

An Analysis on the Path of Integrating Excellent Traditional Culture into Ideological and Political Education in Colleges and Universities

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Abstract: In the context of the rapid development of the Internet, various cultures have been introduced into China. Although they have greatly enriched the cultural content and system of China, they have also brought impacts on Chinese culture. Survey found that current our country exists some universities students of traditional cultural identity is not strong; the traditional culture teaching faculty is weak, lack of traditional culture. At the same time, the college ideological and political education is facing the need to develop new ideas, so I believe that the two can be combined to achieve the purpose of mutual promotion, and discuss the way of integrating the former into the latter from the aspects of classroom design, cultural construction and social practice.

1. Introduction

China's excellent traditional culture, which has accumulated thousands of years of Chinese history and civilization, contains the rich thoughts of predecessors and symbolizes the Chinese nation's spiritual characteristics such as social psychology, ethical concept, value orientation, way of thinking and aesthetic taste, is particularly important in this society where classics have been lost [1]. Since the 18th National Congress of the Communist Party of China (CPC), General Secretary Xi has always stressed that "excellent traditional culture is the foundation for the inheritance and development of a country and a nation. If it is lost, it will cut off the lifeblood of the soul." [2] But in fact, in this information age, Chinese college students are gradually impacted by the mixed thoughts of foreigners, ignoring the inheritance and development of excellent traditional culture, and even worshiped foreign countries. For example, college students often show enthusiasm for Valentine's Day and Christmas in the West, while they show indifference to The Qingming Festival and Laba Festival in China. Therefore, integrating the excellent traditional Chinese culture into the ideological and political education in colleges and universities is not only to rebuild the status of traditional culture in the hearts of students, but also to help students establish correct values, and is also an important way to break through the bottleneck of ideological and political education in colleges and universities.

2. The Important Value of Integrating Excellent Traditional Culture into Ideological and Political Education in Colleges and Universities

2.1. It is Conducive to the Establishment of College Students' Correct Values

Values are a kind of thinking orientation, a code of conduct, guiding people's behavior. It is very important for both the country and the individual to set up correct values, and Chinese traditional culture contains values worth learning. The enterprising spirit of "vigorous and promising, self-improvement" in traditional culture, the patriotic spirit of "the rise and fall of the world, everyone is responsible for the rise and fall of the world", the people-oriented thought of "the people as the foundation, the foundation of the country" and the harmony thought of "harmony is

precious, harmony but different" are consistent with the current socialist core values in China. Therefore, in order to make college students better understand and establish correct values, it must be combined with excellent traditional culture. The integration of Chinese excellent traditional culture into the ideological and political education in colleges is not only conducive to the establishment of correct values, but also in-depth excavation of the traditional culture and the socialist core values advocated by our society, deepening the ideological connotation of the socialist core values.

2.2. It is Helpful to Improve the Cultural Connotation and Moral Level of College Students

In today's fast-paced lifestyle, college students mostly adopt fragmented reading mode, rarely can calm down to read classics for a long time, resulting in the lack of certain cultural connotation. In addition, since the opening up, the continuous introduction of foreign ideas has had a great impact on the ideological concepts and daily life of college students, resulting in some college students have varying degrees of value deviation, lack of moral concepts and other problems [3]. In our traditional culture, it contains the loyalty and forgiveness of "treat others with sincerity, promote oneself and others", the patriotic feeling of "first worry about the world, and then enjoy the happiness of the world", the gratitude spirit of "repay each other with the gratitude of dripping water", and the filial quality of filial piety that only filial piety to parents can relieve worries, etc. [4] These excellent traditional cultures are full of good value orientation and moral concepts in our country. If they are integrated into the ideological and political education in universities, the cultural connotation of college students under the influence of the traditional culture will inevitably deepen, and the ideological and moral level will also be improved, which will help to achieve the educational goal of "Building Morality and cultivating people" in colleges.

2.3. It is Helpful to Improve the Effectiveness of Ideological and Political Education in Universities

At present, in the ideological and political education of college students in some universities in China, teachers have backward classroom teaching methods, which are mainly cramming teaching mode and fail to give full play to students' initiative in class [5]. Teaching contents are too conservative rigidity and excessive pursuit of ideological and political theory teachers teach, not fully according to the development of current events and contemporary social problems, lead to students lack of interest and to do things that have nothing to do with the class to kill time, finally take cramming knowledge before the examination way to pass the exam, so as to make the ideological education has not reached the required effect. China's traditional culture has been accumulated and developed through thousands of years of civilization. It not only contains attractive historical books, literature works, calligraphy and painting works, but also contains various teaching methods and models worthy of reference in the current classroom. Therefore, integrating the latter into the former can not only enrich the content of ideological and political education in universities, enhance its motivation and appeal, but also improve the teaching methods and models of teachers in universities to a great extent, and enhance the effectiveness of ideological and political education in universities.

3. The Path of Integrating Excellent Traditional Culture into Ideological and Political Education in Colleges and Universities

3.1. Reform the Ideological and Political Teaching Classroom and Promote the Integration of Excellent Traditional Culture

Although our country has introduced the idea of classroom thinking and politics, the results of practice are often unsatisfactory. Students in the classroom are often sitting in the classroom with *cao Ying* in mind, but they are actually doing exercises in English and mathematics. In order to change this situation, it is necessary to enhance the cultural connotation and knowledge level of teachers, improve the compilation quality of excellent traditional cultural textbooks, and perfect the

corresponding curriculum system and teaching methods. Leader of the first teachers for the classroom, the cultural knowledge and teaching level influence the classroom teaching effect [6], so colleges need to broaden channels for teacher training, can develop learning exchange activities at home and abroad regularly to improve teachers' teaching methods, teachers organize regular reading traditional literature and sharing to improve teachers' cultural quality. Secondly, for the compilation of excellent traditional culture teaching materials, relevant departments should invite excellent experts and front-line teachers who are engaged in relevant work to compile textbooks about the excellent traditional culture, and fully understand students' interest in learning through investigation, and effectively play the vitality and infection of traditional culture power. In addition, as for the curriculum setting of traditional culture, schools can choose the elective courses of cultural classics such as opera, calligraphy, painting, martial arts and national dance according to students' interests, and can also fully tap the excellent local traditional culture resources and integrate them into the classroom to protect the inheritance. Finally for the improvement of teachers' classroom teaching method, can be drawn lessons from the traditional culture teaching methods such as Shared management, practice practice method, applied to the classroom teaching, can also be used to flip class, group discussion, cooperation, traditional culture related information collection, knowledge can be incorporated into the story of teaching methods, arouse the enthusiasm of the students in the participation in the process of feel the charm of excellent traditional culture knowledge, strengthen its identity.

3.2. Excavate the Connotation of Traditional Culture and Improve the Design of Campus Culture

Students spend most of their time in the campus, and the campus environment directly affects the formation of students' behavior thought to a great extent. Confucius said: "when you enter the house of Zhilan, you will enjoy yourself for a long time" [7]. It can be concluded indirectly that the integration of excellent traditional culture into the campus cultural environment can make students accept its influence imperceptibly. It can be concluded indirectly that the integration of excellent traditional culture into the campus cultural environment can make students accept its influence imperceptibly, but at present, most schools in our country ignore this aspect of construction, so we need to take measures to change this phenomenon. First of all, the school should be aware of the problems and change the concept in time, actively carry out traditional cultural knowledge competition, speech activities, poetry conference, festival party and other activities to stimulate students' interest. In addition, we can also integrate the essence of traditional excellent culture into the dormitory, teaching building corridor and campus landscape, create a strong campus cultural atmosphere, and virtually enrich the cultural connotation of students. Secondly, the school can also invite some experts who have profound knowledge in traditional culture to carry out training and exchange activities. By telling stories, they can convey valuable ideas to college students, stimulate their interest and enhance their understanding of traditional culture. Finally, as an important part of campus cultural activities, college students' associations should also take the promotion and transmission of traditional culture as an important work content [8]. Schools can set up associations related to excellent traditional culture, such as "Sinology society", "martial arts association", "calligraphy and Painting Association" and "Reading Association", and regularly organize activities such as "poetry conference", "calligraphy exhibition" and "Painting Exhibition". Through organizing and participating in activities, students will imperceptibly experience the profound and rich connotation of Chinese traditional culture, so as to promote the effective integration of excellent traditional culture and ideological and political education.

3.3. Carry out Social Practice Activities to Increase the Talents of College Students

Social practice is not only an important channel for college students to hone their will and enhance their abilities, but also an important method to consolidate their ideological and political classroom knowledge. Therefore, in order to better carry forward the traditional culture to improve the ideological level of students, schools should appropriately increase the proportion of extracurricular practical activities, increase the investment in social practical activities. Schools can

use holiday organize students to visit the history museum, revolutionary commemoration, cultural sites, such as [9], make it through on-the-spot immediate observation and listening can better realize the interpretation of the narrator in the Chinese traditional culture, with an unyielding and arduous struggle, the patriotic dedication excellent quality, so as to deepen their understanding of traditional culture, arouse their interest in fine traditional culture, to develop the culture of the Chinese excellent traditional culture awareness and cultural self-confidence. In addition, the school should create good environment for the community, given the full autonomy of volunteer service activities, let the community organization during the period of school students like old people, go to primary school or kindergarten for a national studies about [10], to community village support education activities, make it in volunteer service in understanding and practice of the Chinese traditional virtue and good quality. Finally, the school can organize students to visit the intangible cultural heritage during summer and winter vacations, investigate the red revolutionary base areas, think about the protection and inheritance of traditional culture, temper their will through practice, increase their talents, and enhance their social responsibility for protecting the excellent traditional culture.

3.4. Promote the Propaganda of Traditional Culture with the Help of Network Media Advantages

We know that in the new era, the Internet has the advantages of fast propagation, strong timeliness and convenient use, which is a new opportunity for universities to break through the bottleneck of ideological and political education. Although China's colleges have combined network teaching, but most of them are still carried out in the way of offline classroom, online classroom is relatively insufficient. I think it can be changed from the following aspects. First of all, teachers can use network new media to carry out online teaching, such as MOOC and cloud classroom, so that students can accept the learning of traditional culture at any time when there is network. In addition, teachers can also take novel ways to regularly publish video articles on politics and traditional culture on WeChat, QQ group, microblog, douyin kuaishou and other network platforms, so as to catch students' eyes instantly when they are watching videos. At the same time, students are encouraged to provide creative ideas and actively participate in the production of pushing videos, so that students can gain a sense of accomplishment in the process of reading and watching or participating in the production, and improve the education quality and cultural connotation. Finally, schools can set up special topics related to traditional culture in the portal website and columns in the radio station, and regularly play related songs or stories to attract students to participate in the discussion of traditional culture, so that students can deepen their understanding of excellent traditional culture under the influence of what they hear and see.

4. Conclusion

In general, Chinese excellent traditional culture of our country's historical civilization, is an important source of socialist core values, is a perennial forward development the important guarantee of the Chinese nation, need to inherit and carry forward of contemporary university students. As an important base for cultivating talents, the school should have the courage to innovate, be down-to-earth, be based on practice, and integrate the excellent traditional Chinese culture into the ideological and political education. In this way, we can improve the quality of classroom teaching, improve the classroom teaching system and teaching methods, strengthen the design of campus culture, expand the scope of social practice, and innovate the application forms of network media, so as to cultivate generations of young people of the new era with a strong sense of family, positive attitude and good morality.

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