding them to establish correct outlooks on career and life and cultivating their patience, perseverance, and pursuit of excellence. This can be achieved by incorporating craftsmanship spirit education into existing ideological and political courses, developing new courses specifically focused on craftsmanship spirit, and organizing lectures, seminars, and workshops on craftsmanship spirit.

### **4.2 Providing practical teaching resources and opportunities**

To cultivate craftsmanship spirit among college students, it is essential to provide them with practical teaching resources and opportunities. Colleges and universities should establish practical teaching bases and laboratories, providing students with hands-on training and practical experiences related to craftsmanship spirit. This can be achieved by collaborating with enterprises and industry organizations to provide students with internship and training opportunities, establishing industry-university cooperation platforms, and organizing various craftsmanship-themed activities and competitions. In addition, colleges and universities should encourage students to participate in practical projects and real-life situations, allowing them to experience and practice craftsmanship spirit in real-life

environments. This can be achieved by incorporating practical projects into existing courses, developing new courses specifically focused on practical training, and organizing various craftsmanship – themed activities and competitions.

#### **4.3 Integrating craftsmanship spirit into digital ideological and political education**

To effectively cultivate craftsmanship spirit among college students, it is essential to integrate craftsmanship spirit into digital ideological and political education (Digital IPE). Colleges and universities should leverage digital technology to enhance the effectiveness of craftsmanship spirit education, providing students with personalized and engaging learning experiences. This can be achieved by utilizing online learning platforms, virtual simulation technology, and big data analysis to provide students with personalized educational content and services related to craftsmanship spirit. In addition, colleges and universities should strengthen the interaction and communication between teachers and students, promoting discussions and exchanges about craftsmanship spirit and creating a positive learning atmosphere. This can be achieved by utilizing online discussion platforms, social media, and instant messaging tools to facilitate real-time interaction and communication between teachers and students.

#### **4.4 Establishing a comprehensive evaluation system**

To accurately measure and evaluate the effectiveness of craftsmanship spirit education, it is essential to establish a comprehensive evaluation system. Colleges and universities should develop evaluation criteria and methods that take into account both students' academic performance and their craftsmanship spirit. This can be achieved by incorporating craftsmanship spirit into existing evaluation systems, developing new evaluation criteria specifically focused on craftsmanship spirit, and utilizing big data analysis to provide personalized evaluation and feedback. In addition, colleges and universities should encourage students to conduct self-evaluation and peer evaluation, promoting mutual learning and improvement among students. This can be achieved by incorporating self-evaluation and peer evaluation into existing evaluation systems, developing new evaluation methods specifically focused on self-evaluation and peer evaluation, and organizing various craftsmanship – themed activities and competitions.

#### **4.5 Strengthening collaboration between schools and enterprises**

To effectively cultivate craftsmanship spirit among college students, it is essential to strengthen collaboration between schools and enterprises. Colleges and universities should establish industry – university cooperation platforms, providing students with more internship and practical opportunities related to craftsmanship spirit. This can be achieved by collaborating with enterprises and industry organizations to provide students with internship and training opportunities, establishing industry-university cooperation platforms, and organizing various craftsmanship – themed activities and competitions. In addition, colleges and universities should encourage enterprises to participate in the development and implementation of craftsmanship spirit education, promoting mutual learning and improvement between schools and enterprises. This can be achieved by inviting enterprise experts to give lectures and seminars on craftsmanship spirit, organizing joint research projects and practical projects, and establishing industry-university cooperation platforms.

#### **4.6 Cultivating a culture of craftsmanship spirit**

To effectively cultivate craftsmanship spirit among college students, it is essential to cultivate a culture of craftsmanship spirit. Colleges and universities should create a positive learning atmosphere that encourages students to pursue excellence and innovation, promoting the core values of craftsmanship spirit. This can be achieved by organizing various craftsmanship-themed activities and competitions, establishing role models and exemplary cases of craftsmanship spirit, and promoting the core values of craftsmanship spirit through various media channels. In addition, colleges and universities should encourage students to actively participate in craftsmanship – themed

activities and competitions, promoting mutual learning and improvement among students. This can be achieved by organizing various craftsmanship-themed activities and competitions, establishing role models and exemplary cases of craftsmanship spirit, and promoting the core values of craftsmanship spirit through various media channels.

## 5 Conclusion

In the context of digital ideological and political education, cultivating the craftsmanship spirit among college students has become a crucial task for educational institutions. The integration of craftsmanship spirit and digital ideological and political education ( Digital IPE ) holds significant importance and offers vast development prospects. By enhancing the theoretical understanding of craftsmanship spirit, providing practical teaching resources and opportunities, integrating craftsmanship spirit into Digital IPE, establishing a comprehensive evaluation system, strengthening collaboration between schools and enterprises, and cultivating a culture of craftsmanship spirit, colleges and universities can comprehensively enhance the craftsmanship spirit among college students. By utilizing digital technology to transcend the limitations of traditional education models, we can promote an in-depth integration of theory and practice, thereby achieving a comprehensive improvement in educational objectives. The cultivation of craftsmanship spirit among college students not only helps them develop professional skills but also cultivates their innovative spirit and social responsibility, preparing them to face future challenges and opportunities.

---

## References:

- [ 1 ] Ministry of Education of the People's Republic of China. National Education Work Conference 2024 Held [ EB/OL ]. [http://www.moe.gov.cn/jyb\\_xwfb/gzdt\\_gzdt/moe\\_1485/202401/t20240111\\_1099814.html](http://www.moe.gov.cn/jyb_xwfb/gzdt_gzdt/moe_1485/202401/t20240111_1099814.html), 2024-1-11/2024-7-2.
- [ 2 ] Central People's Government of the People's Republic of China. Government Work Report—Delivered at the Second Session of the 14th National People's Congress on March 5, 2024 [ EB/OL ]. [https://www.gov.cn/gongbao/2024/issue\\_11246/202403/content\\_6941846.html](https://www.gov.cn/gongbao/2024/issue_11246/202403/content_6941846.html), 2024-3-5/2024-7-2.
- [ 3 ] Central Cyberspace Administration Office, Ministry of Education, Ministry of Industry and Information Technology, Ministry of Human Resources and Social Security. Key Points of Work to Enhance National Digital Literacy and Skills in 2024 [ N ]. People's Daily, 2024-2-23 ( 2 ).
- [ 4 ] Liu Jun, Zhao Li. Exploration of New Paths for Craftsman Spirit Education in the New Era [ J ]. China Vocational and Technical Education, 2023 ( 12 ): 45-49.
- [ 5 ] Wang Ming, Li Na. Research on the Integration Path of Digital Ideological Education and University Students' Craftsman Spirit Cultivation [ J ]. Education Modernization, 2024 ( 7 ): 32-35.
- [ 6 ] Zhang Hua, Chen Yong. Innovation in Ideological and Political Education and Cultivation of Craftsman Spirit in Universities in the Digital Age [ J ]. Ideological Education Research, 2024 ( 4 ): 21-24.