

The Path Analysis of Integrity Culture Education for College Students in the New Era

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Abstract: *As socialism with Chinese characteristics enters a new era, college students, as the key force in the future construction of the country, play a significant role in fostering their integrity culture literacy, which is crucial for the construction of socialist spiritual civilization and the implementation of the task of moral education in higher education. Based on the special status of college students as the main force in the future construction of the country, this study explores the principles that should be followed in conducting integrity culture education in universities. It provides theoretical support for building a comprehensive integrity culture education system for college students from four dimensions: integrating with the construction of ideological and political courses, campus culture, and the advantages of online media, as well as closely aligning with the fundamental task of moral education. This effort aims to cultivate socialist builders and successors with noble virtues and integrity, thereby opening up new practical paths for the innovative development of ideological and political education in universities in the new era.*

Keywords: New Era, College Students, Integrity Culture Education.

1. Introduction

General Secretary Xi Jinping pointed out that when the youth thrive, the nation thrives; when the youth grow strong, the nation grows strong. In today's era, strengthening the construction of a culture of integrity is a strategic measure taken by the Party Central Committee to draw wisdom and consolidate strength from the Party's century-long history, and to unswervingly advance the comprehensive and strict governance of the Party to a deeper level. Starting with the Central Eight Provisions, the Party Central Committee has set an example by strictly demanding all Party members and cadres, setting a model of integrity and self-discipline for the whole society. As the hope and future of the country, college students are at a critical stage of shaping correct values and moral views. Deeply carrying out education on the culture of integrity and guiding this group to establish correct worldviews, outlooks on life, and values is of great practical significance. With the rapid development and transformation of society, college students are facing the impact of diverse values and various temptations of interests, making the education on the culture of integrity particularly urgent. Cultivating the awareness of integrity among college students not only contributes to their personal healthy growth and future development but also serves as an important guarantee for nurturing builders and successors with noble morals and integrity to realize the Chinese Dream of the great rejuvenation of the Chinese nation. Therefore, deeply exploring effective paths for the education on the culture of integrity among college students in the new era and building a scientific and complete education system have become important topics in the field of higher education.

2. The Contemporary Value Implication of Integrity Culture Education for College Students in the New Era

2.1 An Important Carrier of Socialist Spiritual Civilization

The development of socialist spiritual civilization constitutes

a systematic endeavor vital to national long-term development and social harmony, shouldering the historic mission of nurturing the soul and uniting the people. As the driving force behind national progress and future pillars, the values and ethos of young university students determine the destiny of the nation and the success of socialist endeavors. Integrating integrity education into their curriculum can play a pivotal role across multiple dimensions.

First, value foundation: integrity education shapes the moral foundation of youth and strengthens the soul of spiritual construction. Integrity is not merely a norm for economic activities but also a moral cornerstone deeply rooted in the individual soul. General Secretary Xi Jinping profoundly stated: "The value orientation of the youth determines the value orientation of the entire society in the future." [1] Integrity culture education systematically imparts the concepts of integrity and shame from China's excellent traditional culture, the essence of Marxist integrity theory, and the socialist integrity norms with Chinese characteristics, guiding college students to establish a value coordinate that reveres integrity and upholds honesty. Through critical analysis of ethical scenarios such as conflicts between public and private interests and contradictions between righteousness and profit, college students are encouraged to build an inner firewall against corruption in their spiritual world, thereby internalizing integrity as a noble moral command and spiritual awareness deep within their hearts. The moral character forged by this spiritual integrity and self-discipline serves as the foundation for new, upright individuals on the path to national rejuvenation, becoming the core value and soul source for the healthy and vigorous development of socialist spiritual civilization. Second, cultural cultivation: integrity elements permeate the overall campus ecosystem, nurturing a spirit of integrity. The campus environment exerts a profound spiritual shaping force on young students through subtle influence. Integrity culture construction is integrated into university life in various forms. When college students are long-term immersed in a campus ecosystem filled with integrity, harmony, and righteousness, their respect for rules and order and their attraction to an honest personality will be further strengthened. A sound

academic and campus atmosphere forms fertile soil for the rooting and sprouting of socialist spiritual civilization among the youth, serving as the most effective growth foundation for spiritual construction. Third, action-oriented leadership: By practicing integrity, young people set an example to shape social norms and demonstrate their sense of responsibility. As a youth community with profound knowledge, progressive thinking, and strong communicative influence, college students' commitment to institutional values and their conscious resistance to corruption create powerful moral influence and behavioral guidance. This effectively promotes a culture of integrity and law-abiding behavior across society, vividly reflecting the active role and social responsibility of college students in advancing socialist spiritual civilization.

2.2 It is Conducive to Promoting the Implementation of the Fundamental Task of Fostering Virtue and Nurturing Talents

Cultivating virtue and nurturing talent constitutes the soul and mission of higher education. Firstly, integrity culture education forms the core element of moral cultivation. As stated in "The Great Learning" from The Book of Rites: "Virtue is the foundation." [2] The "virtue" in moral education serves as both the cornerstone of personal self-cultivation and the bedrock of national development. The core principles advocated in integrity education—honesty, lawfulness, frugality, and self-discipline—serve as vivid embodiments of socialist core values, directly addressing the fundamental dimension of "moral cultivation." Through profound analysis and value clarification of ethical relationships between public and private interests, righteousness and profit, integrity and greed, students are guided to establish a moral compass that honors integrity and shuns corruption. This value judgment rooted in innate conscience acts as a spiritual bulwark against materialism and hedonism. Students internalize external integrity standards as steadfast moral convictions and psychological resilience, achieving the state of "acting freely without overstepping boundaries." Secondly, integrity practice refines key competencies for talent development. While moral cultivation aims to shape individuals, this process requires not only noble ethical guidance but also the ability to discern right from wrong, adhere to rules, and practice justice in complex real-world scenarios. Integrity education serves as a crucial crucible for honing these essential skills. Through studying laws, regulations, and institutional rules (covering academic integrity, excellence evaluations, and student leadership responsibilities), students gain a deep understanding of rule boundaries and develop habits of respecting legal discipline and voluntary compliance. They are encouraged to apply rational thinking to analyze pros and cons, weigh gains and losses, and anticipate consequences. This dialectical process of discerning right from wrong serves as a crucible for cultivating independent character and mature thinking. It transforms the abstract vision of nurturing virtue into students' practical competencies to tackle real-world challenges and shoulder future responsibilities. Thirdly, fulfilling the fundamental mission of moral education requires not isolated breakthroughs but a holistic ecosystem that fosters integrity and virtue. Through value-driven governance innovation, integrity culture profoundly empowers modern university administration. Its pervasive influence combats

"micro-corruption" and "unspoken rules," creating an environment where corruption is "deterred, prevented, and resisted." When fairness, justice, and integrity become universally recognized values, they naturally form a powerful educational force that shapes students' spiritual outlook and value systems, providing an intangible spiritual foundation for moral education. Teachers uphold ethical teaching and dedicate themselves to education; students pursue learning with integrity and respect for mentors; administrative staff adhere to regulations with exemplary conduct. Through coordinated efforts of multiple stakeholders bound by integrity culture, we forge a cohesive force that collectively nurtures the new generation.

3. The Working Principles of Integrity Culture Education for College Students in the New Era

3.1 Principle of Political Nature

General Secretary Xi Jinping pointed out: "Without political awareness, one will lose direction in development." [3] The integrity culture education in the new era transcends general moral education, serving as a value projection and institutional extension of the national political system among the youth, bearing a special political mission. The principle of political nature is rooted in the socialist system with Chinese characteristics, the strategic overall situation of the Party's governance security, and the fundamental task of cultivating political loyalty among the youth. It is the concentrated embodiment of the Party's political leadership in higher education in the dimension of integrity. Recognizing the essential attributes of integrity culture education from a political perspective is the core prerequisite for grasping its direction. Integrity education is the frontline defense in the fight against corruption, concerning the continuity of the Party's cause and the stability of the regime. General Secretary Xi Jinping pointed out: "Anti-corruption is a matter of life and death for the Party and the country." [4] As the source of the cadre team, the integrity literacy of young college students directly determines the future political ecosystem. The breeding grounds of corruption such as materialism and privilege mentality are essentially the concrete manifestation of Western value infiltration. Integrity education, through the value shaping of upholding integrity, blocks the infiltration of Western ideology and becomes a firewall against historical nihilism deconstructing the Party's tradition of integrity. Strengthening the ideological dam of "not wanting to be corrupt" and maintaining the long-term security of the regime. Shaping the ability of the youth to resist corruption and prevent degeneration, ensuring that the red land remains unchanged forever.

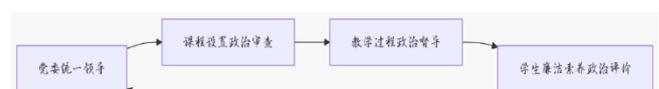


Figure 1

3.2 The Principle of Ideological Nature

The ideological principle of integrity education in the new era represents a creative continuation of the Communist Party of China's tradition of ideological party-building in youth cultivation. It uses the light of Marxist truth to dispel value

confusion, nourishes moral foundations with the spiritual heritage of Chinese culture, and forges behavioral consciousness through the practical power of innovative theories in the new era. As General [6] Secretary Xi Jinping pointed out: “Ideals and convictions are the spiritual ‘calcium’ for Communists. Without ideals and convictions, or if they are not firm, there will be a ‘calcium deficiency’ in the spirit.” [5] “Corruption is the greatest political cancer that undermines the Party’s political authority and cohesion.” We must reshape the spiritual world of youth through systematic ideological guidance, building an unbreakable internal defense against corruption. By applying historical materialism, we deconstruct the roots of corruption, clarify the material basis of power alienation under private ownership, and reveal the institutional containment effect of socialist public ownership on corruption. Using dialectical materialism, we guide students to understand the law of transformation between integrity and corruption (such as the quantitative-qualitative relationship in the saying ‘a thousand-mile dike collapses from an ant hole’). We practice the Marxist mass perspective, reinforcing the fundamental stance that ‘power comes from the people and serves the people.’ Creatively transforming traditional integrity resources, we integrate ideas like ‘valuing righteousness over profit’ and ‘public service breeds clarity, integrity breeds authority’ into curricula. We activate revolutionary cultural genes, inheriting the Yan ‘an-era style of’ seeing public servants, not officials ‘and Jiao Yulu’s spirit of ‘no special treatment.’ We incorporate the strategic thought of comprehensive strict governance of the Party: deeply explaining the theoretical logic of advancing the integrated efforts to ‘deter corruption, prevent corruption, and discourage corruption.’ This is not only about the realization of the fundamental task of establishing virtue and educating people, but also about consolidating the foundation of the Party’s governance at the deep level of thought, and cultivating the vanguard force with pure soul and straight back for the sustainable development of the Chinese nation.

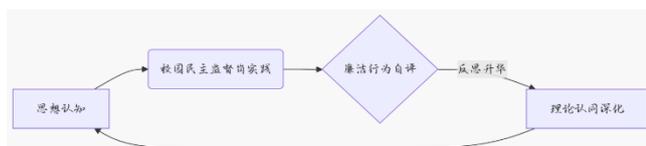


Figure 2

3.3 The Principle of Timeliness

President Xi Jinping emphasized: “The era is [7] the mother of ideas.” Youth work must stay attuned to the pulse of the times. Integrity education for college students should be grounded in the unprecedented global transformation and the historical context of China’s national rejuvenation. By aligning with contemporary youth’s behavioral patterns and adhering to core principles of scenario adaptability, technological innovation, and demand precision, we can build an integrity education system that resonates with both the zeitgeist and youth needs. First, we must balance educational principles with evolving trends, transforming abstract integrity norms into tangible life practices. Only by deeply integrating integrity education into young people’s daily lives, communication systems, and value systems can we truly cultivate “integrity-conscious youth” who embody both patriotic spirit and modern ethos. Second, we need to dispel the myth of “value detachment” by shifting from rigid

indoctrination to immersive scenarios. Practical education should analyze real cases like “academic fraud leading to degree revocation” and “resume padding causing employment dishonesty,” demonstrating how integrity shapes personal futures. Empathy-building contexts should be created through trending events such as “fan club fundraising corruption cases” and “tax evasion penalties for internet celebrities,” challenging the misconception that “corruption is irrelevant to youth” and fostering stakeholder recognition. Third, we must reconstruct youth’s communication language, transitioning from political jargon to youthful expressions. Initiatives include developing the “Integrity Youth Talk” short video series using “talk show + case studies” to deconstruct integrity standards. VR-based integrity education bases should simulate decision-making scenarios like “bribery traps in engineering bidding” and “favoritism in academic reviews.” Customized “integrity risk alerts” (e.g., “installment consumption and integrity thresholds” courses) can be developed based on students’ online behavior profiles (e.g., shopping and social preferences). The system discourse is transformed into life narrative, which makes the integrity value accessible, resonant and practicable, and makes the integrity education upgrade from the rigid constraint of “I must keep integrity” to the value consciousness of “I want to uphold integrity”.

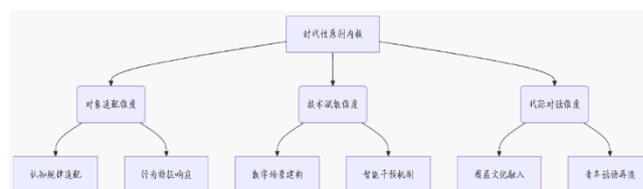


Figure 3

4. The Practical Path of Integrity Culture Education for College Students in the New Era

4.1 Promote the Deep Integration of Clean Culture Education and Ideological and Political Course Construction

As strategic highlands for ideological and cultural development, universities shoulder the important mission of fostering virtue and nurturing talent, as well as consolidating the foundation and cultivating the essence. The integrity culture education for college students is an important measure to extend the comprehensive and strict governance of the Party into the education sector, and it shares a high degree of structural similarity with the construction of ideological [8] and political courses in terms of value core. The deep integration of the two is not only an inherent requirement for strengthening young people’s political identity but also an inevitable path for nurturing new-era individuals. First, value isomorphism: the core value concept of integrity culture, “clean and incorruptible,” resonates historically with the Marxist view of “the essential requirements of the dictatorship of the proletariat,” and aligns with the institutional and mechanistic goals of the comprehensive and strict governance of the Party in the new era: “dare not to be corrupt, cannot be corrupt, and do not want to be corrupt.” Together, they form the philosophical foundation of the socialist power ethics with Chinese characteristics. Ideological and political courses, as

the main channel for “fostering virtue and nurturing talent,” play a role in value construction during the process of “cultivating roots and casting souls”; while integrity culture education fulfills the mission of behavioral discipline in “consolidating the foundation and purifying the source.” Second, constructing a logically coherent cognitive framework, integrity culture carries rich moral concepts, value standards, and behavioral norms, such as fairness, integrity, and public service, which echo the moral education, ideal and belief education, and legal education in ideological and political courses. These provide specific moral behavioral norms for ideological and political courses and enrich their educational content. Under the framework of the Ministry of Education’s “Guidelines for the Construction of Ideological and Political Courses in Higher Education Institutions,” the ideological and political curriculum system is restructured. In teaching “An Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics,” the discourse of General Secretary Xi Jinping on the construction of a clean culture is cited, such as “Integrity is the foundation of governance.” In the course “Ideological Morality and Rule of Law,” practical examples from the business sector’s honest operations and the public service sector’s fairness and integrity are integrated to guide students in practicing the moral norms advocated by clean culture in their daily lives, thereby enhancing their moral qualities and social responsibility. In the course “An Outline of Modern and Contemporary Chinese History,” the “Yan’ an Style” during the Yan ‘an period is contrasted sharply with the “smog and filth” in the Kuomintang-controlled areas, demonstrating the significant impact of integrity on the rise and fall of the nation and social progress, and enabling students to deeply understand the status and role of clean culture in modern and contemporary Chinese history. In the course “Basic Principles of Marxism,” the principle of productive forces and production relations is applied to analyze the roots of corruption. In the course “Situation and Policy,” the successful case of the “Sky Net Operation” in pursuing fugitives and recovering stolen assets is used to showcase China’s firm determination and strength in advancing the fight against corruption. In the course “An Introduction to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era,” the improvement of the inspection system and the reform of the disciplinary inspection and supervision system are employed to illustrate the leading role of clean culture in Party building. Third, establish a diversified curriculum evaluation system that incorporates the effectiveness of integrity culture education into ideological and political course assessments. By designing multidimensional evaluation indicators covering knowledge, attitudes, and behaviors related to integrity culture, students’ learning outcomes in this field can be comprehensively assessed. For instance, Tsinghua University includes a “Social Survey on Integrity Status” as a scoring component in the practical component of its ideological and political courses. This approach emphasizes the combination of formative and summative evaluations, focusing not only on final grades but also on students’ performance and progress throughout the learning process. Through evaluation-driven learning and growth, it supports the development of integrity culture and social progress in the new era.

4.2 Promoting the Coordinated Development of Clean

Culture Education and Campus Culture Construction

President Xi Jinping emphasized: “We must vigorously promote the fine traditional culture of the Chinese nation, especially [9] ensuring that its cultural genes take root and flourish in the hearts of young people.” Integrity culture and campus culture both belong to the realm of cultural heritage, representing the crystallization of human spiritual and material creations in social practice. Integrity education plays a vital role in helping college students establish correct values and moral principles, while campus culture serves as a crucial environment for their growth. By organically integrating integrity education with campus culture development, we can subtly influence students and promote their all-round development. First, incorporate integrity culture into campus material culture. As the tangible manifestation of campus culture, material elements provide concrete platforms for disseminating integrity values. Designing campus architecture, sculptures, and landscapes with integrity-themed elements—such as installing integrity-themed sculptures and cultural landscapes—can artistically showcase integrity stories and famous sayings. Meanwhile, utilize public spaces like libraries, teaching buildings, student communities, and dormitories to set up integrity culture bulletin boards and digital displays. These platforms should showcase relevant knowledge, case studies, and activities, creating a strong integrity culture atmosphere. Through daily learning and life experiences, students will naturally absorb the essence of integrity culture. For instance, Guangxi Normal University has leveraged the cliff inscriptions and celebrity steles at Duxiu Peak and Baoji Mountain to uncover stories of integrity among historical figures. This initiative led to the establishment of the Duxiu Peak Integrity Education Base and Baoji Mountain Integrity Education Base, along with the community-built Guilian Cultural Street Integrity Education Base. These sites showcase the university’s founding, evolution, and development, becoming new landmarks for on-site integrity education. Secondly, integrating integrity culture into campus spiritual development is crucial. As the core of campus culture, it reflects the institution’s educational philosophy, values, and ethos. To embed integrity values, the university first incorporated them into its educational philosophy and motto, making them integral parts of its culture. Through interpreting and passing down the motto, the school emphasizes qualities like integrity and honesty, guiding students to take pride in integrity and shame corruption. Additionally, diverse integrity-themed activities are organized, including lectures, knowledge contests, essay competitions, and speech contests. Experts, scholars, and integrity role models are invited to share insights, sparking students’ interest and fostering their moral awareness. Student clubs are also encouraged to create activities like integrity-themed plays and short films, enhancing the culture’s influence through self-education, self-management, and self-service. Finally, integrating integrity into institutional culture is vital. As the foundation of campus culture, institutional culture regulates the behavior of the school and its community. To integrate integrity culture into campus institutional development, the first step is to establish a comprehensive integrity education system. This involves incorporating integrity education into the school’s curriculum, clearly defining educational objectives, content, methods, and evaluation criteria to ensure standardized and sustained

implementation. Specific measures include offering specialized courses or lectures on integrity culture, integrating them into students' compulsory or elective course systems to provide systematic education. Secondly, schools should improve management systems by establishing robust supervision mechanisms in areas such as admissions, financial management, and research project evaluations. These measures ensure transparency, fairness, and impartiality in all institutional operations, creating a clean campus environment through institutional rigidity. Additionally, strengthening oversight of policy implementation is crucial to promptly identify and address issues, thereby maintaining the authority and seriousness of regulations while fostering students' awareness of rules and integrity.

4.3 Integration of Clean Culture Education and the Advantages of Network Media

President Xi Jinping emphasized: "We must strengthen internet thinking, leveraging the internet's advantages of flattening, interactivity [10], and speed to better perceive social trends through digital means." In the context of networked existence, the deep integration of integrity education with digital media has become a strategic choice for enhancing educational quality and effectiveness. The technical characteristics of online media fundamentally reshape the communication paradigm of integrity education, requiring us to transcend instrumental cognition and grasp its ontological value. By leveraging virtual reality to reconstruct historical scenarios and establishing value trust through blockchain technology, we can build a spiritual dam against corruption in the post-truth era. First, innovate the dissemination forms of integrity culture. Fully utilize the technical advantages of online media to create diverse new media products such as animations, comics, short videos, and H5 pages, integrating integrity knowledge and concepts into them. Present these in vivid and engaging ways to attract college students' attention and interest. For example, produce animated short films on integrity themes that tell stories and showcase exemplary figures, allowing students to absorb integrity culture through immersive experiences. Utilize live streaming platforms to invite experts, scholars, and integrity role models for lectures and interactive exchanges. Live streaming breaks time and space constraints, enabling more students to participate, interact with guests in real-time, ask questions, and discuss, thereby enhancing the participation and effectiveness of integrity education. For instance, the university launched the "Integrity Culture Lecture Series" live-streaming program, regularly inviting experts from various fields to share knowledge, experiences, and case studies on integrity culture, fostering a vibrant learning environment. Secondly, it established a dedicated online integrity culture platform through its official website, WeChat public account, and Weibo. The platform regularly publishes articles, videos, and images covering historical integrity stories, legal interpretations, campus integrity updates, and student-created works, creating an educational, informative, and entertaining platform that attracts continuous engagement. Tailored to campus realities and student characteristics, the university organized online activities like integrity knowledge quizzes, themed micro-film competitions, and virtual exhibitions, stimulating creativity and encouraging students to

produce and share integrity-themed works, thereby expanding the reach and impact of integrity education. These initiatives motivate broader student participation, embedding integrity culture deeply into their consciousness. Thirdly, the university developed an online education platform integrating digital resources, including e-books, online courses, case studies, image libraries, and video archives. This comprehensive resource hub provides accessible learning materials for faculty and students, while fostering collaboration with external institutions to enrich educational content and formats. Create the network forum, community and other interactive communication platform of clean culture education, such as "clean culture learning and exchange group" and "clean theme discussion bar", provide a space for teachers and students to exchange learning experience, share clean experience, discuss clean issues, promote the collision of ideas and mutual inspiration between teachers and students, and form a good clean culture learning atmosphere.

4.4 Strengthen the Combination of Clean Culture Education and the Fundamental Task of Moral Education

Cultivating virtue and nurturing talents is the fundamental mission of higher education [11] institutions. As President Xi Jinping emphasized, "Culture is the spiritual lifeline of a nation," and integrity education serves as a crucial pathway to foster students' noble moral character and legal awareness. Universities must adopt a political perspective and holistic vision to systematically establish long-term mechanisms for integrity education, integrating it with moral cultivation. This approach helps institutions fully implement the Party's educational policies and nurture well-rounded socialist builders and successors excelling in moral, intellectual, physical, aesthetic, and labor development. Firstly, university Party committees should adopt a macro-level perspective emphasizing political awareness and strategic planning. Recognizing universities' role as key forces in socialist cultural development, they must treat integrity education as a serious political task. This should be explicitly incorporated into the core work of school administration, ensuring alignment with overall institutional goals. Secondly, integrity education should be integrated into the university's anti-corruption framework, included in the evaluation system for grassroots Party organizations' integrity responsibilities, embedded in talent development plans across teaching units, and incorporated into the assessment mechanism for student ideological education. The goal is to establish a comprehensive integrity education system under the centralized leadership of university Party committees, with coordinated efforts from administrative departments, effective supervision by disciplinary inspection commissions, and active participation from all students. We must establish a comprehensive framework for cultivating integrity culture among university students, with moral education as the core and integrity as the guiding value system. This framework should promote frugality and uphold ethical standards, allowing integrity education to permeate campuses like the gentle spring rain. Thirdly, university Party committees should mobilize all stakeholders, including administrative staff, student affairs personnel, ideological and political theory instructors, and counselors. By leveraging their expertise and exemplary influence, we can deeply embed core principles such as "upholding the Party Central Committee's

authority and its centralized, unified leadership” and the “Four Consciousnesses” into students’ consciousness. Through meticulous guidance, these concepts should be transformed into tangible spiritual blueprints for young learners, planting seeds of truth-seeking, moral integrity, and the pursuit of excellence in their hearts.

5. Epilogue

Integrity education for college students in the new era serves as a vital instrument to fulfill the fundamental mission of moral cultivation. By exploring practical educational approaches, it not only helps young students build a strong sense of integrity and fasten the ‘first button’ of life correctly, but also provides a solid ideological foundation for nurturing morally and professionally competent individuals. Moving forward, we should further integrate integrity education with campus culture, ensuring its deep-rooted implementation in educational practices and long-term effectiveness. This will cultivate more outstanding talents who uphold integrity, take responsibility, and contribute actively to the Party and the nation, injecting youthful energy into the comprehensive development of a modern socialist country.

Project Funding

This paper is supported by the fund: Guangxi Research Center for Integrity Construction “Integrity·Action” 2025 Integrity Culture Demonstration Project (Wenyuan LianYun) (Project ID: LXKT202516).

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