

# **Analysis on the Internationalization of Traditional Moral Culture Education in Universities under the Background of the Belt and Road Initiative**

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**Abstract:** The development of the modern significance of traditional moral culture has become the connotation of the inheritance and promotion of Chinese traditional cultural activities for the education in the Universities. This paper starts from the background of the Belt and Road Initiative and combines the value understanding of the traditional moral culture system in colleges and universities, thus explore its application mechanism adapted to international development.

## **1. Introduction**

The report of the 18th National Congress clearly pointed out that, For building a well-off society in an all-round way and realize the great rejuvenation of the Chinese nation, it is necessary to promote the great development and prosperity of socialist culture, raise a new upsurge in socialist cultural construction, improve the cultural soft power of the country, bring culture to lead the fashion and educate the people, and serve the society and promote the role of development. Under this requirement, it not only proposes a clearer guiding task for building a socialist culture with Chinese characteristics, but also provides a direction for the study of traditional moral education culture in colleges and universities. Under the background of the Belt and Road internationalization, the traditional moral education culture of colleges and universities faces both challenge and opportunity. During the study of the traditional culture of international universities, the comprehensive quality of teachers and students and the level of moral education have been greatly improved. Furthermore, it is especially important to raise the international competitiveness of universities and promote the development of traditional culture.

## **2. The development trend of moral culture in the context of the Belt and Road**

The Belt and Road is derived from the ancient background of the Silk Road and promotes the exchange of economic and cultural relations between the East and the West. The background of the era is based on the adjustment and change of the international pattern, conforming to the trend of the world economy and culture, and safeguarding the open, stable and orderly development of the world's economies. With the rapid development of the global economy and culture, College education in China gradually realizes the combination of "science" and "humanity", which promote the development of "humanities guide science, science for the benefit of mankind". In the process of carrying out traditional moral culture education courses, it is necessary to satisfy the transfer of material form, but also to conform to the profound essence of traditional moral culture so as to enhance the construction of the spiritual level, infiltrate the rich humanistic spirit into the innermost depths of the teachers and students, and ultimately improve the overall quality of the people. Under the background of the Belt and Road Initiative, the development of traditional moral culture courses in universities can reflect the value of traditional culture and is of great significance for the development of the internationalization pattern of the world.

## **3. The application concept of the international development of traditional moral culture education in colleges and universities under the background of the Belt and Road**

With the rapid development of modern society, the Belt and Road Initiative is a development

trend in the new situation era, and the international open communication situation has raised a new height. The development vision of the new era must be based on the construction of a university with innovative economic development and modernization. It is required to integrate into the concept of social development of the Chinese nation, build a new national concept, establish a new situation and national culture as the main idea, and build a dissemination of national culture. In terms of research theory, the international background of the Belt and Road Initiative, as an inevitable trend of social development and a new way of thinking, has become a new situation that cannot be ignored in the development of traditional moral education in colleges and universities. It clearly requires the basic ideas of traditional culture and the prosperity of socialist culture, and these strategies complement each other. The innovative development in the universities is an interpretation of strengthening the cultural exchanges between ethnic groups and highlighting the diversified development model in the universities, with the Belt and Road as the core. It reflects the inclusiveness and innovation of Chinese culture in the diversified development model, and sublimates the national cohesion and the consciousness of ideological and innovation, which will bring about the construction of colleges and universities with the Belt and Road as the central idea to a new wave. From the practical aspect, It is essential for enhance its cultural construction and international competitive competence to implement traditional ethical education , which is the research for the content and method of college conventional Chinese culture. This can provide the feasible and effective technical bolster for enhance the time and effect factors of ethic and education development in the universities, resulting in a further promotion of the development of the harmony society.

As the social education mechanism continues to mature, the traditional moral culture education at the university stage plays a vital role. The reasons are as follows: First, college students have rich life experience, and their understanding of culture is gradually deepened. The learning traditional moral education culture It becomes more systematic and rational. Second, the education and teaching stage in universities is to cultivate the correct values of the students. During the important period of life outlook, the deep reading of traditional cultural classics is conducive to improving students' traditional cultural accomplishment, and it is convenient for college students to actively build a firm and profound traditional moral culture belief. Third, it is a direct way for students to contact traditional culture education in universities as where plays an important role in the inheritance of traditional culture. Therefore, in the process of actively building moral education for college students, special attention should be paid to broaden students' innovative thinking, enrich teaching content, integrate elements of ideological and moral concepts and psychological thinking, and gradually guide the establishment of correct values for students. The ideal state of higher education promotes the pace of international development.

#### **4. The Internationalization Development of Traditional Moral Culture Education in colleges and universities under the Background of the Belt and Road Initiative**

##### **4.1 Improve the consciousness of traditional moral culture and enhance students' sense of identity**

Colleges and universities should pay attention to the traditional moral culture consciousness. This means that, we not only actively absorb advanced international experience, but also inherit and promote Chinese traditional culture under the premise of protecting national culture. In the international education, it is necessary to form the ideological construction with humanistic morality as the core, strengthen the cultivation of cultural quality, and improve the recognition of the national culture in the universities. This is the essence of inheriting and carrying forward the national culture. First, clarify the traditional cultural standpoint. In the context of the internationalization of the Belt and Road Initiative, college students should follow the "harmonious and different" educational philosophy, and recognize the diversity of traditional culture on the basis of seeking common ground while reserving differences, in order to express the education of harmonious coexistence. Second, strengthen the awareness of traditional culture. The construction

of moral culture in colleges and universities should flexibly face to the challenges of multiculturalism, give full play to the subjective initiative of college students, update educational concepts in real time, improve the participation of college students in practical activities, and enhance the choice, critical consciousness and integration consciousness of traditional culture. Third, highlight the traditional cultural personality. According to the actual situation of education and teaching, the moral construction of colleges and universities can reasonably construct the teaching style with individuality concept. The teaching concept, campus construction, curriculum setting and teacher strength, etc., should be in line with the requirements of the internationalization and development of traditional culture of colleges and universities. This will make it possible to achieve unwavering success in the increasingly fierce cultural competition

#### **4.2 Strengthen cultural exchanges between China and Western countries**

In the context of the internationalization of the Belt and Road Initiative, it is very important to selectively learn from and draw on the essence of national cultures and others. The university education should encourage college students to spread the traditional virtues of the Chinese nation to every corner of the world, and the traditional moral culture of every country and nation is worth learning in some places. Under the trend of carrying forward traditional moral culture, college students should fully absorb the essence of western moral construction culture, select the essence and discard the dregs. For example, western countries tend to follow the humanitarian thought with advanced culture, whose core is "fraternity, freedom and equality", which is of certain reference significance for us to advocate the cultural thought of "people-oriented". In addition, western traditional culture advocates the moral thought of "benevolence". Although the moral idea is different from China's public morality, the common moral idea between China and the Western countries is to promote the development of charity. Therefore, in the context of internationalization, the moral construction in colleges and universities should realize the good wish of combining Chinese and the Western, and comprehensively improve students' scientific and cultural literacy.

#### **4.3 Strengthen the construction of "school spirit, teaching spirit and study spirit" in colleges and universities**

The traditional moral culture in colleges and universities education is an important standard for the development of internationalization. It is an innovation to promote college students' views on modern things, so that students can fully realize that things are based on morality rather than material things, School spirit shows the spiritual outlook and cultural deposits of college culture. Good school spirit construction can subtly regulate the speech and behavior of all teachers and students in the school, which has certain constraint and guiding significance for the behavior of college students. Teaching style reflects the overall quality of college teachers in cultural communication, ideological quality and personality quality. Excellent teaching style is an inexhaustible power to promote the cultural inheritance of colleges and universities, and also an important guarantee to improve the level of teaching resources and teaching ability. The study style is that the university student treats the study to be realistic and the moral culture education to display positively manner in studying knowledge and science. It is also the internal safeguard which constrains the university student own thought. The deepening construction of students' cognitive thoughts can facilitate the comprehensive development of college students. This is beneficial to their integration into the society. Under the influence of subjective moral personality, college students will have a broader vision, which has a profound impact on their entry into society.

### **5. Conclusion**

The implementation of traditional moral education cultural activities in colleges and universities is an important way to deepen the reform of education system in China. In the process of constructing the ideological and moral education system, in order to adapt to the rapid development of internationalization, we should pay attention to the consciousness of innovation and make full use of the existing teaching resources to achieve the teaching concept of cultivating students' values.

Under the background of the Belt and Road Initiative, traditional moral education culture in colleges and universities is faced with many challenges and opportunities. Therefore, it is necessary to selectively learn and absorb the essence of western traditional culture, so as to realize the long-term development of traditional moral culture construction in colleges and universities.

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