

Inheritance and Innovation of Excellent Traditional Chinese Culture in the New Media Era

CAI Guizhen

School of Marxism, Minjiang College, Fuzhou, 350108, China

Keywords: New media, College students, Inheritance, Excellent traditional Chinese culture

Abstract: As socialism with Chinese characteristics has entered a new era, cultural construction has been promoted to a higher level, college students as successors, in the process of building a cultural power, it is more necessary to strengthen cultural confidence, and strive to inherit the excellent traditional Chinese culture. Therefore, this paper focuses on college students, a typical group, as the research object, and combines new media technology to inherit excellent traditional Chinese culture, which plays a good role in promoting college students to practice socialist core values and improve their comprehensive quality, and is of greater significance to the construction of a socialist cultural power. This is a relatively important theoretical problem, but also the paper tries to solve the practical problem.

1. Introduction

Culture is the soul and root of a nation. The excellent traditional Chinese culture is the spiritual lifeline and wisdom crystallization preserved by the Chinese nation after being tempered in the tide of thousands of years of history. It is the outstanding advantage of the Chinese nation and the most profound cultural soft power of modern China. The report also pointed out that the party's 19: "cultural self-confidence is a country, a nation developing more basic, deeper, more lasting power", we must "in-depth excavation of the Chinese excellent traditional culture contains the thought idea, the humanistic spirit, ethics, combining with the time request inheritance, innovation, let the Chinese culture shows a permanent charm and times wind calculation".

At a symposium on literature and art work held in 2014, Xi Jinping pointed out that "fine traditional Chinese culture is the spiritual lifeblood of the Chinese nation. We should carry forward and carry forward fine Chinese culture in light of the conditions of the new era." In the same year, the Ministry of Education issued the Guidance Outline for Improving the Education of Excellent Traditional Chinese Culture, which defined the responsibility of carrying forward excellent traditional culture that college students should undertake in the form of documents, and required the construction of an online education platform of excellent Chinese traditional culture for college students that constantly ADAPTS to the development needs of The Times^[1].

In 2017, The General Office of the State Council and the central committee of the communist party of China jointly issued "on the opinions of the Chinese excellent traditional culture inheritance development project", this is the first time since the founding of the party and the government on the development of Chinese excellent traditional culture of the combination of theory and practice of the comprehensive system of opinions, advice to set up the basic form to 2025 the overall goal of the Chinese excellent traditional culture inheritance development system, in theory research, education popularization, and protection of the heritage has made important achievements.

As an important carrier of the inheritance of Chinese excellent traditional culture, higher education has an important guiding significance for the in-depth exploration of the rich resources of Chinese excellent traditional culture, the active exploration and innovation of the inheritance mode of Chinese excellent traditional culture, the improvement of the moral cultivation of contemporary college students,

and the promotion of the construction of a strong socialist culture. At the same time, as the main force of carrying forward and inheriting the excellent traditional Chinese culture, as a group with especially active thinking and extensive absorption of network information, college students are excellent candidates to use new media to innovate and inherit the excellent traditional Chinese culture^[2]. Therefore, it is very beneficial to popularize the knowledge of Chinese excellent traditional culture and strengthen the inheritance of Chinese excellent traditional culture for the growth of college students and the promotion of national cultural soft power^[3].

As is known to all, with the development of science and technology, the new media based on Internet information technology has become the most powerful media in the world, which has brought a brand new communication mode and concept to the whole society. As the main channel for college students to obtain information and communicate, new media has exerted a profound influence on their learning and life style, value orientation and psychology^[4]. College students have become one of the most active and extensive groups using new media. As an important carrier of cultural communication, new media plays an important role in the inheritance of excellent Chinese traditional culture. The rapid development of new media provides a brand new way of thinking for us to promote the popularization and dissemination of excellent Chinese traditional culture.

Along with the accelerated development of China's economy, some excellent traditional Chinese culture has been ignored or even lost^[5]. Therefore, under the background of the rapid development of new media, college students can take the initiative to inherit the excellent traditional Chinese culture, and how to closely combine new media technology with the inheritance of excellent traditional Chinese culture are all worth our research and analysis. With this as the research background, the use of new media to promote the effective inheritance of college students' excellent traditional Chinese culture has become an important subject that the current college educators must face and pay for before they can solve^[6].

The formation, development and inheritance of excellent traditional Chinese culture has a long history, but after thousands of years of development, the space for development is squeezed, and the inheritance momentum is restrained to a certain extent. "Let a hundred flowers bloom and bring forth the new" is the only way for cultural prosperity and development. When the space for the development of excellent traditional Chinese culture is obviously shrinking, it is necessary to bring forth the new through the application of tools in the new era.

The research purpose of this paper involves the following two aspects:

In modern society, while traditional culture carries the convenience of new media, certain inheritance crisis appears. Under the background of exploring the current situation of college students inheriting excellent traditional Chinese culture under the new media environment, this paper analyzes the series of influences brought by new media, discusses the causes of negative influence, and realizes the overall construction of relevant theoretical information^[7].

Combining traditional and new media forms, forms of education through new media advantage, to the excellent traditional culture to the college students' group, puts forward new media to overcome effectively the negative influence of inheriting Chinese excellent traditional culture of college students methods, finally put forward the application of new media to strengthen college students' inheriting Chinese excellent traditional culture of some concrete countermeasures, in order to realize university students creative inheritance and development of Chinese excellent traditional culture provide the possibility^[8].

2. New Media Has a Negative Impact on College Students' Inheritance of Excellent Traditional Chinese Culture

In this period of rapid development of new media, new media by virtue of their own advantages, expand the relevant cultural information channels, to achieve the richness of communication methods^[9].

However, the inheritance that contemporary college students can achieve is also impacted by the new media from different aspects: in terms of cultural communication content, western culture is constantly importation and occupies a large market; In the aspect of information discrimination, college students tend to lose their judgment direction when facing a large amount of information. In terms of information recipients, the rapidity and directness of new media make information recipients accustomed to relying on network tools and lack of independent thinking. In terms of platform security, new media itself is in the process of development, with limited supervision and insufficient information security guarantee for users.

2.1 Impact of Chinese and Western Cultures in New Media Communication

Western culture originated from ancient Greece, Roman culture and Hebrew culture. The Western culture mentioned in this paper mainly refers to the major capitalist countries in Europe and the Europeanized North America, which have formed a unique cultural system by combining with their regions in the long-term social practice of transforming nature. Western culture, as a direct reflection of western social politics and economy, is in essence an ideology that reflects the fundamental interests of the bourgeoisie.

Since the 1990s, developed countries in Europe and the United States have been the main voice of the Internet. This is because the Internet platform was built in these countries first, but it also shows that in the era of knowledge economy, the party who has the information data will always be able to occupy the information highland. Take the United States as an example, it is the first country in the world to start the information superhighway. At present, the United States occupies at least 70% of the global database. This absolute advantage in network technology and information resources makes American culture absolutely dominant in modern global culture. For example, Facebook (Facebook) and Google (Google), which have the widest range of applications in modern society, are both the first emerging new media platforms in the United States. We also know that European and American countries have a high degree of recognition for the Internet and have achieved remarkable results in the penetration of cultural information. Therefore, more and more western countries gradually cover developing countries with western cultural information and cultural products through new media means. These cultural products either openly or implicitly promote their political system, values, ideology and lifestyle, so as to impart Western culture imperceptibly, impact the mainstream ideology of society, and cause a crisis of public belief to a certain extent.

Since the intercultural communication, different cultural backgrounds and thinking patterns influence each other, and the Chinese and western cultures merge and conflict in this process. Under the strong penetration of western culture with the help of new media, the excellent traditional Chinese culture has been strongly impacted. Among them, Western cultural hegemonism advocates cultural “cosmopolitanism”, which makes Chinese abandon their national cultural values and lose their cultural self-esteem. On the one hand, the powerful western culture implements its political and economic model to achieve the purpose of dividing and westernizing China; on the other hand, it promotes spiritual and cultural products to Chinese society, which constantly erodes people's values and cultural belonging. Nowadays, all kinds of consumption and entertainment information are shared around the world, and the West makes further use of new media to carry out online marketing, which accelerates the challenge and impact of Western culture on the excellent traditional Chinese culture.

With the continuous improvement of the communication power and influence of new media, more and more college students become the main users of new media, and more and more harmful information is received by college students. For them, mainstream ideology can easily affect their values and thinking patterns. Western cultural products are novel in form, fast in updating and full of imagination, which enables college students to quickly master relevant information in the process of pursuing new things. For example, films, music, technology and so on have become the object of the pursuit of college students. Moreover, European culture emphasizes independence and freedom, which

is very close to the psychological age of college students. Many students will hold a cultural view similar to their own thinking mode, and thus question and disdain traditional Chinese culture.

Advanced culture has brought people a very convenient way of production and life, and the reception and understanding of traditional culture has gradually decreased. Although there are a lot of loss in the historical changes of Chinese culture, the inheritance of excellent traditional culture is very important. It is precisely because of the existence of such cultural characteristics that it becomes more and more difficult to preserve the core of excellent culture in modern society. In this case, how to guide college students to adhere to the correct value orientation, improve the mainstream consciousness of society, is one of the problems we must face.

2.2 College Students Have Not Yet Perfected Their Information Discrimination

Based on the correct understanding and expression of information needs, the ability to accurately judge, analyze and choose related information in the retrieval system, namely the ability to identify information. With the current development of information technology, the number of Internet databases has been quite large, and the speed of information transmission has been greatly improved. Faced with such a situation of too much information, college students need to recognize, understand and identify the corresponding traditional cultural information from the new media, so as to correctly judge the value of information and obtain useful cultural information from it, so as to better play the role of new media to inherit the excellent traditional Chinese culture.

The fine traditional Chinese culture has extensive and profound contents. Although some Internet users may release culture-related information, inheriting traditional culture through new media platforms does not mean browsing and learning on platforms at will. In the face of numerous cultural information, especially in the face of a large number of false, inferior and wrong phenomena, if there is no complete information identification system, college students are extremely easy to be misled. A complete information identification system requires users to have a certain professional knowledge reserve, a higher level of language knowledge, and a skilled grasp of information retrieval skills. When it is clear what information is really needed,

The authority, accuracy, objectivity, novelty and reliability of the network resources should be fully evaluated.

In many regions, especially the college students are admitted to the university later began to live independently, and adolescent students themselves are in a critical period of shaping the correct values, this situation lead to college students' mental state is not very mature, to the thing judgment ability is limited, and relatively active and ideology, the complicated social reality of feedback is fierce, the behavior way, way of thinking is easy, several changes in the short term. In terms of cognition, emotion, will and self-cognition, college students in this age group are in the process of development and transformation. In many cases, lack of practical experience leads to an immature value system and obvious non-standardization in judgment and evaluation of specific affairs. According to the change of ideological results caused by multicultural impact, the value orientation of college students is relatively vague. College students are curious about new things, and they can get extremely fast information dissemination every day on the new media platform. Such all-round and multi-angle research and understanding of things enable college students to quickly connect with the world while pursuing individuality.

With the passage of time, people born in 2000 have become a new class of college students, and more and more diversified ways of thinking have been highlighted in the young people. However, due to the low age level, these young students are still unable to have a clear cognition of the reality in the society, which leads to the deviation in information selection. With the advent of the era of knowledge explosion, new media can provide constantly updated network information content, which completely changes the passive way of receiving information of college students and enables them to search the unknown world that they are interested in with a positive attitude. In the personalized environment of

new media, college students can take their own will as the core and make new media as an important tool to promote the development of their thoughts through the pursuit of their beliefs and ideals. For this reason, colleges and universities should attach importance to ideological education, and let college students recognize the correct values through positive education consensus, so that when they encounter negative information on the Internet, they will have cognitive deviation and waver. The construction of campus behavior culture of college students is not only related to the mainstream values of socialism, but also related to the optimization of ideological education results, which is an important task for ideological educators at present.

2.3 College Students Tend to Have a Sense of Dependence on New Media

The new media platform with the Internet as the carrier has the characteristics of open and virtual network, which enables college students to get extremely fast information communication speed, but also leads to a collision phenomenon of information fast food. The fast communication function of the new media platform can realize the instant, rich and quick summary of information, so that people can retrieve the necessary information at any time. This new media fast consumption information circulation mode, if the exposure time is too long, will inevitably lead to excessive dependence on media resources, which is easy to disrupt the independent thinking ability of college students, so that college students' interpersonal relationship in reality is constantly loose.

With the continuous improvement of the functions of online social media APPs, all kinds of online social networking have become the main way of life for college students. In real life, there is little face-to-face communication between people, and the interpersonal communication ability is easily weakened. Especially for students who are shy and not good at face-to-face communication and expression, these methods provide convenient communication channels for them and enable them to freely express their emotions, but also block their voice, intonation and facial expression information in real communication. The new social mode brought by new media can bring people a better sense of concealment, but it is also easy to cause new social barriers due to over-dependence.

In addition, the questionnaire survey, in the process of inheriting Chinese excellent traditional culture, when college students meet some difficulties, 40.74% of college students will first choose to use search engines to find the answer, with 25.44% of college students will choose to knowledge and rich experienced teachers for help, directly find classmates around to discuss how to solve the accounted for 17.54%, willing to take the time to go to the library to query data to only 11.99% of college students, and 4.29% of college students through various social platforms for post to obtain the net friend help.

Therefore, it can be seen that modern new media information communication tools can spread and extend traditional culture in the form of pictures and texts, provide a better basic environment for the construction of traditional cultural knowledge system, and provide assistance for college students to search for more cultural knowledge. However, when college students have questions to answer, the network search engine will give the most direct answer information, which is completely in line with the utilitarian tendency of college students. As a result, many college students are less keen on deconstruction of the knowledge process and only rely on the answers provided by the Internet, which results in the continuous weakening of the way of thinking of students and the gradual decline of their independent thinking ability, thus restricting their thinking and exploration in inheriting the excellent traditional Chinese culture.

3. There Are Certain Loopholes in the Self-Construction and Supervision of New Media

3.1 Lack of Self-Construction of New Media

First, the new media landscape is more complex. All kinds of new media platforms engaged in news and information services in China are constantly optimized, and this change trend is very obvious.

Specifically, it includes three aspects: first, the modernization of traditional media, through the establishment and merger of websites to achieve a strong intervention in the Internet field and expand the space for business promotion; Second, private capital and traditional industry enterprises take the investment in new media as a new economic growth point, making the capital structure of new media more and more complex and diversified. Third, large overseas Internet enterprises grab the Chinese market in large numbers, making China's local new media, especially key news websites, face greater competitive pressure.

Secondly, the core technology of the network is controlled by others. The news media revolution caused by the rapid development of information technology has also raised some important problems to be solved. Developed countries have advanced network industry, master the “source code” of Internet information technology, and always stay at the top of Internet information, and their technological innovation ability is very strong. Intellectual property rights related to the production and manufacture of computer and network hardware are basically monopolized by big countries, and it is not realistic to break this monopoly in the short term. With its monopoly position on the core international Internet technology, the development space of network media in developing countries is squeezed.

Finally, the concept of network culture is conservative. Network is a kind of technology, but also a kind of culture. The network culture should be the spiritual activity product realized through the creation of new culture in the network space. Including the extension of movies and news on the Internet, but also include online games, network activities and other cultural forms based on network technology. According to the development of the modern network cultural industry, many people's attitude is still rather vague. On the one hand, they enjoy the convenience brought by the network culture, on the other hand, they view the development of the network cultural industry with an inherent thinking mode. This kind of contradictory cultural concept is both conservative and radical, but it is a normal instinctive reaction. In the development process of the network cultural industry, it will also be affected by the preferences of the public under this psychological state.

3.2 New Media Supervision is Not Strict Enough

First of all, key news websites need to be strengthened. Key news website is the main train of thought to expand the influence of network mainstream public opinion. The hot spots and focal points of network public opinion often come from the mainstream portal websites. Some key news websites with rapid development and gradually expanding influence have become important channels for people to obtain news and information. However, most of them are created according to the needs of news organizations, and they are affiliated platforms. In the early stage, they must rely on the advantages of the headquarters in various aspects to quickly gather resources. Business expansion and intensified competition show that the current management operation mechanism is not in line with the market economy, and we should transform the operation of enterprises as soon as possible through some means. However, at present, there are still some problems, such as lack of system and mechanism, weak independent management ability, lack of motivation for self-development, single service function, low management efficiency, and obvious deficiencies in information content, technical support, market operation, user service, etc., which are the bottleneck restricting the development of key news websites.

Moreover, the Internet era is in urgent need of interdisciplinary talents. The rapid development of network media industry has formed a sharp contradiction with the increasingly scarce talents. Compound talents mean that they understand both a line of business and news knowledge. The demand for talents is really restricting the development of new media industry. A few years ago, just by the labor department of a class of professional “web editors,” specific can be classified as art, technology and content editors. At present, many of the talents in this profession are directly transferred from traditional media or from computer technology-related industries, and it is very rare to find compound talents who can realize the overall planning of editorial elements. In colleges and universities, there is no training system for talents related to new media.

Based on the above analysis, the double-sided nature of new media can not only enrich the content of excellent traditional Chinese culture and provide better ways for college students to inherit traditional culture, but also weaken the mainstream consciousness of traditional culture, impact the thinking mode of the inheriting subjects and weaken the innovation and inheritance ability of college students. Therefore, this trait requires college students to give full play to the advantages of new media and avoid a series of disadvantages brought by new media in the process of inheriting excellent traditional Chinese culture. At the same time, modern university educators should make use of new media technology through ideological and political education to promote the inheritance of excellent traditional Chinese culture.

4. Countermeasures to Strengthen College Students' Inheritance of Excellent Traditional Chinese Culture by Using New Media

For the construction of new media platform, Internet technology and digital technology are all important basic conditions. In the implementation of excellent traditional Chinese culture, the application of new media technology to transform its specific form of modernization and show it to be accepted by college students has certain obstacles in practice, but it is particularly important. Therefore, for Chinese university educators, they should build up the initiative advantage of the audience through the play of new media technology, and promote the dissemination of traditional culture with positive media advantage.

4.1 Strengthen the Construction of New Media Platforms

Cai Wu, Minister of Culture, commented on the inheritance of traditional culture. He believed that the inheritance was not enough to be down to earth and reflect the spirit of The Times. This non-popular way of information exchange would lead to serious impenitence. As the advantages and characteristics of new media are highlighted, we can complete the popularization and promotion of traditional culture through the construction of new platforms, and make use of new media to influence people all the time like the air, and become a positive spiritual force to guide people all the time.

College students are the main body of the successors of new media and the most important participants and constructors of new media application. They are quick to accept new things and keep the level of new media usage on the rise. In order to meet the use needs of college students and to better promote the inheritance of excellent traditional Chinese culture, new media communication in colleges and universities is facing higher requirements.

Innovative use of new media tools is the deep-seated demand of new media communication. This requires colleges and universities to explore the functions of new media, to create new campus media that adapt to the characteristics of college communication, and to achieve valuable and benign interaction with college students through new campus media as far as possible. In addition, the relevant construction of new media on campus should change the original form of compulsory indoctrination, so that college students can learn independently, apply the functions of new media tools with an active attitude, and realize the construction of interactive teaching mode. Only in this way, through the deduction and development of new media teaching content, the actual situation of college students is determined. Then through the study of the subject state of students, to judge the inheritance of Chinese excellent traditional culture; Finally, the role of new media technology can be realized according to the corresponding interactive mode, so that colleges and universities can become one of the important places for the education of Chinese excellent traditional culture and one of the main fronts for the promotion and dissemination of Chinese excellent traditional culture.

In order to create campus new media that can adapt to the communication characteristics of colleges and universities, it is also very necessary to establish the database of excellent traditional Chinese culture materials, which involves not only history, literature and religion, but also the latest form of

information release. In recent years, Chinese college students have become more and more accepting of virtual social platforms. Many students mainly exchange information in these virtual social environments. Basically, they can grasp the latest information content by logging on Weibo, WeChat and Renren. For colleges and universities, each department should open an official microblog WeChat account. By constantly updating the latest dynamic information, students can obtain the most direct cultural knowledge content in time, which is the most popular interactive platform among college students. In this case, we can see that it is necessary to ensure that all kinds of materials in traditional culture can be delivered to the client of college students in a timely manner, and ensure that students can share information to different personal platforms, including WeChat Moments, QQ groups, personal microblogs and so on. This communication mode not only enables college students to express their positions, attitudes and opinions to others, but more importantly, enables information resources to expand and spread outwardly to the greatest extent, so as to realize the interaction of information resources in a way that complements campus culture.

In the process of the development of current new media platform, more and more college students gathered on the Internet platform, as long as it is the traditional culture have to explore and understand the spirit of the group, are able to directly based on the Internet for different categories of Chinese culture, according to the history of Chinese cultural information flow, choose the most interested topic to browse at any time. Nowadays, many websites with the theme of fine traditional Chinese culture have been set up, including China Classics Network, Chinese History Museum, Chinese Wanli Year and so on, all of which are professional websites.

Modern college students are more flexible to inherit excellent traditional Chinese culture, so they can collect relevant information through various theme websites. For people, the theme website belongs to the existence of a digital museum, which integrates the technology of traditional museum and new media to create a unique and charming website form. Theme website mainly through the text, pictures, audio and video as well as physical simulation and other means to establish different themes, content, regional related columns, the excellent Chinese traditional culture more comprehensive display. Through the theme website, college students listen to relevant cultural information with the help of audio playback technology; With the help of video technology, watch the artistic performance of traditional culture; With the help of character recognition technology, understand the cultural connotation of text works; With the help of virtual reality technology and 3D animation technology, virtual perception and touch of cultural relics are realized. All of these technologies can enable college students to understand relevant traditional cultural knowledge in an intuitive way. The new media technology establishes the theme website, which can realize better protection of goods, provide three-dimensional browsing mode with network promotion value for college students, and ensure that traditional culture has richer value. This is an important prerequisite for the excellent traditional Chinese culture to be widely publicized, and also the basis for the optimization of modern college students' cultural and artistic accomplishment.

In addition, learning websites with excellent Chinese traditional culture as the theme, on the basis of keeping pace with The Times, also need to set up special learning columns, provide special discussion area, and pay attention to the guidance of public opinion of the theme website. The establishment of post bars and forums in most colleges and universities not only provides new ways for college students to inherit traditional culture, but also guides public opinion. From the perspective of the role of new media in the guidance of public opinion, news and forums of relevant universities form an official information transmission mode, which can provide better ways for college students to gather information. The establishment of such an official information platform can promote college students to participate in the information dissemination, and promote the improvement of college students' positive thinking mode through the grasp of college students' ideological dynamics and the dissemination of positive energy information. Thus it can be seen that the communication mode of excellent traditional Chinese culture can be correctly guided by media opinions, especially providing

new media inheritance channels for college students under the age level, so that they can establish a way of thinking in line with the characteristics of cultural communication as soon as possible.

4.2 Improve the Education Methods of Excellent Traditional Chinese Culture in the New Media Environment

Through the analysis of the inheritance effect of college students on excellent traditional Chinese culture, we can see that the construction and optimization of teachers as the starting point can ensure the optimization of knowledge education system and improve the ability of college students to inherit traditional culture in the new media environment. To handle all these tasks well, we need to strengthen the use of new media, optimize and upgrade the media literacy of teachers, give play to the leading role of teachers, and form a good campus education atmosphere.

In the era of new media, the communication between teachers and students can achieve a more reasonable effect of online communication through online platforms. By optimizing guiding countermeasures, teachers can fully grasp the teaching effect of college students. Therefore, in order to significantly improve the comprehensive ability of teachers, instead of simply emphasizing teaching techniques, they should conform to the characteristics of The Times and meet the needs of college students to inherit excellent traditional Chinese culture, strengthen the training of new media skills, apply relevant new media technologies to practical teaching, and improve the transmission efficiency of traditional culture.

First of all, relevant theoretical lectures can be carried out. The theme of the lecture can include the popularization of basic theoretical knowledge related to new media; The thematic interpretation of Chinese excellent traditional culture and so on. Theoretical lectures can well help teachers make up for the weakness of basic knowledge in a certain field, and give play to the field they are good at, and can also better teach in the classroom. Secondly, arrange the corresponding practical training. The form of practical operation training can be unified, and new media tools can also be used to guide teachers to operate. Practical training content should be very targeted, such as WeChat public account training, can be for the establishment of traditional culture propaganda teachers. In WeChat platform, gathered by the public, push, data statistics, multiple functions such as interaction, teachers by creating a public, traditional culture, traditional culture can be released at any time in the public project knowledge, students can not only real-time receiving special traditional culture knowledge, can also through the search keywords to find your interested. Another example is micro-class training, which can be aimed at all teachers. Micro-class is of great help to teachers in teaching. It mainly carries out teaching activities centering on the difficult and complex points of teaching. Micro-class can not only assist teachers in teaching, help them better understand the knowledge of key and difficult points, but also compare and study with peers to promote teachers' continuous progress.

To sum up, in the whole process of the construction of the identity of excellent traditional Chinese culture, both students and teachers must undertake their own historical responsibilities and make modern teachers become one of the important subjects of the promotion of traditional culture in society through the inheritance and development of national spirit. For the teachers, they should improve their own cultural quality to realize the highlighting of the teaching effect of students. As a college teacher, he should provide better guiding principles for students through the comprehensive improvement of his own quality, and become a favorite teacher of students, so that students can learn from teachers as an example, and improve the implementation of excellent traditional Chinese culture through the interaction between teachers and students.

5. Acknowledgment

The construction project of the Ministry of Education about the model marxism college and excellent teaching and research team “Teaching and Research on the Integration of Chinese Excellent

Traditional Culture into the course of Basic Principles of Marxism” (17JDSZK076) in 2017.

References

- [1] Pedeliento G , Bettinelli C , Andreini D , et al. Consumer entrepreneurship and cultural innovation: The case of GinO12[J]. *Journal of Business Research*, no.92, pp.431-442, 2018.
- [2] Samson D R , Crittenden A N , Mabulla I A , et al. The evolution of human sleep: Technological and cultural innovation associated with sleep-wake regulation among Hadza hunter-gatherers[J]. *Journal of Human Evolution*, no.113, pp 91, 2017.
- [3] D'Errico F , Africa Pitarch Martí, Shipton C , et al. Trajectories of cultural innovation from the Middle to Later Stone Age in Eastern Africa: Personal ornaments, bone artifacts, and ocher from Panga ya Saidi, Kenya[J]. *Journal of Human Evolution*, no.141, pp 102737, 2020.
- [4] Del Giudice M , Della Peruta M R , Carayannis E G . Thematic Issue on: Knowledge Management Practices and Cross-Cultural Innovation Within Global Contexts[J]. *European journal of international management*, no.11, pp 383-387, 2017.
- [5] De R , Goulart C , José, et al. Reversion by calcium of a yeast-like development to the original filamentous form, of the 10V10 5-fluorocytosine-sensitive mutant of *Aspergillus niger*[J]. *Brazilian Journal of Microbiology*, vol.36, no.3, pp.313-314, 2005.
- [6] Tyson H , Karline Wilson - Mitchell. Diversifying the Midwifery Workforce: Inclusivity, Culturally Sensitive Bridging, and Innovation[J]. *Journal of Midwifery & Women's Health*, vol.61, no.6, pp.12-20, 2016.
- [7] Aquilani B , Abbate T , Codini A P . Overcoming cultural barriers in open innovation processes through intermediaries: a theoretical framework[J]. *Knowledge Management Research & Practice*, vol.15, no.3, pp 1-13, 2017.
- [8] Lahiri M , Santosa A , Mujumdar S , et al. ISQUA18-1769 Developing A Culturally Relevant Quality and Innovation Distinction Track for Residents in Training[J]. *International Journal for Quality in Health Care*, no. s2, pp 57-57, 2016.
- [9] Landoni P , Dell'era, Claudio, Frattini F , et al. Business model innovation in cultural and creative industries: Insights from three leading mobile gaming firms[J]. *Technovation*, pp 92-93, 2020.