

Research on the Education Mode of Application-oriented Universities Integrating Regional Traditional Culture

Xu Zhou¹, Changjiang Li¹, Ou Sun²

¹Heilongjiang Institute of Technology, School of Marxism, Harbin, 150010, China

²Heilongjiang Institute of Technology Colegel of Materials and Chemical Engineering, Harbin, 150010, China

Keywords: Regional integration; The mode of education in universities; Applied universities

Abstract: Inheriting and developing excellent traditional Chinese culture is the historical mission of cultural education in universities. The research on the integration and innovation of fine traditional culture and university cultural education mainly includes three aspects: firstly, there is an inherent correlation between fine traditional culture and university cultural education. Secondly, the excellent traditional Chinese culture has valuable significance in achieving cultural education in universities. Thirdly, the integration of excellent traditional Chinese culture and university culture provides innovative ideas such as clarifying educational goals, enriching educational resources, and innovating educational methods. The excellent traditional Chinese culture has accumulated over thousands of years of historical changes, embodying the mysteries of the Chinese nation that have been constantly evolving for thousands of years. It contains rich cultural resources, and historical experience has proven that only those who do not forget the basics can move forward better, and only those who are good at inheriting can innovate. From the perspective of the integration of excellent traditional Chinese culture, this article studies the path of integrating excellent traditional Chinese culture into the education system of local normal universities through enhancing theoretical foundations and diversifying practical factors. This can clarify the training methods for excellent educators and promote the continuous growth of the domestic education practice team.

1. Introduction

With the continuous advancement of reform and opening up, China's social form has also undergone earth-shaking changes, from the previous planned economic system to market regulation, thus embarking on a new development path. Facing the characteristics of diversified development of our society, coupled with the rapid development of network technology, it has triggered a global ideological agitation, and people's thinking has also broken the previous rigid model, and began to become active, with more new ideas and insights [1]. Throughout China's education, especially higher education is a level education to cultivate high-level and advanced professionals, there are still many students' cognition of China's excellent traditional culture in the stage of four books and five classics, red tape and even misunderstandings, which is not unrelated to the current education mode in university [2]. At present, most of China's university are in the traditional moral education and the education mode of strengthening the cultivation of talents that meet the needs of society. As the information resource center and knowledge dissemination and exchange center, university library is an important part of the "three-round education" system in universities [3]. Therefore, university libraries should integrate the concept of "three-round education" into the service management system and explore the service model of "three-round education". Under the background of "three-all-round education" era, as a gathering place of excellent traditional cultural resources, exploring the service mode of "three-all-round education" from the perspective of excellent traditional culture can not only provide reference for its "three-all-round education" service, but also inherit, innovate and develop excellent traditional culture [4]. Under the dual effects of economic globalization and multi-polarization of the world, the competition among countries is mainly concentrated in the competition of talents, education and science and technology,

which makes university devote more and more energy to the teaching and practice of students' professional skills, thus making the traditional culture and education in their own country fade, which has appeared in many countries around the world [5]. In China, although it has been strongly advocated to attach importance to the education of fine traditional culture, and a series of related principles and policies have been promulgated, the effect is not ideal. From the school level, university, as the main positions of ideological and cultural communication of college students, should unswervingly do a good job in moral education construction in university, and at the same time make good use of fine traditional culture, a unique culture in China, to integrate into moral education in university. On the basis of improving moral education in university, they can further play their responsibilities of publicizing and carrying forward fine traditional culture [6]. Therefore, for university, it is necessary to identify the combination of traditional culture inheritance and higher education, and create a cultural inheritance and innovative education model with its own characteristics in the view of traditional culture inheritance and the development direction of the school, so as to realize the creative transformation and innovative development of excellent traditional culture. The cultural inheritance and development of university in the new era need to fully tap and use the value essence of excellent traditional culture, carry out cultural education that integrates Chinese excellent traditions, and enhance cultural self-confidence [7]. This article is based on the rapidly developing network era and the widespread application of multimedia technology. In response to the new social development situation, the popularization of network technology and the enhancement of the communication ability of mass media, combined with some new phenomena in today's society, analyzes the opportunities and challenges faced by the integration of excellent traditional Chinese culture and moral education in universities under the new situation.

2. Research on the Education Model of Applied Universities

2.1. The significance of integrating traditional culture into the education model of universities

In China's long traditional culture and education, many scholars have summed up many insightful "ways to learn". For example, Confucius, a great thinker and educator, said, "Learning without thinking is useless, and thinking without learning is dangerous", which is still useful in our study today [8]. The incisive exposition of the same determination to serve our country, work hard for the people, improve our conduct and move towards success is still particularly important in the talent training of our university today. As we all know, Confucian culture is the mainstream culture in Chinese traditional culture. As the founder of Confucian school, Confucius' theory can be mainly summarized into three major contents, namely, moral theory, political science and education theory, in which moral theory occupies a dominant position. In Confucius' view, the essence of social relations is interpersonal relations, that is, moral relations between people [9]. As far as the country is concerned, ancient China can be said to be an open country. On the one hand, it is the exchange and cooperation among the internal vassal countries, on the other hand, it is the communication and exchange with other countries in the same period. Through these two aspects of communication and communication, Chinese traditional culture has formed an inclusive feature. In the development of the historical process, it has continuously improved itself to meet the needs of social development [10].

At present, most universities and enterprises that carry out deep integration of industry and education rely on acquaintances or alumni to maintain their relationships, and lack standardized long-term cooperation mechanisms to ensure deep integration of industry and education, making the integration of industry and education in some applied universities a mere formality. According to the relevant report from the Higher Education Teaching Evaluation Center of the Ministry of Education, the depth of cooperation between industry and academia in higher education in China is currently insufficient, and cooperation remains mostly superficial, with a generally low level of enterprise participation. In terms of the collaborative education work between applied universities and enterprises, in the face of the new educational model of collaborative education, the

government, industry enterprises, schools, students, and parents are still at a certain stage of being at a loss, and lack a clear understanding of their own objective needs. Education is not like producing products. Education itself has a long cycle, delayed effectiveness, and ambiguity. It is even more difficult to predict what results can be achieved through cooperative education. From this, it can be seen that strengthening the organic integration of excellent traditional Chinese culture and moral education in universities under the new situation is conducive to better practicing and promoting socialist core values on university campuses, allowing contemporary college students to find their own position in the complex and complex world, determine their own learning and living standards, and better lay a solid foundation for building socialism with Chinese characteristics.

2.2. The Internal Relationship between Excellent Traditional Chinese Culture and Cultural Education in Universities

The essence of educating people in university is the embodiment of culture's own function, which is intrinsically and naturally closely related to culture. The educational practice activities carried out in the process of educating people in university follow certain concepts, standards and norms to provide purposeful and planned guidance and education to the educated subjects, which is the inheritance and development of China's traditional culture and reflects the core values of a country and a nation. This has something in common with the concept, function and goal of educating people in university. The education work in university should have educational responsibilities. Because the embedding of traditional culture in education really internalizes students' correct outlook on life and values and externalizes it into an act of removing utilitarianism and inertia. Therefore, the integration of traditional culture into the mode of educating people in university is not only conducive to realizing the organic combination of the inheritance of traditional culture and the concept and practice of educating people in university in a real sense, but also to solving the inherent requirement of insufficient understanding of traditional culture in some university. It is also beneficial for university to enhance the national self-confidence of contemporary college students with the help of excellent traditional cultural charm and spiritual strength, and to enhance their self-humanistic quality and the inspiration of their goals; It is more conducive to the urgent need to realize national rejuvenation. It deeply analyzes the important position of honesty in fine traditional culture from ancient times to the present. After a long historical process, these ideological principles still play an important role in contemporary China.

Although China's economic system has shifted from a planned economy to a market economy, this does not affect the important position and role of the principle of honesty in the entire process of economic activities. Excellent traditional cultural resources require close cooperation between the leadership and business departments of university libraries from collection and purchase to circulation and utilization, such as decision-making by the leadership, research, budgeting, procurement, cataloging, and retrospective database construction by the collection and compilation department, listing, promotion, borrowing services and feedback from readers by the circulation department, reader training and Q&A by the reference consulting department, database construction by the technical department, and collection of various data Statistics and feedback. Based on the needs of new economic formats, new lifestyles, and new operating models brought about by the new technological revolution, combined with the upgrading of regional industrial structure and the demand for talent cultivation in the "Four New" construction, focusing on the employment characteristics of each major, the training objectives for applied talents are clarified, and the talent training plans for each profession are optimized to cultivate students into "four in one" composite talents with new knowledge, new consciousness, new abilities, and new qualities.

3. Research on the Education Model of Applied Universities Integrating Regional Traditional Culture

3.1. Systematic Construction of Traditional Culture Curriculum

From the content of traditional culture, we should guide college students to carry out theoretical

research on traditional culture, and learn relevant theories of fine traditional culture from reading classic books on traditional culture. At the same time, let students grasp the spirit of the Chinese nation. The purpose of learning Chinese cultural knowledge is to better carry forward the national spirit. Strengthening the theoretical foundation of local normal universities with the help of fine traditional culture, one is to highlight the theoretical guiding role of traditional culture and reflect the connotation of the education system of normal universities with the "people-oriented concept". That is to say, the construction of education system does not mean simply spreading ideas, but organically combining "words and deeds" with "example" to show the inherent theoretical value of fine traditional culture; The second is to innovate the education system with traditional culture as the carrier. In other words, the integration of traditional culture should reflect the change that highlights the internal innovation and innovative ability of the education system in local normal universities.

From the perspective of the practical value of traditional culture, the educational goal of traditional culture is to cultivate socialist builders. Through continuous learning from traditional culture, we deeply understand that as one of the few socialist countries in the world, China's educational goal is to cultivate socialist successors. At present, higher education should be based on its own development reality and characteristics, break down barriers between departments and disciplines, and make it a compulsory course for various disciplines or a general course for schools. Through correct guidance, it should subtly influence and deepen students' understanding and cognition of traditional culture, transforming from passive indoctrination of "scratching the skin and itching" to proactive exploration and learning. The connotation of this model is: relying on the traditional culture experience center of modern information technology to form a cultural "situation" that plays up emotions, set up a "curriculum" for the systematic understanding of traditional cultural knowledge, achieve cultural "inheritance" by participating in the real projects of professional master studios, and achieve cultural "dissemination" through the activity experience of student associations. As shown in Figure 1.

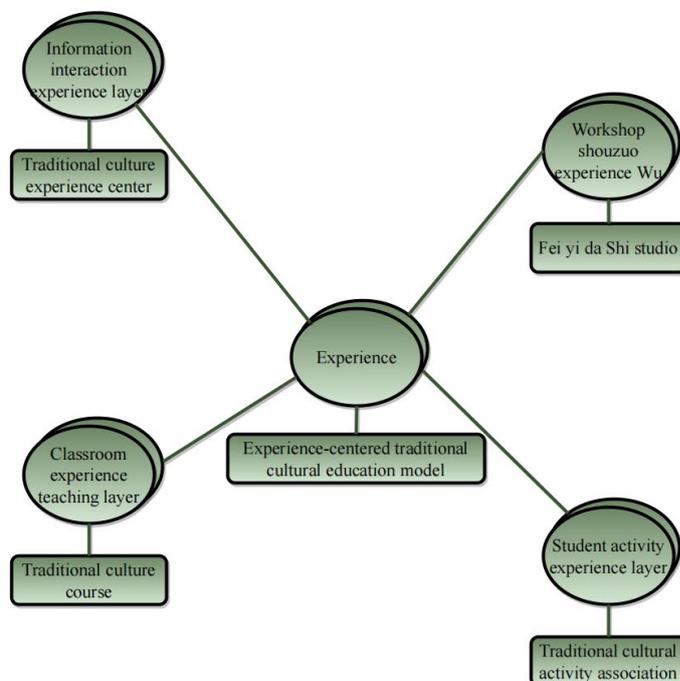


Figure 1 Traditional cultural education model centered on experience

The construction of the four-in-one education mode of traditional culture with experience as the core is based on the traditional culture experience center and the workshops of non-legacy masters such as beaded embroidery, paper-cutting and cheongsam, so that students can simulate and gradually actually participate in the design, production, dissemination, protection and restoration of

traditional culture, and deepen their understanding of the historical value, artistic value and scientific and technological value of the traditional cultural projects they participate in.

3.2. Give full play to the educational role of teachers' words and deeds

Ideological and political education is the key education to implement the fundamental task of cultivating people by virtue. Teenagers are in the "jointing and booting stage" of life, and they need careful guidance and cultivation. Integrating the essence and wisdom of traditional culture into the ideological and political education of college students is an innovation in the implementation of ideological and political education in university in the new era. "If you kiss your teacher, you can believe in it." First of all, we should improve teachers' ideological and political literacy and traditional cultural cultivation; Secondly, we should fully learn from and carry forward the virtue education and moral norms in excellent traditional culture in order to improve the ideological and moral quality of college students; At the same time, we should explore the convergence point between excellent traditional culture and traditional ideological education from daily life to all aspects, integrate their excellent ideological guidance value, outlook on life and personality shaping value, inject our unique civilization "genetic code" into college students in the new era, absorb and exert the dominant force of cultural thoughts, and get rid of the influence of western social ideological trends on our education. Therefore, in family education, parents should also know how to use the traditional virtues contained in fine traditional culture to educate and influence college students. Under the Internet environment, university libraries should innovate educational services, make use of modern information technology and intelligent equipment, comprehensively and stereoscopically publicize and promote excellent traditional culture, and give full play to the educational function of excellent traditional culture.

University libraries can utilize new media technology to visually and vividly showcase excellent traditional cultural resources by combining text with images, audio, and video; Promote excellent traditional cultural resources through new media platforms such as WeChat and Weibo; Utilizing technologies such as big data and cloud computing to accurately promote excellent traditional cultural resources to teachers and students, constructing a three-dimensional and intelligent comprehensive education service model, and providing accurate information services for teachers and students. Set up online and offline traditional culture lectures, select and launch practical activities, such as Paper Cuttings art exhibition, Lingnan painting copying exhibition, etc., so that students can teach each other, achieve self-education, self-management, and independent learning and exploration of traditional culture. The Intangible Cultural Heritage Inheritance Activity Society selects Lingnan intangible cultural heritage handicrafts that students can learn based on their own abilities and interests, and showcases their preliminary learning works to students, bringing Lingnan handicrafts to their side in a real way. Relying on the rich traditional cultural resources in local areas to promote the dissemination and integration of economic development, and strengthening the development and integration of excellent traditional Chinese cultural industries, traditional cultural resources can be integrated into the development of rural tourism and rural leisure agriculture economy. This not only activates traditional cultural resources, but also promotes local economic development, providing new ideas and guidance for inheriting and innovating traditional culture.

4. Conclusions

To sum up, it is not only a new task for the reform of talent training mode in university, but also a new requirement for talent training in university to keep pace with the times. In this regard, we should attach great importance to it. In the face of defects and deficiencies, we should not be depressed or escape, but should be glad that these problems have brought us not only severe challenges, but also golden opportunities. To this end, we should combine the new characteristics and new needs of the development of today's times and embark on a firm road of carrying forward fine traditional culture and strengthening moral education in university. The future is always reserved for those who have the spirit of struggle and preparation. Local application-oriented undergraduate universities should focus on the deep integration of industry and education, with the

fundamental goal of cultivating students' cross-border comprehensive application ability, engineering practice ability, innovation and entrepreneurship ability, and sustainable development ability. They should innovate the collaborative training mode of application-oriented talents, promote the integration of politics, industry, academia, research and application, integrate new concepts, new technologies, and management models of industry enterprises into the entire process of talent cultivation, continuously optimize the allocation of educational resources, and elevate them to the national level. The ability to provide services for social and local economic and social development, forming a new education ecosystem where enterprises and schools work together to build, share, create, and win.

Acknowledgements

Heilongjiang institute of technology 2021 Youth Project of Provincial Undergraduate Colleges and Universities+Research on the Construction of Engineering Culture System of Application-oriented Universities +2021QJ12

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