

The integration path of traditional culture and college students' Ideological and Political Education

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Abstract: Excellent traditional culture belongs to the cultural essence of the country, which needs to be rooted in the spiritual world of each cultural subject. When traditional culture is integrated into college students' Ideological and political education, it is an important way to improve the effectiveness of College Students' Ideological and political education and promote the inheritance and innovation of Chinese excellent traditional culture. This is to promote the integration of Chinese excellent traditional culture and college students' Ideological and political education from different angles. This paper focuses on the role of the integration of traditional culture and college students' Ideological and political education, analyzes the integration of Chinese excellent traditional culture and college students' Ideological and political education, and puts forward the feasible strategies of the integration of positive traditional culture and college students' Ideological and political education, so as to promote the continuous improvement and development of College Students' Ideological and political education.

1. Introduction

In the course of five thousand years of development, Chinese culture has gradually had a unique core and fine tradition. Chinese culture includes not only the achievements of existing civilization, but also the process of Chinese people moving towards civilization. It represents the specific direction of Chinese people's own development and improvement. After long development, Chinese culture has formed the moral norms of benevolence, righteousness, courtesy, wisdom and faith and the feelings of family and country, which has laid a cultural foundation for the core values of socialism. It also makes moral education and ideological and political education constantly enrich their own connotation under the influence of Chinese excellent traditional culture, and forms a unique concept and path for the development of Ideological and political education. The primary task of Ideological and political education is to enhance the ideals and beliefs of the educated and cultivate socialist successors with sound national character. "When heaven is healthy, a gentleman will strive for self-improvement; when the terrain is fertile, a gentleman will carry things with virtue", which not only shows the noble quality of Chinese people to settle down and live, but also contains the essence of broad and profound Chinese culture. Therefore, China's education from ancient times to now has been integrated into the blood of Chinese culture, and the establishment of morality, words and deeds are based on the broad Chinese culture. The essence and elements of these traditional cultures are formed under the moral education system with Chinese traditional characteristics. They are also the cultural source of deepening and improving ideological and political education.[1]

2. The integration of traditional culture and college students' Ideological and Political Education

2.1 The method of integrating traditional culture into university ideological and political education is backward

For college students who are good at accepting new things, they prefer novel and cutting-edge educational forms and teaching contents. However, at present, many ideological and political teaching

in Colleges and universities are still limited to traditional preaching, and teaching integrated with Chinese excellent traditional culture tends to be formalized. This makes the college students who have relatively poor knowledge of Chinese traditional culture, coupled with the single and boring indoctrination teaching form, unable to fully mobilize the autonomy and enthusiasm of college students in learning traditional cultural knowledge. Therefore, the purpose and effect of Ideological and political teaching are not satisfactory.[2] In addition, when arranging the media of learning activities, most colleges and universities fail to fully take into account the actual needs and pertinence of college students, only tend to formalize and do surface work, ignore the real feelings of college students, and can not arouse the psychological resonance of college students, which restricts the enthusiasm and enthusiasm of college students to learn Chinese excellent traditional culture, It is more difficult to achieve the final effect of Ideological and political teaching activities.

2.2 Insufficient attention to traditional culture in Colleges and Universities

At present, as the socialist society with Chinese characteristics begins to enter a new era, social competition is becoming increasingly fierce. Therefore, colleges and universities have shifted their teaching focus to cultivating social applied high-quality talents, and the proportion of traditional culture in the university curriculum education system is very low. The ideological and political teaching in Chinese colleges and universities is basically based on the way of public elective courses or compulsory courses, which leads to the backward and single form of traditional culture communication. The way of explanation is basically explained by the serving teachers according to the book and instilled into the students, so that the college students are forced to accept the ideological and political knowledge and ignore the importance of practice, The failure to make students feel the important role of traditional cultural knowledge through reality has led to the situation of "deep in simple terms" in the teaching of Chinese traditional culture in Colleges and universities, which has a negative impact on the enthusiasm and autonomous learning of college students. In addition, in the context of economic and cultural globalization, foreign culture has gradually entered China. Modern college students have a strong curiosity and have a strong ability to accept new things. Therefore, they gather in a tight encirclement and begin to learn and highly praise, which will bring great obstacles to the integration of Chinese traditional excellent culture and college students' Ideological and political education. Countermeasures of integrating traditional culture into college students' Ideological and Political Education.

3. The state should strengthen the institutionalization and legalization of Chinese excellent traditional culture to ensure the scientificity and legitimacy of the inheritance of Chinese excellent traditional culture

3.1 Strengthen the government's attention to Chinese excellent traditional culture

The integration of excellent traditional culture and ideological and political education needs to create a scene or atmosphere for students to perceive, which is inseparable from the active participation of society, schools and students, but it also needs the government to pay more attention to the excellent traditional culture of China. First of all, all functional departments of the government should strengthen the publicity and guidance of Chinese excellent traditional culture and form an atmosphere for the whole country to learn Chinese excellent traditional culture. The state should increase financial investment. Actively support major projects for inheriting excellent traditional culture, and reward and commend those who have made contributions to inheriting and developing excellent traditional culture. Finally, the state should strengthen the institutionalization and legalization of Chinese excellent traditional culture to ensure the scientificity and legitimacy of the inheritance of Chinese excellent traditional culture. Standardize the subjects of market activities, and severely punish the words, pictures and videos that maliciously vilify and slander excellent traditional culture.[3]

Table 1 Which aspects are most affected by the spread of traditional culture?

category	proportion
Specific cultural knowledge	24%
Cultural quality	29%
Moral cultivation	20%
Aesthetic temperament	11%
values	16%

3.2 Strengthen the use of new media

In this information society, college students are the fastest group to adapt to and use new media, give full play to the advantages of new media, and take it as the carrier of the integration of excellent traditional culture and college students' Ideological and political education to guide college students to learn excellent traditional culture. First, understand the excellent traditional Chinese culture through new media. Practice Chinese excellent traditional culture through new media. The development of online games related to Chinese excellent traditional culture, through knowledge breakthrough, Xiehouyu docking, couplets, lantern riddles and other game activities, is conducive to consolidating and testing the learned knowledge and enhancing the experience of excellent traditional culture. Finally, strengthen the audit of network information and create a good environment for the healthy development of Chinese excellent traditional culture in the Internet.

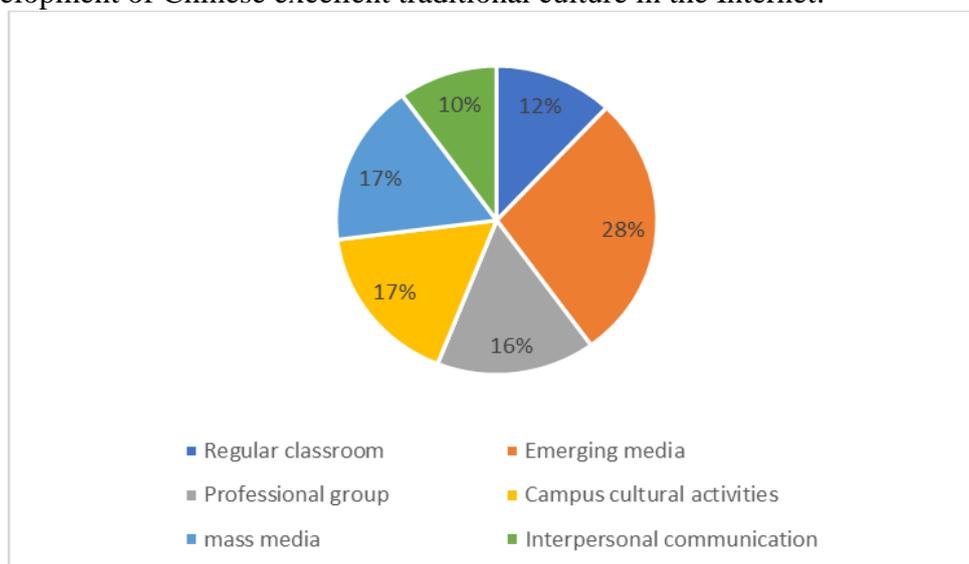


Figure 1 Traditional culture transmission channels supported by students

3.3 Integrate excellent traditional Chinese culture into the curriculum

The curriculum setting determines the content and direction of College Students' education to a certain extent. Therefore, if you want to integrate excellent traditional culture into the curriculum, you must first strengthen the curriculum setting. Set up courses such as the essence of Chinese Studies and introduction to Chinese traditional culture, and develop local characteristic courses and school-based courses with regional and school characteristics; Promote the integration of excellent traditional culture into Ideological and political education, social practice education and other related courses. Secondly, we should do a good job in textbook compilation and writing. After more than 5000 years of history, the excellent Chinese traditional culture has a wide range of educational contents. It extracts relevant contents that meet the current development needs of college students and are consistent with socialist construction for textbook compilation, so as to help college students grow up and promote the construction of a socialist cultural power at the same time. Finally, to ensure the implementation of Chinese excellent traditional culture courses, in addition to teaching traditional culture knowledge in the classroom, relevant special lectures should also be carried out to make college students feel the essence of traditional culture and externalize it into practice.[4]

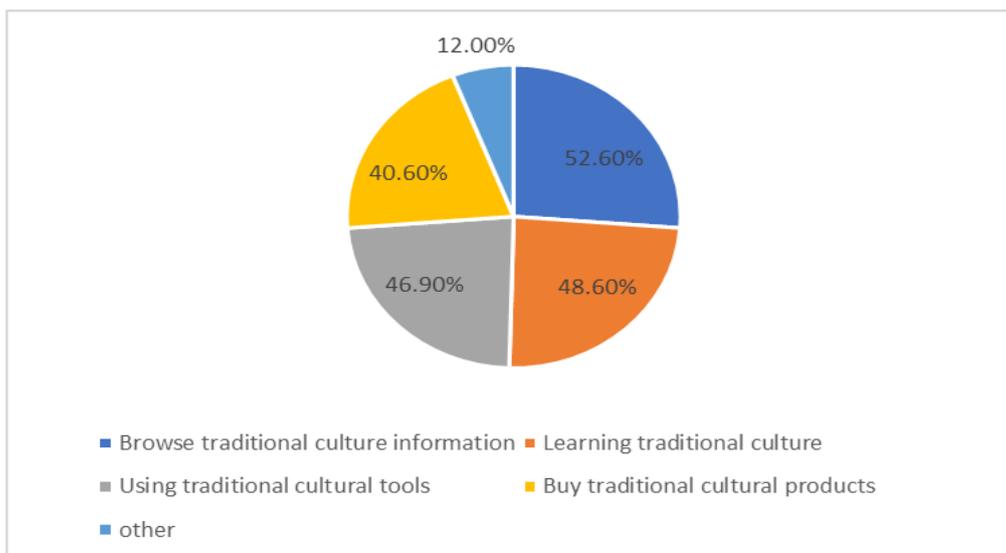


Figure 2 Distribution of traditional culture needs of College Students

3.4 improve the quality of educators

The quality of educators determines the quality and efficiency of the integration of excellent traditional culture and college students' Ideological and political education. Therefore, nowadays, strengthening the construction of teachers is a top priority. First, strengthen theoretical learning and improve knowledge literacy. Colleges and universities should not only take excellent traditional cultural knowledge as an assessment content when recruiting ideological and political teachers or counselors, but also add it to the assessment standards for teachers in school, so as to ensure the reserve of teachers' traditional cultural knowledge. Secondly, change the teaching methods and actively integrate them. Slowly change the past full teaching method to interactive mode, mobilize students' individual thinking and enhance the sense of classroom participation through thematic debate, classroom dialogue, group discussion and other activities, so as to ensure the effectiveness of the integration of excellent traditional culture into college students' Ideological and political education. Finally, improve self-cultivation and give full play to the power of example. [5]As the saying goes, example is more important than words. Ideological and political teachers in Colleges and universities should set an example and promote college students to form noble sentiment, healthy thought and good moral quality through words and deeds.

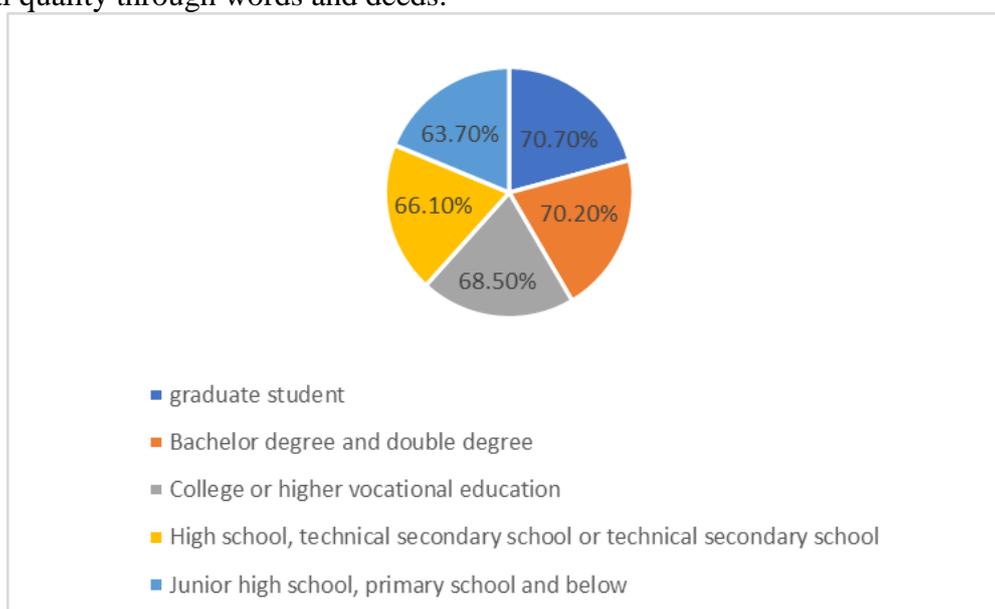


Figure 3 Proportion of educational background distribution of Ideological and political education teachers

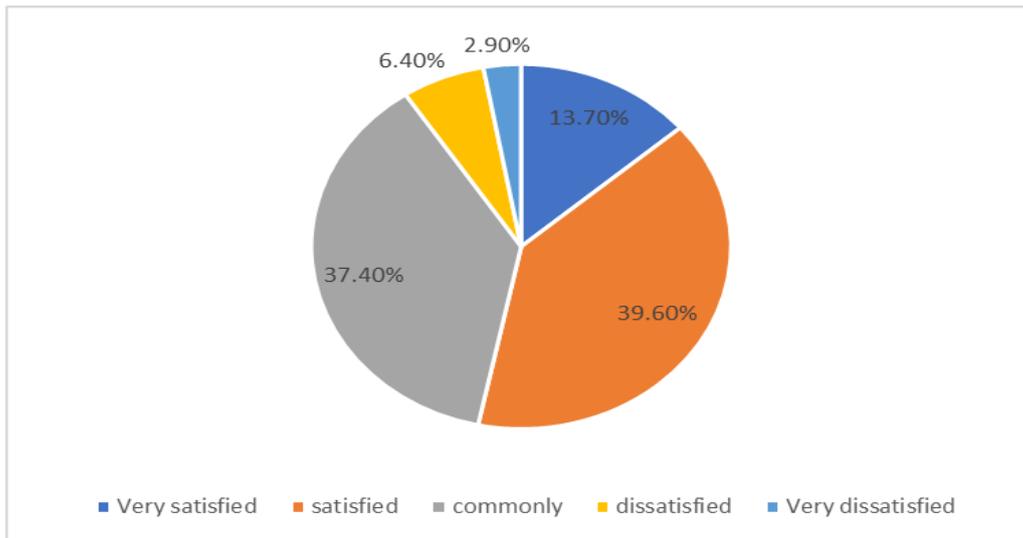


Figure 4 students' satisfaction with traditional culture and education environment

4. Conclusion

Chinese excellent traditional culture is an inexhaustible ideological source. At present, colleges and universities should actively shoulder the main responsibility of disseminating China's excellent traditional culture, truly realize the urgency and importance of the combination of China's excellent traditional culture and college students' Ideological and political education, strengthen the cultivation of College Students' national cultural spirit and establish cultural self-confidence, and infiltrate the teaching of China's excellent traditional culture into the process of daily ideological and political education, Cultivate modern college students into inheritors and promoters of China's excellent traditional culture and advocates and practitioners of socialist core values, so as to promote the sustainable development of China's traditional culture.[6]

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