

The Practice Path of Building a Clean and Honest Culture in Higher Vocational Colleges in the New Era

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[**Abstract**] In the context of the construction of a clean and honest culture in the new era, Minxi Vocational and Technical College, based on the dual resource endowment of “red + intangible cultural heritage”, explores the important significance of integrating clean and honest culture with intangible cultural heritage culture. By exploring the clean connotation in intangible cultural heritage, relying on the advantages of the Minxi Soviet Area to integrate clean and honest culture and red culture, and combining with the rich intangible cultural resources and practical activities in Longyan City, this practice provides a “Minxi sample” for vocational colleges to use regional cultural resources to carry out clean and honest education, and provides new ideas and methods to strengthen the construction of a clean and honest culture in the new era. The school realizes the deepening of the clean and honest concept among school cadres, laying a solid foundation for the creation of a clean and honest campus education environment, and the safeguard of the high-quality development of vocational colleges.

[**Key words**] higher vocational colleges; clean and honest culture; intangible cultural heritage; red culture

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As a crucial front for inheriting and developing advanced socialist culture, higher vocational colleges bear the glorious mission of nurturing socialist builders and successors capable of shouldering the great responsibility of national rejuvenation. Strengthening the construction of a clean and honest culture is therefore of paramount significance. The *Opinions on Strengthening the Construction of a Clean and Honest Culture in the New Era*, issued by the Central Committee of the Communist Party of China, has charted the course for enhancing Party conduct and integrity, and outlined a grand blueprint for building such a culture in this new era. Longyan City is endowed with abundant resources—including pivotal historical events of the Communist Party, rich red culture, revolutionary forebears, intangible cultural heritage, and time-honored folk traditions—which provide invaluable materials for cultivating a clean and honest culture.

Leveraging its regional cultural advantages—particularly its rich intangible cultural heritage resources—Minxi Vocational and Technical College has actively explored effective pathways to integrate clean and honest culture with intangible cultural heritage traditions. Through the research project’s “Three Integrations, Three Infusions” model—integrating craftsmanship into workshops, embedding clean and honest education into ideological and political curricula, and infusing daily life through thematic activities—the college has implemented a series of distinctive initiatives. These include intangible cultural heritage-based practices such as the Hakka puppet theater

performance “Strings Held Tight: Discipline Uncrossed”, Longyan paper-cutting art “Weaving Integrity into Patterns”, and the Tea-picking Lantern Dance reinterpreted as “Sifting Tea, Sorting Conduct”. By weaving integrity principles into practical teaching scenarios, the college has fostered a holistic fusion of clean and honest culture with both intangible cultural heritage and revolutionary red culture. This approach marks a shift from conventional moralistic instruction to experiential learning, charting a locally rooted pathway for cultivating integrity. The practice offers a “Minxi sample” for vocational institutions seeking to harness regional cultural assets for clean and honest education; transforming intangible cultural heritage craftsmanship into tangible lessons on discipline, turning training settings into immersive classrooms for integrity, and empowering students as innovative stewards of cultural heritage. It further promotes the integration of intangible cultural heritage-based clean and honest culture into campus life, passing down the “cultural DNA” of fine family traditions, exemplary integrity figures, and historical narratives of probity to younger generations.

1 The significance of integrating clean and honest culture with intangible cultural heritage

1.1 Enriching the manifestations of clean and honest culture

As an abstract set of values and ethical principles, clean and honest culture requires concrete and diversified mediums for effective dissemination and promotion. Intangible cultural heritage, with its rich and varied expressive forms—ranging from folk customs and traditional craftsmanship to vernacular arts—provides an expansive platform for such integration. By converging intangible cultural heritage with clean and honest culture, the manifestational vehicles of clean and honest education can be significantly enriched. Traditional approaches to promoting clean and honest culture have often relied on relatively monotonous formats, which tend to lack appeal and emotional resonance. In contrast, intangible cultural heritage possesses unique charm and distinct advantages; it is capable of conveying the ethos of integrity through vivid, image-driven, and artistically compelling methods.

Taking traditional opera as an example, the Western Han Opera of Minxi, *Wei Kanfu*, centers on the themes of integrity and devotion to the people. The play recounts how Wei Kanfu, confronting the suffering of his constituents, remained steadfast and far-sighted in strategizing on their behalf. He willingly risked severe personal consequences to help the villagers of Liufang survive a brutal bandit crisis. Through its compelling narrative, moving arias, and the actors’ exquisite artistry, the production vividly brings to life the deeds and noble character of an incorruptible official. While enjoying the performance, audiences not only receive an aesthetic experience but also subtly internalize the values of clean governance. Compared to conventional propaganda methods, this art form fosters deeper emotional resonance, allowing the ethos of integrity to take root in the hearts of the people.

Consider as well traditional handicrafts such as ceramics, woodcarving, and paper-cutting. Artisans can infuse their designs and creations with themes of integrity. Beyond their utilitarian and aesthetic merits, these crafted works serve as tangible vehicles for disseminating clean and honest culture. As individuals admire or collect these pieces, they engage in a continuous process of encountering and assimilating the values of probity.

Folk customs represent another vital avenue for diversifying the manifestations of clean and honest culture. Local festivals such as the Spring Festival and the Dragon Boat Festival inherently embody rich cultural connotations and moral values. Furthermore, folk tales and legends—which enjoy broad popular appeal and profound cultural depth—effectively disseminate integrity through engaging narratives and accessible language. These stories serve as powerful vehicles for propagating clean and honest culture among the populace.

The integration of intangible cultural heritage with clean and honest culture serves to transcend the limitations of conventional promotional approaches, infusing clean and honest education with renewed vitality and expressive power. This synergy not only renders clean and honest culture more vivid and accessible but also creates fresh opportunities for the preservation and development of intangible cultural heritage itself. Ultimately, it fosters a mutually reinforcing dynamic, driving the shared advancement of both cultural domains.

1.2 Cultivating a strong atmosphere of clean and honest culture

Cultivating the atmosphere of clean and honest culture is of profound significance for strengthening Party integrity construction and advancing the fight against corruption. Intangible cultural heritage, with its extensive public reach and deep social influence, serves as a powerful catalyst in fostering such an atmosphere across society when integrated with clean and honest culture. At Minxi Vocational and Technical College, initiatives such as intangible cultural heritage lecture series and Moral Lecture Halls held during Intangible Cultural Heritage Activity Days have been instrumental in disseminating the philosophy of clean and honest culture among teachers and students. By leveraging intangible cultural heritage as a medium, these activities enable participants to subtly internalize the values of integrity while engaging with and appreciating traditional cultural practices.

For instance, the art of string puppetry itself embodies integrity ethos. During the lecture titled “Minxi Hakka Puppetryheld” in October 2024, students explored the historical evolution of this craft while experiencing firsthand the charm of the “Seventh – rank Sesame Official”—a puppet persona widely recognized as an upright, incorruptible, and vocal advocate for the people. This iconic image resonates deeply with audiences, fostering a cultural atmosphere that reveres clean governance. Through masterful manipulation, the puppeteers bring the principled official vividly to life on stage. As spectators appreciate the performance, they are simultaneously immersed in the compelling power of clean and honest culture.

2 Exploring the integrity connotations of intangible cultural heritage

2.1 Integrity elements in folk culture

Folk culture serves as a vital manifestation of a region’s historical identity, embodying a wealth of values and ethical principles, including numerous elements aligned with clean and honest culture. In the Longyan region, Hakka family precepts and mottos stand out as significant carriers of such integrity – oriented elements. These precepts emphasize the regulation of family members’ conduct and character, underscoring virtues such as diligence, frugality, uprightness, and integrity—qualities that resonate strongly with the core tenets of clean and honest culture. In February 2025, the School of Culture and Tourism launched a winter social practice initiative titled “Intangible Cultural Heritage Craftsmanship, Wisdom of Family Precepts: A Joint Journey in Cultural Preservation”. The program aimed to explore integrity – related elements within Hakka family traditions through focused thematic study. For instance, certain Hakka precepts explicitly instruct members to “shun unearned wealth and avoid excessive drinking”, teaching them to uphold moral boundaries, reject ill – gotten gains, and maintain a clean and upright lifestyle. Such concrete behavioral guidelines, transmitted across generations via family teachings, function as an invisible yet powerful force of ethical constraint within the clan.

Hakka festival customs also embody rich elements of clean and honest culture. In the lecture titled “Lantern Festival Customs of the Minxi Hakka”, it was highlighted that these festivities promote such virtues as diligence, frugality, and integrity. During the celebrations, communities favor modest, unadorned observances, deliberately eschewing extravagance, wasteful spending, and ostentatious competition. This ethos of frugality aligns seamlessly with the spirit of hard work and integrity championed by clean and honest culture. Concurrently, traditional rituals and performances, such as dragon and lion dances, carry symbolic meanings of justice and auspiciousness, inspiring participants to cultivate upright and incorruptible character.

2.2 Integrity ethos in intangible cultural heritage craftsmanship

The craftsmanship of intangible cultural heritage represents the distilled wisdom of working people, embodying unique integrity ethos throughout its inheritance and evolution. Taking Longyan paper – cutting as an illustrative case, Lin Hongying, the intangible cultural heritage inheritor of this art form, delivered a lecture titled “The Artistic Life of Paper – cutting”. She emphasized that the creative process demands an unwavering commitment to quality and meticulous refinement—rejecting corner – cutting, falsification, and shoddy workmanship. This profound

reverence for the craftsmanship and steadfast insistence on the quality serve as the practice and promotion of integrity ethos.

In the art of paper-cutting, every intricate detail demands painstaking refinement; only through wholehearted dedication can one produce truly exquisite works. This requires artisans to maintain rigorous professional standards and a high sense of responsibility, refusing to prioritize quantity at the expense of quality. Lin Hongying, collaborating with faculty and students from our college, co-created works imbued with integrity themes, notably *Shut Out—A Work of Integrity in Paper-cutting* and *Blessings Across Cities*. These pieces not only showcase exceptional technical mastery but also articulate integrity ethos through visual narrative. The creative process behind these works thus constitutes a living practice and active promotion of integrity ethos.

The apprenticeship system inherent in the inheritance of intangible cultural heritage craftsmanship also embodies integrity ethos. Masters are tasked not only with imparting technical skills but also with instilling ethical principles and professional morality in their disciples. They mandate that apprentices uphold honesty, diligence, and originality—explicitly prohibiting plagiarism and the unauthorized copying of others' works—to maintain the purity and foster the innovation of the craft. This pedagogical approach not only safeguards the technical excellence and continuity of intangible cultural heritage, but also cultivates a strong sense of integrity and ethical rectitude in the next generation of artisans.

Furthermore, the collaborative creation of six paper-cutting works with intangible cultural heritage inheritor Liu Jianbin for an integrity-themed exhibition exemplifies the practical integration of traditional craftsmanship with clean and honest culture. Throughout the creative process, the inheritors and students engaged in dynamic exchanges, collectively exploring how to articulate integrity through the visual language of paper-cutting. This cooperative endeavor not only revitalized the inheritance and evolution of the intangible cultural heritage craftsmanship but also further amplified the spirit of integrity within the academic community.

3 Leveraging the strengths of the former Central Soviet Area to integrate clean and honest culture with red culture

3.1 Exploring integrity elements in red resources

Longyan stands as a nationally renowned old revolutionary base area and a core region of the Former Central Soviet Area. It abounds with pivotal historical events of the Communist Party, rich Red Resources, and eminent revolutionary forebears. These abundant Red Resources harbor extensive integrity elements, offering invaluable spiritual assets for the development of clean and honest culture in the new era.

First, the lofty character and exemplary conduct of revolutionary forebears serve as a vital embodiment of integrity elements. During the arduous years of the revolutionary wars, countless revolutionaries sacrificed their lives for national independence and the liberation of the people. Upholding a steadfast commitment to hard work and clean governance, they set shining exemplars for future generations. In the Central Soviet Area period, for instance, Comrade Mao Zedong wore coarse cloth uniforms and straw sandals, sharing weal and woe with the rank and file. He maintained rigorous self-discipline and demanded the same of his staff, rejecting all special privileges. This quality of integrity and self-restraint profoundly influenced the broad masses of officials and civilians.

Second, the integrity systems and regulations of the Former Central Soviet Area constitute a critical component of the integrity elements embedded within Red Resources. During this period, the Party and government instituted a series of stringent anti-corruption rules to strengthen Party conduct and clean governance. For example, on December 15, 1933, the Central Executive Committee issued *Order No. 26 of the Central Executive Committee on Punishing Corruption and Waste*, which codified explicit penalties for corrupt and wasteful practices. The

implementation of these institutional frameworks effectively curbed malfeasance and safeguarded the probity of the Soviet Area administration. Exploring these regulatory measures reveals the Party's longstanding commitment to integrity construction from its nascent stages, offering historical reference for the construction of a clean and honest culture in the new era.

Furthermore, the rich trove of Red stories and revolutionary deeds from the Soviet Area embodies profound integrity elements. A prime example is the enduring folk rhyme: "Soviet officials, what fine style! / Carrying their own rations all the while. / In straw sandals by day, they make revolution. / By lantern light at night, they visit the poor." This verse vividly captures the image of cadres who practiced diligent struggle and clean governance. By immersing themselves among the masses, attentively addressing popular hardships, and strictly adhering to the principle of "not taking a single needle or thread from the people", these cadres earned the heartfelt support of the populace. Such narratives serve as vivid pedagogical materials for transmitting clean and honest culture, enabling people to tangibly grasp the transformative power of integrity.

3.2 Nurturing integrity through red culture, and advancing red culture through integrity

The college fully leverages the distinctive advantages of Red Resources in the Former Central Soviet Area to actively explore practical pathways for nurturing integrity through red culture and advancing red culture through integrity. This initiative drives the deep integration of clean and honest culture with red culture.

On the one hand, the college focuses on nurturing integrity through red culture, utilizing these resources to conduct educational activities that cultivate public values of probity and self-discipline. The initiatives spearheaded by the college's intangible cultural heritage studio serve as exemplary practices in this regard. For instance, through the "Intangible Cultural Heritage into Campus" campaign, red culture is integrated with intangible cultural heritage. Revolutionary narratives and historical deeds are woven into the creation and performance of intangible cultural heritage artworks. When producing paper-cutting pieces featuring integrity themes, students draw on the exemplary conduct of revolutionary forebears as creative subjects. This allows students to deepen their understanding of revolutionary history and appreciate the charisma of red culture through artistic appreciation and participation, all while receiving a subtle education in integrity. Additionally, organizing visits to Red memorial halls and revolutionary sites across the Soviet Area enables students to personally connect with the struggles and integrity ethos of the earlier generation, effectively sowing the seeds of clean governance deep within their hearts.

On the other hand, the college emphasizes advancing red culture through integrity, safeguarding and bolstering the inheritance and development of red culture by strengthening the construction of a clean and honest culture. In conducting publicity and educational activities related to red culture, particular attention is paid to highlighting integrity elements, enabling students to not only understand Red History but also deeply recognize the critical role of integrity in the success of the revolutionary cause. For instance, dedicated sections on clean and honest culture are incorporated into red culture exhibitions to showcase the integrity systems and regulations of the Soviet Area period, along with the exemplary conduct of revolutionary forebears. Meanwhile, lectures and seminars on red culture centered on integrity themes guide students to reflect deeply on the intrinsic relationship between these two cultural spheres, thereby fostering the inheritance and development of red culture.

4 The signature practice of "intangible cultural heritage + integrity": the "three integrations, three infusions" model

4.1 Craftsmanship integration: "integrity workshop" within the intangible cultural heritage studio

The college has established the Intangible Cultural Heritage Inheritors' Studio, building a Minxi intangible cultural heritage platform for inheritors, students, and enterprises. Since its launch, the studio has hosted over 40 installments of the "Intangible Cultural Heritage into Campus" campaign. In the past two years alone, it has rolled

out five integrity-themed activities, allowing clean and honest culture and intangible cultural heritage craftsmanship to permeate and complement each other while disseminating the positive energy of integrity. For instance, art and design majors drew inspiration from the *Hakka Spring Ploughing Scroll* to create the paper-cutting series of “integrity farmland”, translating the farming adage “plow deep enough, but never covet excess” into a potent symbol of integrity. Meanwhile, students of architectural decoration integrated the principle of “upright pillars and straight beams”—a metaphor for personal integrity rooted in Hakka earthen building woodcarving traditions—into the *Bamboo in the Breeze* screen, created for Gutian Cadre Academy. The piece has since been designated as a field teaching site for clean and honest education.

4.2 Curriculum integration: living textbooks for “great ideological and political education”

The college has integrated integrity elements into core disciplinary curricula, establishing a distinctive model of “One Major, One Integrity Course”. In Tourism Management, a module titled “Integrity-themed Interpretation in Red Minxi” has been developed. Students have designed a guided tour route themed on the “Straw-sandaled Magistrate” for the site of the Gutian Congress. In the Big Data major, students in the “Digital Media Technology” course were tasked with creating an AR-enabled mini-program titled “Integrity in Intangible Cultural Heritage”. This application allows visitors to scan structural components of Hakka earthen buildings to access immersive stories about integrity drawn from Hakka ancestral precepts. Meanwhile, the Preschool Education major adapted the Longyan folk song *Embroidering a New Sachet* into a children’s integrity rhyme, which has been formally integrated into the course of “Creative Writing for Early Childhood Literature”.

4.3 Activity immersion: an integrity ecosystem for the “three-wide education” initiative

The college has established a tripartite practical platform integrating the campus, community, and enterprise. Through industry-academia collaboration with the Longyan Culture and Tourism Huijin Group, it co-founded the Intangible Cultural Heritage-Innovation Center for Integrity Cultural Creatives. Notably, the student capstone project, the “Hakka Rhymes, Integrity Heart” series of bookmarks—featuring Hakka proverbs paired with QR codes linking to integrity content—has been officially adopted as a signature souvenir for Red Tourism across Minxi. Furthermore, the college launched the “Intangible Cultural Heritage Advocacy for Integrity” Student Propaganda Team to conduct volunteer services. The team has penetrated into elementary and secondary schools in the Xinluo District to host “Paper-cutting for Integrity Storytelling for Probity” campaigns. The annual “Red Soil, Integrity Rhymes” Intangible Cultural Heritage Cultural Festival has also introduced vocational-education characteristic programs such as the “Integrity Lantern Riddle Challenge” and “Hakka Ballads on Integrity”, garnering extensive coverage from multiple media outlets.

5 Conclusion

Constructing a clean and honest culture in the new era constitutes a pivotal task in China’s journey to build a modern socialist country in all respects. It carries profound significance for preserving the Party’s advanced nature and purity, as well as fostering a clean, upright political ecosystem and a wholesome social environment. Focusing on the Longyan region, this paper conducts an in-depth exploration of effective pathways for integrating intangible cultural heritage, red culture, and clean and honest culture. Drawing on a combination of practical initiatives and theoretical analysis, it offers fresh perspectives and actionable approaches to strengthening clean and honest culture in the new era.

Constructing a clean and honest culture in the new era remains a long-term, systematic endeavor, yet it continues to face some challenges and problems. Regarding the integration of intangible cultural heritage with clean and honest culture, current efforts suffer from insufficient depth and limited innovation. A number of related activities and creative works amount to little more than superficial alignment, failing to fully explore the inherent connections between the two domains. In the parallel effort to integrate red culture with clean and honest culture,

further exploration and practice are urgently needed to better translate historical resources into tangible educational force. This is particularly critical for ensuring that the integrity ethos embedded in these revolutionary legacies is genuinely comprehended and embraced by broader populations—especially younger generations.

To sustain momentum in building a clean and honest culture in the new era, we must deepen the integration of intangible cultural heritage, Red Culture, and clean and honest culture. On the one hand, it is essential to intensify efforts to explore integrity-related connotations within intangible cultural heritage and red culture. Through rigorous research and systematic collation, we can distill integrity elements of greater representativeness and contemporary relevance. On the other hand, continuous innovation in integrative formats and methodologies is crucial. Leveraging modern technologies and new media platforms, we can better narrate integrity-themed stories, cultivate patriotic sentiment, and expand both the reach and impact of clean and honest culture. For instance, developing digital cultural products, such as animation series and interactive games centered on integrity, can engage broader audiences in more vivid and compelling ways. Simultaneously, strengthening clean and honest education for younger generations remains a priority. By embedding clean and honest culture into every facet of school education, we can nurture their awareness of and commitment to integrity, thereby laying a solid foundation for a corruption-free society in the future.

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