

Research on the Construction and Practical Path of a Clean Education System in Universities in the New Era

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Abstract

In the context of the New Era, the construction of a clean education system in Universities is crucial to fulfilling the fundamental task of fostering virtue through education and ensuring the healthy development of higher education. At present, Universities still face certain integrity risks in power-concentrated fields including scientific research fund management, infrastructure bidding, student enrollment and admission, and professional title evaluation and recruitment. Student cadres also present problems such as insufficient awareness of standardized power exercise. Based on the perspective of ideological and political education, this study systematically explains the connotation, characteristics and practical dilemmas of clean education in Universities, integrates historical resources such as Sun Yat-sen's thought on clean governance and Zhou Enlai's spirit as well as local experience such as Zhejiang regional culture, and constructs a systematic clean education system for Universities from five dimensions: educational philosophy, curriculum design, practical carriers, supervision mechanisms and evaluation systems. On this basis, practical paths are put forward including deepening content construction, innovating educational carriers, strengthening subject coordination and improving institutional safeguards, so as to provide theoretical support and practical guidance for clean education in Universities in the New Era.

Keywords

New Era; clean education in Universities; education system; practical path; ideological and political education.

1. Introduction

Since the 18th National Congress of the Communist Party of China, the comprehensive and strict governance of the Party has been promoted in depth, and the fight against corruption has won an overwhelming victory. As an important part of the social system, higher education undertakes the sacred mission of educating people for the Party and cultivating talents for the country. Its integrity level is directly related to educational fairness, academic justice and social credibility. However, Universities are intensive areas of power and resources such as scientific research fund management, infrastructure bidding, enrollment and admission, and professional title evaluation and recruitment, and are also prone and high-incidence areas of corruption in the educational field [1]. Meanwhile, frequent media reports about the downfall of post-90s and post-95s cadres who have just left campus have aroused widespread public concern about the rejuvenation trend of corruption crimes[2]. This reality warns that it is extremely urgent to construct a systematic and long-term clean education system in Universities.

At present, academic research on clean education in Universities has made certain progress. In terms of theoretical research, scholars have carried out useful explorations on the connotation, theoretical basis and functional orientation of clean education. In terms of practical research,

Universities in various regions have accumulated rich experience in clean campus culture construction, clean education curriculum development, and clean awareness cultivation of student cadres. Nevertheless, existing studies still have the following deficiencies: first, there is a disconnection between theoretical construction and practical exploration, lacking systematic design of the overall framework of the education system; second, the research perspective is relatively single, failing to fully integrate interdisciplinary resources such as ideological and political education, management science and psychology; third, the excavation and transformation of local cultural resources are insufficient, resulting in prominent homogeneity in educational content and forms [1].

In response to the above problems, this study constructs a systematic and operable clean education system for Universities in the New Era, which takes ideological and political education as the theoretical foundation and fostering virtue through education as the fundamental purpose. It emphasizes both ideological guidance and value shaping, as well as institutional norms and practical actions, and strives to achieve the organic unity of cognition, affection, will and behavior.

2. Theoretical Foundation and Practical Basis of Clean Education in Universities

2.1. Concept Definition and Connotation Interpretation

There are certain differences in conceptual connotation between “clean education” and “honesty education”. “Honesty education” focuses on external behavioral norms such as no corruption and no bribery, while “clean education” goes further, pointing to the cultivation of internal spiritual realms and personality qualities such as integrity, purity and clarity. Clean education for college students in the New Era is an important part of the Party and the country’s anti-corruption work system. As the main front for fulfilling the fundamental task of fostering virtue through education, Universities undertake the mission of “educating people for the Party and cultivating talents for the country”. Systematic clean education for college students plays an important role in enhancing their moral self-discipline awareness and cultivating honest moral qualities [4].

Clean education in Universities is highly consistent with ideological and political education in essential attributes. In terms of fundamental goals, both aim to cultivate well-rounded socialist builders and successors. In terms of political functions, clean education can be regarded as a specific extension of ideological and political education in the field of clean governance. In terms of methods and approaches, both emphasize the organic unity of theoretical indoctrination and practical cultivation. Relevant studies show that ideological and political education exerts four functions in the construction of clean Universities: ideological guarantee, value guidance, cultivation of clean literacy and cohesion of strength [1].

2.2. Multidimensional Construction of Theoretical Basis

The theoretical basis of clean education in Universities is multi-sourced. First, classic expositions on anti-corruption by Marx, Engels and Lenin reveal the institutional roots of corruption, providing methodological guidance for understanding corruption in Universities. Second, the systematic clean governance thought formed by leaders of the Communist Party of China in successive generations, from Mao Zedong’s “Two Musts” to General Secretary Xi Jinping’s important thoughts on Party building in the New Era, constitutes the theoretical mainline of clean education [1,4]. Third, excellent traditional Chinese culture contains abundant clean governance ideological resources. Existing studies point out that as a pioneer of China’s democratic revolution, Dr. Sun Yat-sen put forward a series of constructive ideas for governing corruption and building a clean and pragmatic government, including officials being

honest and dedicated, appointing people on their merits and timely rectification, and establishing clean governance institutions such as the Control Yuan and the Legislative Yuan to prevent corruption from the perspectives of legal system construction and moral norms. Sun Yat-sen's thought on clean governance provides useful enlightenment for contemporary China's clean governance construction [5]. In addition, Comrade Zhou Enlai, as a model of honesty and self-discipline of the whole Party, has a lofty demeanor of selfless dedication and strict self-discipline, which provides valuable spiritual resources for clean education of college students. His spirit is of great educational value in guiding college students to firmly establish a sense of integrity and create a clean and healthy campus culture [6]. Fourth, theoretical achievements of ideological and political education on moral internalization, value identity and behavioral cultivation provide academic support for the implementation of clean education at the operational level.

2.3. In-depth Analysis of Practical Needs

Clean education in Universities in the New Era has multiple practical necessities. From the perspective of talent cultivation, clean awareness constitutes a core part of college students' outlook on life and values, directly related to the spiritual background and moral standard of the young generation. Studies show that innovative and sustainable clean education for college students in Universities is not only a necessary part of cultivating new people of the times, but also an inevitable requirement for maintaining social stability and harmony, as well as an important embodiment of in-depth development of Party building work, which is of strategic significance for promoting the construction of clean campuses [7]. From the perspective of campus ecology, clean education is a practical need to create a sound ideological and political education environment and build a positive and healthy educational atmosphere. From the perspective of social effect, as a reserve force for future civil servants and backbones of various industries, college students' clean literacy is directly related to national governance efficiency and social civilization. Existing studies point out that Chinese college students are not only successors to the cause of socialism, but also an important source of civil servants. The supreme mission of higher education—"educating people for the Party and cultivating talents for the country"—is a fundamental issue related to the governance foundation of the Communist Party of China [2]. From the perspective of higher education's own development, clean governance construction is the fundamental guarantee for promoting the high-quality development of Universities [1].

The study finds that the transmission of responsibility pressure of some university Party committees in clean education is not in place, and the educational synergy among various educational subjects has not been effectively formed; educational resources and carriers are not fully utilized, educational methods are relatively simple, and superficial phenomena such as "short-term campaign" and "going through the motions" exist; the integration of clean education with daily teaching, social practice and management services is not deep enough to truly touch the inner thoughts of students; some teachers and students still have insufficient understanding of the value of clean governance, with deviations in values and even tendency to accept hidden corruption rules [4].

3. Theoretical Framework of Clean Education System in Universities in the New Era

Based on the above analysis, this study proposes a clean education system for Universities in the New Era composed of five subsystems: goal system, content system, carrier system, guarantee system and evaluation system. The subsystems are interrelated and coordinated, forming a closed-loop operation mechanism.

3.1. Goal System: Hierarchical and Progressive Educational Orientation

The goals of clean education in Universities are hierarchical and phased, rather than a single linear orientation. Studies show that the fundamental purpose of clean education for college students is to continuously improve students' moral self-discipline awareness and then form honest moral qualities [8]. According to the basic law of moral internalization, the goal system can be divided into three progressive levels: the basic level is the knowledge goal, aiming to enable students to master the basic connotation of clean governance, relevant laws and regulations and behavioral norms; the intermediate level is the attitude goal, aiming to cultivate students' aversion to corruption and value advocacy for clean qualities; the highest level is the behavioral goal, aiming to promote students to form conscious clean behavioral habits and firm integrity will. The three levels progress from shallow to deep and from cognition to behavior, reflecting the internal logic of transforming moral cognition into moral behavior [8].

Goals of clean education should also be differentiated for different educational objects. For ordinary students, the educational goal is positioned to cultivate basic awareness of integrity and rules; for student cadres, it is necessary to strengthen awareness of power risk prevention and responsibility; for graduates about to enter the workplace, professional ethics and industry standard education should be emphasized; for teachers and managers, professional ethics construction and law and discipline education should be strengthened. Studies show that under the background of comprehensive and strict governance of the Party, Universities undertake the dual mission of cultivating college students' awareness of integrity and behavioral norms, and clean education has the goal function of shaping clean awareness and regulating power behavior [9]. The above hierarchical and classified goal design helps to improve the pertinence and practical effectiveness of clean education.

3.2. Content System: Multidimensional Integrated Knowledge Framework

The construction of clean education content features multi-dimensional organic integration. First, integration of theory and history. The content system should not only cover theoretical teaching of Marxist clean governance theory and the history of the Communist Party of China's anti-corruption struggle, but also pay attention to the excavation and utilization of traditional Chinese clean culture and local clean culture resources. Studies show that Zhejiang regional culture contains rich, vivid and unique educational resources. As one of the birthplaces of Chinese civilization, this region has a long cultural heritage, profound cultural context and abundant cultural spirit, whose profound cultural deposits and excellent cultural traditions provide a strong driving force for regional high-quality development and the construction of a demonstration zone for common prosperity [3]. Further studies point out that by systematically examining the humanistic spirit, institutional norms and craftsmanship customs contained in Zhejiang regional culture, excavating the clean genes therein, and transforming local clean culture resources into school-based resources, the richness, characteristics and overall effectiveness of clean education in Universities can be effectively improved [3].

Second, integration of knowledge imparting and value guidance. Clean education should not stop at the interpretation of legal provisions and display of warning cases, but should guide students to deeply understand the internal value and moral significance of clean governance. The political feelings of "the world is for the public, and being honest and performing official duties" [5] and the spiritual character of "selfless dedication and strict self-discipline" [6] elaborated in existing studies all provide high-quality educational resources for value guidance. Studies point out that "serving the people, being pragmatic and clean", as an important part of the Party's mass line education and practice activities, contains profound theoretical connotation and rich practical foundation. In the cultivation of student Party members, efforts can be made to cultivate college student Party members' outlook on the masses, practical work and integrity in accordance with the above specific requirements, so as to improve the

comprehensive literacy of this group and promote the sustainable development of student Party building in Universities [10].

Third, integration of universal education and individualized education. On the basis of ensuring common educational content, differentiated clean education content should be developed according to the characteristics of students of different majors and grades. For example, strengthen business ethics education for economics and management majors, enhance clean governance legal education for law majors, and carry out professional ethics and clean governance risk education for graduates about to enter the workplace. Studies show that the organic unity of universal education and individualized education, the effective combination of the first classroom and the second classroom, and the deep integration of traditional media and network media should be realized from four dimensions: educational subject, educational content, educational carrier and educational media [11].

3.3. Carrier System: Multivariate and Coordinated Transmission Channels

Educational carriers are media and channels through which clean education content is transmitted. Clean education in Universities in the New Era should focus on building a “four-in-one” carrier system composed of classroom teaching, campus culture, social practice and network media.

As the main channel of clean education, classroom teaching should systematically promote the integration of clean education content into textbooks, classrooms and students’ minds. Specifically, special modules of clean education should be set up in ideological and political theory courses, professional ethics and integrity requirements should be organically infiltrated in professional course teaching, and general elective courses of clean education should be actively developed. Studies show that a systematic and long-term clean education system can be constructed through measures such as optimizing educational concepts, innovating curriculum design, strengthening practical education and improving supervision mechanisms, so as to realize the dual-wheel drive of theoretical learning and practical cultivation [9].

As a subtle implicit carrier, campus culture can create a campus cultural atmosphere of advocating integrity through clean-themed campus landscape design, cultural activities and artistic creation practices. Studies point out that under the current background, in-depth promotion of clean culture construction in Universities is of important strategic significance, which not only contributes to the vigorous development of clean culture in Universities, but also creates a broader space for its extensive dissemination and in-depth integration. Clean culture construction provides a new theoretical research perspective for cultivating a clean study style, and lays a solid theoretical foundation for the practical exploration of promoting clean culture construction in Universities [12]. Other studies show that clean awareness is an important part of college students’ outlook on life and values, related to students’ healthy growth, social fairness and justice, and national political integrity. At present, clean education in Universities still has many deficiencies in educational methods and effects, and it is urgent to integrate aesthetic education elements into the whole process of college students’ clean education to enhance the affinity and penetration of education and improve the overall educational quality and efficiency. The study further finds that aiming at giving full play to students’ subjective initiative, students can realize self-education by collecting clean stories from their hometowns, enhance social responsibility by promoting clean culture to communities, rural areas and exhibition halls, inherit clean culture by making cultural and creative products, so as to realize the organic unity of receiving education and implementing education, the internal unity of self-improvement and social dedication, and the collaborative unity of improving clean awareness and creating aesthetic education products in practical activities [13].

As a bridge linking knowledge and practice, social practice organizes students to participate in clean governance research, visit clean governance education bases, and carry out voluntary services for clean culture publicity, so that they can deepen their identity with the value of clean governance through personal experience. The study proposes that Universities should accurately grasp the height, width, temperature and depth of clean education through innovative measures such as deepening content construction, focusing on classroom construction, classified group construction and condensing brand construction, and systematically implement four projects of advocating integrity, practicing integrity, abiding by discipline and maintaining integrity, so as to better implement the fundamental task of fostering virtue through education and cultivate new people of the times who are dedicated, dedicated, loyal and responsible [7].

As an important carrier adapting to the new media environment, network media has an irreplaceable communication advantage. At present, college students mainly access anti-corruption information and clean education content through new media channels. Studies show that with the rejuvenation trend of corruption crimes, college students' clean perception has attracted wide attention from academic circles and society. Anti-corruption news is an important source of information for college students' clean perception, and new media has become the primary channel for them to access anti-corruption news [14]. From the perspective of anti-corruption news media communication, agenda-setting elements of anti-corruption news such as topic content, emotional expression, value position and evaluation orientation exert multiple influences on college students' clean perception level. College students' clean perception level is essentially a comprehensive result of the joint action of information cognition mechanism, emotional identity mechanism, value consensus mechanism and behavior decision-making mechanism in the process of anti-corruption news media communication. Therefore, to improve college students' clean perception level and cultivate a new era of honest college students who integrate knowledge and practice, it is necessary to start with optimizing the agenda-setting of anti-corruption news, including optimizing the content presentation of anti-corruption news to improve the ability of clean cognition, strengthening the positive emotional expression of anti-corruption news to cultivate clean emotional resonance, spreading the mainstream values of anti-corruption to strengthen the identity of clean will, and creating a clean and healthy anti-corruption public opinion field to promote the practice of clean behavior [14].

3.4. Guarantee System: Multi-subject Coordinated Institutional Arrangement

Clean education has the systematic characteristics of cross-departmental and multi-dimensional, and the construction of its guarantee system shows significant systematic advantages in four aspects: organization, system, team and resources.

At the level of organizational guarantee, the university Party committee's performance of the main responsibility for clean education has the organizational advantage of overall planning and coordination of all parties. In response to problems such as insufficient responsibility transmission and pending educational synergy in some Universities, establishing a leading group for clean education headed by school leaders, and building a working mechanism of unified leadership by the Party committee, joint management by the Party and government, supervision and coordination by the Commission for Discipline Inspection, division of responsibilities by various departments, and joint participation of teachers and students can effectively integrate all forces, form an organizational structure of vertical linkage and horizontal coordination, and provide a solid organizational guarantee for the systematic promotion of clean education [4].

At the level of institutional guarantee, incorporating clean education into the overall development plan and annual work plan of the university, and establishing an institutional

system of regular research, supervision and inspection, and assessment and evaluation have the institutional advantage of standardized and orderly long-term operation. Following the basic principles of ideological and political education management and continuously improving the institutional mechanism of clean university construction can make clean education have rules to follow and evidence to rely on, forming a normalized and long-term institutional guarantee [1].

At the level of team guarantee, building a clean education teaching team with excellent political quality, proficient professional ability and fine work style has the human resource advantage of combining full-time and part-time roles and complementary advantages. Giving full play to the main role of ideological and political theory teachers, strengthening the clean education ability training for counselors, student work cadres and professional teachers, and actively inviting discipline inspection and supervision cadres, legal experts and advanced models to participate in educational activities can form a team pattern of multi-subject participation and respective strengths. Strengthening the construction of ideological and political education teachers is a strong guarantee for promoting the construction of clean Universities [1].

At the level of resource guarantee, increasing special investment in clean education, building clean education practice bases, and developing high-quality clean education resources have the allocation advantage of resource integration and diversified carriers. Improving the utilization efficiency of educational resources and integrating diversified carriers of college students' clean education can give full play to the educational function of various resources and provide solid material support for the effective development of educational activities [4].

3.5. Evaluation System: Scientific and Effective Feedback Mechanism

As a key link in the closed-loop operation of clean education, the evaluation adheres to the principles of combining qualitative and quantitative evaluation, unifying process and result evaluation, and complementing self-evaluation and external evaluation, which can effectively ensure the comprehensiveness, objectivity and scientificity of evaluation results and form a multi-dimensional and mutually promoting evaluation pattern.

In terms of evaluation index design, an index system is systematically constructed from four dimensions: organizational leadership, content implementation, condition guarantee and educational effect. Taking educational effect evaluation as the core dimension and comprehensively using various evaluation methods such as knowledge testing, attitude scales, behavioral observation and scenario simulation can effectively overcome the superficial tendency of a single questionnaire survey, thus more accurately reflecting the actual effectiveness of clean education. Continuously improving the evaluation index system of clean university construction by using ideological and political education evaluation methods helps to improve the scientificity and operability of evaluation work and provide strong support for accurate evaluation of clean education quality [1].

In terms of evaluation method implementation, a normalized monitoring and evaluation mechanism is established. Through annual self-inspection, mid-term evaluation and periodic summary, problems existing in the operation of clean education can be identified in a timely manner, and educational strategies and implementation plans can be flexibly adjusted accordingly. This mechanism helps to form a virtuous cycle of "evaluation-feedback-improvement-re-evaluation", provides institutional guarantee for the continuous improvement of clean education quality, and shows the development potential of self-improvement and spiral upward.

4. Practical Paths of Clean Education in Universities in the New Era

The construction of the theoretical system ultimately needs to be implemented at the practical operation level. Based on the above system framework and combined with beneficial explorations of Universities in various regions, this study proposes practical paths for clean education in Universities in the New Era from five dimensions: content construction, carrier innovation, subject coordination, institutional guarantee and environment optimization.

4.1. Deepen Content Construction: From Fragmentation to Systematization

In response to the prominent problems of fragmented content, lack of systematic design and internal logic in current clean education in Universities, constructing a hierarchical and modular content system shows significant systematic advantages. The lower grades focus on integrity education and rule awareness cultivation, the middle grades focus on power outlook education and clean risk prevention, and the senior grades focus on professional ethics and social responsibility education, forming a progressive content gradient from shallow to deep.

Promoting the school-based and localized transformation of clean education content can give full play to the educational advantages of local cultural resources. In the specific regional cultural environment where each university is located, the clean deeds of local historical celebrities, local clean culture heritage and red revolutionary traditions are all vivid and infectious educational resources. In-depth excavation and creative transformation of these resources can significantly enhance the affinity and appeal of education [3]. By excavating clean genes in regional culture, sorting out practical experience of clean education in Universities, analyzing existing difficulties and shortcomings, integrating regional culture into clean education in Universities, creating high-quality clean culture products and strengthening publicity and promotion can make clean education in Universities richer, more distinctive and more effective [3].

Strengthening the construction of case libraries is an important measure to improve the effectiveness of clean education. As a key method of clean education, case teaching collects clean and corruption cases inside and outside the university system and in different industries, including both warning cases and exemplary cases, helping students deepen their understanding in case analysis and discussion and giving full play to the educational function of positive and negative cases.

4.2. Innovate Educational Carriers: From Singleness to Diversification

The richness and adaptability of carriers directly affect the implementation effect of clean education. Giving play to the main channel role of classroom teaching has basic advantages: taking clean education as an important part of socialist core values education in ideological and political courses, infiltrating professional ethics and integrity requirements in professional courses combined with disciplinary characteristics, and offering general courses such as "College Students' Integrity Cultivation" and "Introduction to Clean Governance Culture", forming an all-round and multi-level classroom teaching pattern.

Activating campus culture carriers can create an immersive educational environment. Holding clean-themed speech contests, essay contests, calligraphy and painting exhibitions, art performances and other activities, and building physical spaces such as clean culture corridors and clean education exhibition halls enable students to feel the edification of clean culture at all times in daily study and life. Aiming at giving full play to students' subjective initiative, organizing students to collect clean stories from their hometowns to realize self-education, promoting clean culture to communities, rural areas and exhibition halls to enhance social responsibility, making cultural and creative products to inherit clean culture, and realizing the organic unity of receiving education and implementing education in practical activities [13].

Making good use of practical carriers can build a bridge linking knowledge and practice. Organizing students to visit prisons, attend court hearings, conduct clean governance research, participate in clean voluntary services and other practical activities enables students to deepen their identity with the value of clean governance through personal experience. As an important part of national clean education, clean education for college students has unique value in ideological and political education in higher vocational colleges, and is also an important way to purify the social environment, establish a corruption prevention and punishment system, and build a harmonious society. Strengthening clean education from the aspects of self-cultivation, discipline and law-abiding, love for labor, self-discipline and establishing a correct moral outlook, and comprehensively improving the effectiveness of clean education by improving the quality of theoretical education, strengthening the atmosphere of clean campus education, enriching the forms of practical education and implementing clean education assessment [15].

Expanding network carriers can give full play to the communication advantages of new media. Building special websites and WeChat official accounts for clean education, developing new media products such as micro-lectures, animations and short videos for clean education, and carrying out interactive education using social platforms commonly used by students. Online education follows communication laws, pays attention to emotional resonance and value consensus, can effectively avoid simple and rigid preaching modes, and form a new educational pattern of coordinated online and offline efforts.

4.3. Strengthen Subject Coordination: From Fragmentation to Synergistic Education

Clean education involves multiple departments and various forces in the university, and strengthening subject coordination can effectively solve the practical dilemma of fragmentation and separate operations. Clarifying the division of responsibilities of all parties has the governance advantage of clear power and responsibility and orderly operation: the Party committee undertakes the main responsibility for top-level design and overall coordination; discipline inspection and supervision departments play a supervisory and guiding role; student work departments are responsible for specific organization and implementation; academic affairs departments are responsible for curriculum construction and teaching arrangement; publicity departments are responsible for cultural creation and public opinion guidance; secondary colleges are responsible for implementation, forming a work pattern of performing their respective duties and coordinated promotion.

Establishing a normalized coordination mechanism can ensure the sustainable and effective operation of clean education. Regularly holding joint meetings on clean education to report situations, study problems and deploy tasks; establishing an information sharing platform to realize timely exchange of work dynamics, typical cases and experience practices; improving the linkage mechanism to achieve effective connection in teaching arrangement, activity organization and assessment and evaluation, showing the mechanism advantage of systematic integration and efficient linkage.

Giving play to the initiative of student subjects is the key to achieving the internalization goal of clean education. The ultimate purpose of clean education is to realize students' self-education, self-management and self-restraint. Giving full play to the role of student organizations such as student unions and societies, supporting students to independently carry out clean-themed activities, and realizing the transformation from "I want to learn" to "I want to learn". From the perspective of moral internalization, encouraging internalized subjects to exert college students' subjectivity, enriching internalized objects to consolidate clean education content, improving internalized media to enhance transformation ability, optimizing internalized

environment to highlight the educational function of environment, and forming a virtuous interaction between internalization and externalization [8].

4.4. Improve Institutional Guarantee: From Soft Constraint to Hard Constraint

Education mainly relies on persuasion and edification, but the rigid constraint of institutional norms has an irreplaceable guarantee advantage. Improving students' integrity behavioral norms can clarify disciplinary requirements for students in examinations, awards, evaluations, competitions and other aspects, delineate behavioral red lines, enable students to clearly know behavioral boundaries, and show the institutional advantage of standardized guidance and clear bottom lines.

Improving the supervision and punishment mechanism can form a strong deterrent. Effectively supervise the exercise of power by student cadres to prevent "minor corruption by minor officials"; adopt a zero-tolerance attitude towards dishonest behaviors such as cheating in examinations, plagiarism in papers and fraud in evaluations. In response to risks such as abuse of power, opaque management, weak awareness of integrity and influence of external unhealthy trends among student cadres in Universities, optimizing educational concepts, innovating curriculum design, strengthening practical education and improving supervision mechanisms can realize the dual-wheel drive of theory and practice and build a systematic and long-term clean education system [9].

Incorporating clean performance into the evaluation system can exert guiding and incentive functions. Taking clean literacy as an important part of students' comprehensive quality evaluation, reflecting the orientation of clean governance in awards, evaluations, Party membership recommendations and employment recommendations, making clean governance an important capital for students' growth and development, showing the dual advantages of value guidance and behavioral incentive [6].

4.5. Optimize Environmental Atmosphere: From Passive Acceptance to Active Identity

Environmental education and atmosphere education are important concepts of ideological and political education in Universities. Optimizing the clean education environment can form an imperceptible educational advantage. Creating a clean and healthy campus political ecology, seriously investigating and dealing with corruption and unhealthy trends around teachers and students, making healthy trends rise and evil trends decline, allowing students to naturally acquire clean qualities in a clean environment.

Giving play to the role of model demonstration can provide perceptible and learnable value guidance. Vigorously selecting and publicizing clean models among teachers and students, and educating and guiding the majority of students with people and things around them. The lofty demeanor of older revolutionaries such as Zhou Enlai and advanced models of honesty and dedication in the New Era are all high-quality educational resources. As a model of honesty and self-discipline of the whole Party, Zhou Enlai's spiritual character of selfless dedication plays a strong guiding role in clean education for college students, guiding students to firmly establish a sense of integrity and creating a clean and healthy campus culture.

5. Clean Education Strategies for Key Groups

Although clean education in Universities is for all students, different groups have significant differences in risk characteristics and educational needs. Adopting differentiated educational strategies has important practical value.

5.1. Risk Prevention Education for Student Cadre Group

As the backbone in Universities, student cadres are also a group with relatively high clean risks. This group holds certain organizational resources and management authority, and is prone to minor corruption problems without effective supervision and self-discipline constraints. For clean education of student cadres, highlighting power outlook education and risk prevention awareness training has important preventive advantages.

Strictly controlling the entry in the selection of student cadres and adhering to the selection standard of both ability and political integrity with morality first can guarantee the overall quality of the student cadre team from the source. Establishing and improving a supervision mechanism for power operation during the performance of duties, implementing open affairs and accepting supervision from classmates, helps to form a transparent and standardized power operation environment. Regularly carrying out integrity talks and warning education to achieve early reminder and early prevention can effectively prevent the occurrence of integrity risks. Taking clean performance as an important part of assessment and evaluation and tenure debriefing, giving full play to the guiding and restrictive functions of evaluation. Existing studies systematically analyze risks such as abuse of power, opaque management, weak awareness of integrity and influence of external unhealthy trends among student cadres, and countermeasures such as optimizing educational concepts and strengthening practical education show significant risk prevention advantages [9].

5.2. Professional Ethics Education for Graduates

Graduates about to leave campus are in a critical period of role transformation from students to professionals, and also an important transition stage from campus to society. Carrying out clean education for this group, focusing on professional ethics and industry standard education, helps them fasten the “first button” of honest practice at the initial stage of their career.

Embedding professional ethics modules in employment guidance courses enables graduates to receive professional ethics edification synchronously during job hunting. Inviting industry models and outstanding alumni to share experience in honest practice and transmitting positive energy with examples around them has a vivid demonstration and education effect. Organizing graduates to visit clean governance education bases and taking integrity oaths before leaving school can strengthen their psychological commitment to honest practice. Compiling honest practice guides for various industries and providing practical guidance for graduates to standardize their behavior after entering the workplace. Studies show that integrating clean education into innovation and entrepreneurship education has important value. In response to the problems of insufficient attention to clean education, insufficient educational research and strength, and single educational forms and methods in current innovation and entrepreneurship education, strengthening various practical education and implementing clean education assessment can effectively improve the effectiveness of clean education [15].

5.3. Integrity Education for Teachers

As role models for students, teachers’ words and deeds have an important exemplary and guiding role for students. The ancient saying “If a ruler himself is upright, all will go well even though he does not give orders. But if he himself is not upright, even though he gives orders, no one will obey” profoundly reveals the educational value of teachers setting an example. For teachers’ clean education, focusing on academic ethics construction and teacher ethics and style construction has the dual advantages of cultivating teacher ethics and leading fashion.

Improving teachers’ professional behavioral norms and clarifying handling methods for academic misconduct, illegal gift acceptance, improper part-time jobs and other behaviors can provide clear institutional guidelines for teachers to teach honestly. Incorporating clean

performance into teachers' assessment and evaluation and professional title evaluation system, giving full play to the guiding and incentive functions of the evaluation mechanism. Seriously dealing with violations and maintaining the clean image of the teaching staff helps to create a clean and healthy educational environment. Strengthening the construction of ideological and political education teachers is an inherent requirement for promoting the construction of clean Universities, showing the systematic advantage of guiding students' integrity with teachers' integrity and cultivating campus integrity with noble teacher ethics [1].

6. Exploration and Transformation of Local Cultural Resources

Regional culture constitutes an important resource basis for clean education. China has a vast territory and rich and diverse historical and cultural resources in various regions, containing a large number of clean cultural elements available for use. In-depth excavation and creative transformation of these resources have become an effective way to improve the characteristics and effectiveness of clean education in Universities.

6.1. Connotation and Value of Local Clean Culture

Local clean culture covers various forms such as clean deeds of historical celebrities, local clean governance institutional heritage, folk clean customs and literary and artistic works. Such resources have distinct regional characteristics and a profound mass foundation, easy to arouse emotional resonance among local students, showing a unique cultural appeal advantage. Shanye's research on Zhejiang regional culture shows that as one of the birthplaces of Chinese civilization, Zhejiang has a long cultural heritage, profound cultural context and abundant cultural spirit, and its humanistic spirit, institutional norms and craftsmanship customs contain rich clean genes [3].

Excavating local clean culture has dual educational value: on the one hand, it can significantly enrich the content system of clean education, making education no longer limited to abstract theoretical interpretation and distant case presentation; on the other hand, it can effectively enhance the affinity of education, allowing students to truly feel the power of clean governance in people and things around them. The practical exploration of organizing students to collect clean stories from their hometowns to realize self-education fully demonstrates the unique value of local cultural resources in clean education [13].

6.2. Paths and Methods of School-Based Transformation

Transforming local clean culture resources into clean education resources in Universities requires systematic links such as screening, processing and integration. First, conduct a comprehensive investigation and classification of local clean culture resources to realize systematic sorting of resources; second, carry out value evaluation and select high-quality resources with healthy ideology, true content and prominent educational significance; third, carry out teaching transformation and transform original resources into teaching materials such as lesson plans, courseware and readers according to educational goals and students' characteristics; finally, integrate into the existing education system to achieve organic integration with existing educational content and form an educational pattern of complementary resources and mutual benefit.

Following the following principles in the transformation process can effectively ensure the transformation quality: the principle of authenticity requires respect for historical facts, no random interpretation and exaggeration, and ensuring the credibility of educational content; the principle of appropriateness requires selecting content in line with college students' cognitive level and acceptance psychology to enhance the pertinence of education; the principle of innovation requires adopting presentation forms popular among students, such as micro-

videos, animations and situational dramas, to improve the attractiveness and appeal of education.

6.3. Typical Case Analysis

Zhejiang Province has carried out fruitful explorations in excavating regional clean culture resources. The province has systematically sorted out the deeds of honest officials of Zhejiang origin from ancient times to the present, developed a “Zhejiang Clean Culture Map”, and built a number of clean culture education bases, forming a relatively complete regional clean culture resource system. At the university level, each university actively promotes school-based transformation according to its own positioning and characteristics. By excavating clean genes in Zhejiang regional culture, sorting out practical experience of clean education in Universities, transforming local clean culture resources into school-based resources, creating high-quality clean culture products and strengthening regional culture publicity and promotion, clean education in Universities has become richer, more distinctive and more effective. The exploration and practice of Zhejiang Province provide useful references for other local Universities, showing broad prospects and great potential for regional cultural resources to empower clean education in Universities.

7. Quality Evaluation and Continuous Improvement of Clean Education in Universities in the New Era

Educational quality evaluation is an important lever to promote the continuous improvement of clean education. Constructing a scientific and effective evaluation system plays an irreplaceable role in guiding educational direction, diagnosing existing problems and stimulating work motivation, showing the institutional advantage of promoting construction through evaluation, promoting reform through evaluation and strengthening through evaluation.

7.1. Renewal of Evaluation Concepts

Traditional educational evaluation often tends to emphasize results over process, quantification over quality, and knowledge over behavior. The particularity of clean education puts forward renewal requirements for evaluation concepts. Establishing a developmental evaluation concept, positioning evaluation as promoting development rather than simple judgment, helps to realize the diagnostic and improved functions of evaluation. Establishing a comprehensive evaluation concept and comprehensively using various methods and multiple perspectives can effectively overcome the limitations of a single evaluation perspective. Establishing a participatory evaluation concept, making teachers and students the subjects rather than just objects of evaluation, helps to form an evaluation pattern of multi-subject participation and democratic consultation, fully demonstrating the openness and inclusiveness of the evaluation process.

7.2. Design of Evaluation Index System

The clean education evaluation index system can be systematically constructed from four dimensions: organizational leadership, content implementation, condition guarantee and educational effect, forming a clear and hierarchical evaluation framework.

The organizational leadership dimension covers key elements such as the degree of attention of the Party committee, the soundness of the working mechanism, the intensity of funding guarantee and the situation of team construction. In response to problems such as inadequate transmission of responsibility pressure of some university Party committees in clean education and failure to form educational synergy among various educational subjects, improving

evaluation indicators at the organizational leadership level helps to promote the implementation of main responsibilities [4].

The content implementation dimension includes indicators such as curriculum offering, activity frequency, carrier application effect, coverage and participation rate, which can fully reflect the process implementation of clean education.

The condition guarantee dimension covers elements such as the degree of institutional improvement, base construction level and resource development. Improving the utilization efficiency of educational resources and integrating diversified carriers of college students' clean education can provide a solid material basis and institutional support for the effective implementation of clean education [4].

The educational effect dimension focuses on core indicators such as students' mastery of clean knowledge, clean attitude orientation, behavioral performance and campus clean atmosphere. Among them, the evaluation of educational effect is the most critical. Comprehensive use of various methods such as knowledge testing, scenario judgment, behavioral observation and self-report can effectively improve the comprehensiveness and accuracy of evaluation results. From the perspective of anti-corruption news media communication, the four-dimensional analysis framework of information cognition mechanism, emotional identity mechanism, value consensus mechanism and behavior decision-making mechanism provides useful theoretical reference and method reference for effect evaluation [2,14].

7.3. Application of Evaluation Results

The fundamental purpose of evaluation is continuous improvement. In-depth analysis of problems identified in evaluation and formulation of corrective measures can form a problem-oriented improvement mechanism. Timely promotion and solidification of successful experiences summarized in evaluation help to realize experience sharing and achievement transformation. Establishing a feedback and rectification tracking mechanism for evaluation results to form a virtuous cycle of "evaluation-feedback-improvement-re-evaluation", showing the development advantage of self-improvement and spiral upward. In response to practical problems such as imperfect evaluation indicators and difficult operation of evaluation methods in clean university construction, continuously improving the evaluation system by using ideological and political education evaluation methods can promote the quality evaluation of clean education to become more scientific, standardized and normalized [1].

8. Conclusion and Prospect

Focusing on the core proposition of the construction and practical path of clean education system in Universities in the New Era, this study systematically discusses from the levels of theoretical construction and practical operation, and draws the following main conclusions:

First, clean education in Universities is highly internally consistent with ideological and political education in fundamental goals, political functions and methods and approaches. Constructing a systematic and normalized clean education system is a key support for fulfilling the fundamental task of fostering virtue through education, a practical carrier for promoting the extension of comprehensive and strict governance of the Party to the field of higher education, and an important guarantee for cultivating new people of the times.

Second, the clean education system for Universities in the New Era is organically integrated by five subsystems: goal, content, carrier, guarantee and evaluation, showing hierarchical and progressive goal orientation, multi-dimensional integrated content framework, multi-coordinated transmission channels, multi-subject linkage guarantee mechanism and scientific and effective feedback closed loop. The logic of moral internalization provides a solid academic basis for the construction of the five-dimensional system.

Third, the practical promotion of clean education in Universities presents five coordinated paths: deepening content construction to promote the transformation of educational content from fragmentation to systematization; innovating educational carriers to realize the coordinated linkage of classroom teaching, campus culture, social practice and network media; strengthening subject coordination to form an educational synergy of Party committee leadership, departmental responsibility and teacher-student participation; improving institutional guarantee to realize the organic combination of flexible guidance and rigid constraints; optimizing environmental atmosphere to create a clean and healthy campus ecology.

Fourth, differentiated education for key groups is a key mechanism to improve the effectiveness of clean education. Implementing differentiated strategies for student cadres, graduates and teachers realizes the optimal matching of educational resources and group needs. Sun Yat-sen's thought on clean governance and Zhou Enlai's spirit provide profound historical wisdom and spiritual guidance for contemporary clean education in Universities.

This study has certain limitations. The internal interaction mechanism of each subsystem needs to be further explored, the research conclusions need to be tested in a wider range of Universities, and the long-term effect evaluation needs further observation. Future research can be further expanded from the directions of longitudinal tracking, cross-field integration, international comparison and digital empowerment.

Fund Project

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