

Exploration and Analysis of the Combination of Excellent Culture in China and Ideological and Political Education in Universities

Zongguo Wu

Institute of Marxism, Sichuan Vocational College of Finance and Economics, Chengdu, Sichuan Province, 610100, China

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Abstract: Chinese traditional culture advocates benevolence, honesty, and the pursuit of inner sages and outer kings, advocating for continuous self-improvement. The essence of these traditional cultures is of great significance for ideology in universities. It plays an irreplaceable role in helping students coordinate interpersonal relationships, enhance integrity and trustworthiness, cultivate patriotism, and improve overall quality. We should establish the integrity of college students and gradually reverse the dishonesty and bad behavior of some college students continuously influence the ideological values of young people through the heroic and self-improvement deeds of national heroes. Through this approach, the patriotic spirit of young people can be effectively cultivated and a strong patriotic cohesion can be formed among the youth group. With the continuous updating and progress of teaching methods, a diversified approach has been gradually formed to integrate greatly promoting the significant improvement of the level of ideology in Chinese universities. This article mainly analyzes the significance of infiltrating excellent traditional culture into ideological and political courses in universities, and explores the strategies and guarantee measures for organic infiltration of excellent traditional culture in ideological and political courses in universities, for reference and reference.

1. Introduction

Ideology in colleges and universities is a complex project. The quality of education directly affects the moral quality of college students, and it also determines whether young students can develop healthily and comprehensively. China's excellent traditional culture has a strong moral education function, which to some extent conforms to the goal and essence of contemporary ideology. China has a very long history and accumulated many excellent traditional cultures in the long history. Inheriting, promoting and developing China's excellent traditional culture is not only the foundation of a strong cultural country, but also the foundation of building Socialism with Chinese characteristics society [1]. How to make full use of traditional cultural elements and strengthen ideology for young students is a problem that college educators deserve to face and think about [2-3]. The integration of ideology in universities with excellent traditional Chinese culture is the trend of ideology in universities. Educators should face the current educational problems, actively design integration strategies based on the principle of integration, and strive to promote the development of ideology in universities while promoting and inheriting excellent traditional Chinese culture, improving students' comprehensive quality to become high-quality talents who can meet the needs of socialist society construction[4]. At present, China's major colleges and universities are still the export bases of various professionals in China, and universities shoulder the historical mission and responsibility of creating a harmonious society, building a better society and inheriting excellent China culture[5].

2. The significance of integrating China's excellent traditional culture into the teaching of ideological and political courses in universities

2.1. Promoting College Students to Establish a Correct Outlook on Life

There are also many such people among college students. In the final analysis, the reason is that college students are rich in good knowledge education, but neglect good education of ideas and values[6]. Infiltrating traditional cultural content can effectively promote the formation of students' moral standards. During their study in school, students can rapidly improve their professional knowledge and deepen their understanding and understanding of various excellent traditional cultures, so as to gradually realize the practice and promotion of excellent traditional cultures [7]. By infiltrating all kinds of excellent traditional cultures, students will have a more comprehensive and profound understanding of the meaning of traditional culture, master its cultural essence, and gradually form a correct moral standard, which fully conforms to the goal of quality education in colleges and universities at this stage[8].

2.2. Promoting College Students to Improve Their Integrity Ability

Due to the lack of nourishment from traditional culture, some college students lack clear ideals and beliefs, have a indifferent sense of integrity, lack a sense of responsibility and sense of responsibility, and have chaotic values. Some students even believe that traditional virtues are outdated and see deviation from tradition as a sign of civilization's progress. The reasons for the lack of traditional culture among college students are shown in Figure 1.

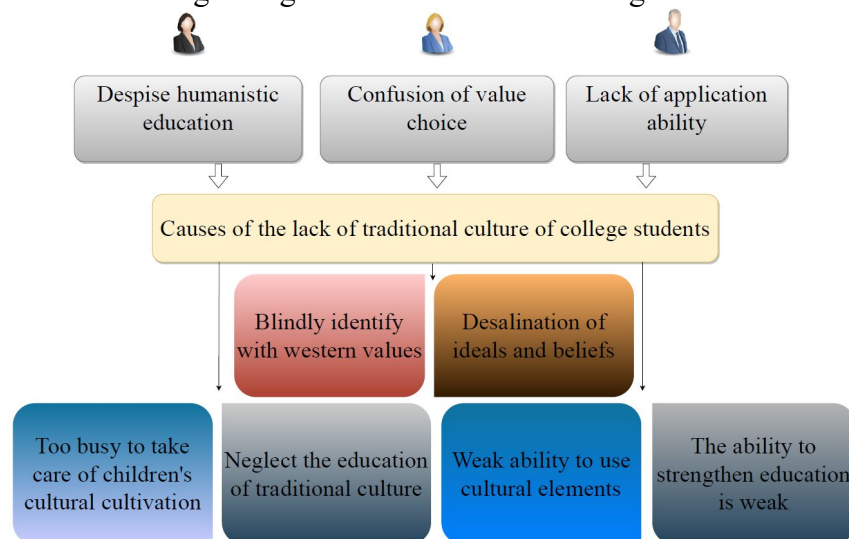


Figure 1 Reasons for the Lack of Traditional Culture among College Students

The ancient saying goes, 'Without trust, a country will decline, a business will not prosper, and a person will not stand without trust.' Whether it is an enterprise, a country, or an individual, only by upholding integrity can we create a harmonious development relationship in society. Through thousands of years of development, millions of Chinese people have adhered to the principle of integrity, and integrity has become a traditional virtue in China since ancient times[9]. We should establish the integrity of college students and gradually reverse the dishonesty and bad behavior of some college students continuously influence the ideological values of young people through the heroic and self-improvement deeds of national heroes. Through this approach, the patriotic spirit of young people can be effectively cultivated and a strong patriotic cohesion can be formed among the youth group. In the current fast-paced development of society, people's living conditions are also relatively impetuous, and cultivating patriotic spirit can effectively stimulate students' spirit of struggle [10].

2.3. Patriotism can be cultivated and promoted

Currently, the international environment in which China resides is generally characterized by

partial peace, yet it falls short of being wholly peaceful and prosperous. The Huangyan Island incident in the South China Sea, the Diaoyu Islands incident near Japanese waters and the Sino-US trade escalation war until recently have all brought unstable factors to China's is gradually emphasized and has been widely promoted. At present, examinations and tests are still the main assessment methods in education. Although the emphasis on quality education has been repeatedly put forward, the traditional exam-oriented education has not been effectively changed. Hence, given the present circumstances, it is imperative to actively foster patriotic sentiments among college students and contribute to shaping the prospects of China's future development.

3. Effective methods of integrating traditional culture into ideology in universities

3.1. Cultivate a traditional cultural atmosphere on campus

In the current social development, information technology is highly developed, and in the complex network environment, there are a large number of ideological values, including materialism, hedonism, and even some pornography, gambling, and drug information, which will affect the correct formation of the "three values" of college students. In response to this situation, university teaching work first needs to start from the surrounding environment, creating a good atmosphere of traditional culture into the campus environment. Through this environment, students can be influenced by traditional culture, and in the process of subtle influence, guide students to form correct ideological values. Excellent traditional culture mainly refers to the cultural essence that can promote social development and human progress in its generation era and still has important significance today. Overall, the spiritual connotations of excellent traditional Chinese culture mainly include four aspects, as shown in Figure 2.

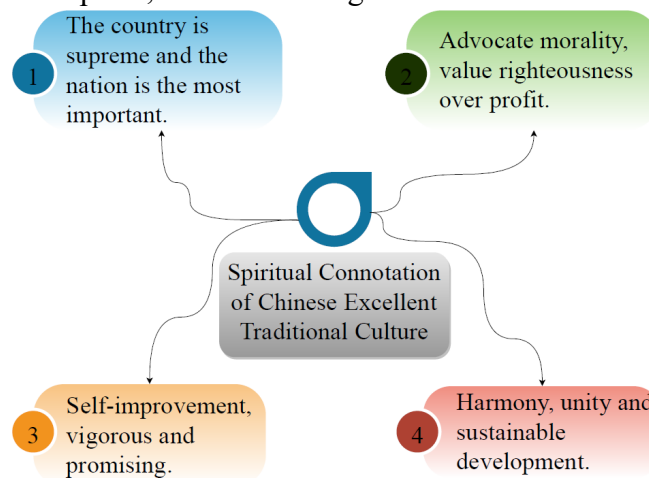


Figure 2 The Spiritual Connotation of Excellent Traditional Chinese Culture

Deeply exploring the ideology materials contained in the excellent traditional culture of the Chinese nation, actively exploring effective educational and learning channels that are conducive to the dissemination and inheritance can solve the current dilemma of students' shallow understanding of excellent traditional culture and lack of interest in ideological and political courses, and is the necessary path for the reform of ideology in universities.

3.2. Clarify the problems in the infiltration of traditional culture in colleges and universities

Under the economic background of rapid social development at this stage, people's quality of life has been significantly improved, and they have gradually begun to pursue spiritual satisfaction. In terms of understanding and pursuit of life, people have gradually changed, and they gradually tend to pursue money, fame and fortune, and gradually ignore the beautiful things that can enrich their hearts. The ancient saying goes, 'Without trust, a country will decline, a business will not prosper, and a person will not stand without trust.' Whether it is an enterprise, a country, or an individual, only by upholding integrity can we create a harmonious development relationship in society.

Through thousands of years of development, millions of Chinese people have adhered to the principle of integrity, and integrity has become a traditional virtue in China since ancient times. We should establish the integrity of college students and gradually reverse the dishonesty and bad behavior of some college students continuously influence the ideological values of young people through the heroic and self-improvement deeds of national heroes. There is a impetuous atmosphere in society, and these bad values affect young people all the time. Some students' dreams are more out of the pursuit of money and fame. In the process of organizing students' activities, community instructors can take excellent traditional culture as the theme of students' activities, so that students can be influenced by culture while participating in the activities, realize the organic connection between ideological and political lessons and the "second classroom" and build a "big ideological and political" pattern. Through this approach, the patriotic spirit of young people can be effectively cultivated and a strong patriotic cohesion can be formed among the youth group. In the current fast-paced development of society, people's living conditions are also relatively impetuous, and cultivating patriotic spirit can effectively stimulate students' spirit of struggle. Fourthly, for counselors, we should take the excellent traditional culture of the Chinese nation as the main material to carry out ideology for students.

3.3. Using new media to teach traditional culture

Among many kinds of information, the purpose of most information dissemination is only to attract people's attention, and the authenticity of information is also questioned. Under the background of rapid dissemination of diversified information, some network platforms for spreading positive values and social news have gradually emerged. With the advantage of information technology, teachers can present knowledge content to students more conveniently, thus significantly improving students' learning efficiency. Multimedia teaching should also be effectively applied, and education should be entertained, and ideology should be taught in cultural cultivation. Organic infiltration of excellent traditional culture in ideological and political course should not be limited to simply imparting knowledge and spreading ideas, but should widely collect, sort out and apply rich and valuable learning resources on the Internet to realize online resources+offline resources, online teaching+offline teaching. In people's daily life, network technology is gradually developed. Organize students to carry out offline traditional cultural theme activities. Through the development of practical activities, the charm of traditional culture can be intuitively transmitted to students, and teachers need to actively guide students' behavior concepts, so as to ensure that students' ideological and moral concepts develop in the right direction.

4. Conclusions

In summary, integrating excellent traditional Chinese culture into the teaching process of ideological and political courses in universities is not only a call from the Chinese government, but also an important direction for the reform of ideology in universities in China. Traditional culture has accumulated rich resources for ideology, and its crucial role cannot be underestimated. There are also many such people among college students. In the final analysis, the reason is that college students are rich in good knowledge education, but neglect good education of ideas and values. Infiltrating traditional cultural content can effectively promote the formation of students' moral standards. During their study in school, students can rapidly improve their professional knowledge and deepen their understanding and understanding of various excellent traditional cultures, so as to gradually realize the practice and promotion ideology in universities. Educators should face the current educational problems, actively design integration strategies based on the principle of integration, and strive to promote the development of ideology in universities while promoting and inheriting excellent traditional Chinese culture, improving students' comprehensive quality to become high-quality talents who can meet the needs of socialist society construction.

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