

Analysis of Traditional Cultural Education Model from the Perspective of Engineering Colleges

Fei Ma

School of mechanical engineering, Jiangsu University of Science and Technology, Zhenjiang, 212003, China

Keywords: traditional culture; higher education; cultural education

Abstract. Traditional culture is the intellectual achievement of Chinese people for thousands of years; also, traditional cultural education in colleges and universities is highly valued by China. However, there are still some problems in traditional cultural education. This paper pointed out three main problems in traditional cultural education in colleges and universities, and accordingly proposed a new model to address the problems, including encouraging traditional culture to enter the campus, promoting the combination of traditional culture and the Internet, creating a campus environment with traditional cultural characteristics, and finding a suitable traditional cultural carrier.

1. Introduction

In essence, traditional culture refers to a social phenomenon evolved and assembled by national civilization. It reflects the characteristics, spirit and temperament of the nation, and is a general summary of various types of thought and ideology in the history of the nation. General Secretary Xi Jinping pointed out that "the vast and profound Chinese excellent traditional culture is the foundation of our strong foothold in the world cultural turmoil" [1], "The excellent Chinese traditional culture bred during more than 5,000 years of civilization development, is a great struggle between the party and the people. The revolutionary culture and advanced socialist culture bred in China have accumulated the deepest spiritual pursuit of the Chinese nation and represent the unique spiritual identity of the Chinese nation.[2] "Traditional Chinese culture is the fruit of the wisdom of Chinese children for thousands of years, the embodiment of their fundamental creativity, the sum of the moral values, cultural thoughts, and spiritual concepts of positive energy in the thousands of years of the Chinese nation spiritual home.

2. The Importance of Traditional Culture Education to Colleges

Traditional domestic engineering colleges are generally developed by certain industry schools after the founding of New China. Due to the long-term impact of the pursuit of scientific and technological thoughts, their settings in the humanities are relatively weak, reflecting that engineering science education is highly favored, while related disciplines that embody cultural education have been neglected. One-sided emphasis on the education of engineering science majors has neglected the cultivation of students' traditional cultural qualities, which has led to the lack of traditional cultural education and the decline of the overall quality of relevant graduates. It is well known that domestic engineering colleges are undertaking the task of cultivating high-quality, sophisticated and cutting-edge technical engineers for various engineering industries in our society. However, one-sided emphasis on engineering, technical and scientific personnel training can no longer meet the needs of social development and the development trend of higher education. At present, society's requirements for the comprehensive quality of talents are getting higher and higher. However, some domestic engineering colleges lack the concept of "first-class colleges and universities should not lack first-class liberal arts". Consequently, the comprehensive quality of cultivated graduates has been confined to the scope of engineering technology for a long time, and students' humanistic quality education is not enough because they pay too much attention to professional and technical education but ignore humanistic quality education. Students lack a proper

understanding of traditional Chinese culture, especially the unique culture and arts of the Chinese nation, resulting in the decline of students' overall cultural literacy [3]. Humanities education, especially education in traditional Chinese culture, directly affects the success or failure of comprehensive quality education for graduates of engineering colleges in China, and affects the quality of future talents cultivated in China. Based on long-term talent training goals and the development prospects of higher education, constructing a reasonable and effective traditional culture education system is necessary.

3. Current Situation of Traditional Cultural Education in Engineering Colleges

3.1. Single means of education

Thus far, most traditional cultural courses in engineering colleges are offered in the form of public elective courses for students of all majors. Taking Jiangsu University of Science and Technology as an example, students choose traditional cultural courses or other courses from the public elective courses. The author randomly surveyed 200 students who took traditional culture-related courses, and surprisingly, 143 students chose courses for credit regardless of the course contents. It can be seen that the majority (more than 70%) of students choose traditional culture courses without subjectively studying their interests or contents. As a result, the teaching of traditional culture courses will eventually be formal and the quality is also hard to guarantee. At the same time, some teachers take single teaching method to impart some simple and boring content, and they lack interaction with students as well as the integration of other disciplines, thus making students less and less interested in related courses. This definitely cannot stimulate students' enthusiasm for learning, and this form of traditional cultural education is the main reason for perfunctory courses.

3.2. Learning cognitive bias

Affected by China's college entrance examination model, scientific knowledge, ideology, politics and language subjects account for a large proportion in the current education of primary and secondary schools, while the popularization of traditional cultural knowledge and education for students is relatively insufficient. Thus, in the stage of primary and secondary schools, teachers, parents and students ignore the traditional cultural knowledge learning in order to pursue test scores. As a result, they contempt psychology and negative attitudes towards traditional cultural learning. Due to the lack of traditional cultural education and cognition in the elementary and middle school stage, many university students do not have the concept and motivation to actively learn the traditional culture. In the end, some graduates have cognitive biases in terms of life, morals, and values since they lack the cultivation of traditional Chinese cultural knowledge during their studies. At the same time, their insufficient learning of cultural knowledge has also seriously affected their national self-esteem and national self-confidence, thus exerting a negative impact on the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

3.3. Deficiency of teaching content

For a long time, in the process of carrying out traditional cultural education in colleges and universities, the education method is often simply preaching and adopting indoctrination and compulsory methods, which lags behind in practice and ignores practicality. This single and mechanized educational method only allows students to accept passively, but ignores the initiative and autonomy of students. In this case, if the traditional culture education cannot be extended from the first classroom, and the second classroom and the traditional cultural environment cannot be systematically built, the theoretical education will not allow traditional culture to truly enter the depths of the student's heart, let alone have a moral resonance with students. As a result, it will be difficult to achieve the goal of traditional cultural education for college students.

Traditional cultural education in colleges and universities should correctly guide the ideological and psychological cognition of college students. Learning from history can improve the depth and breadth of students' thinking and ensure the healthy development of their outlook on life, morals, and values. But in the current teaching, teachers always only pay attention to the form of education, but they have no specific teaching content on how students can learn traditional culture, understand

the spiritual connotation of traditional culture, and the connection between traditional culture and the construction of a new era, thus having an adverse effect on the development of students' own thoughts and ideas.

4. The New Model of Traditional Cultural Education in Colleges and Universities

4.1. Encouraging traditional culture to enter campus

It should break through the single mode of classroom teaching by regularly holding activities related to traditional culture in campus, such as regional traditional cultural propaganda, traditional cultural knowledge contests and traditional cultural interactive performances. In addition, college students should be encouraged to establish related traditional cultural associations and provided professional guidance for their development. These methods can let the traditional culture be no longer limited to the descriptions in textbooks, but be physically beside students, and be integrated into students' daily life. Take the Jiangsu University of Science and Technology as the example, first of all, the campus space should be used to promote the traditional culture of Zhenjiang region to students through display boards, reading bars, and television (visual) stations; in addition, traditional cultural knowledge contests should be held or non-genetic people should be invited to enter the campus. In this way, the excellent traditional Chinese cultural can be promoted in colleges and universities.

4.2. Promoting the "Internet +" in traditional culture

Traditional culture should be integrated with the development of the Internet and combined with current mobile devices through the means of the Internet and mobile terminals. With the development of Internet technology around the world, the use of mobile devices occupies an absolute proportion in the lives of current college students. Students are so dependent on mobile devices such as mobile phones that they cannot live without them for only a second. On the one hand, traditional cultural projects can be combined with popular software clients, such as Douyin, WeChat and Himalayan FM; on the other hand, mobile client software exclusive to traditional culture can be made, such as Chinese calligraphy and painting, Chinese gardening or Chinese poetry. In this way, with the help of Internet technology, traditional culture can be diversified on mobile devices, thus creating more convenient learning opportunities for students.

4.3. Creating a campus environment with traditional cultural characteristics

The campus environment is an educating environment, in which students are not only learning scientific knowledge, but also learning how to be a person, how to learn independently, how to do things, and how to get along with others. Therefore, the campus environment itself is a silent class, which can shape students' outlook on life and values directly or implicitly, and affect their creativity and appreciation [4]. Therefore, creating a good traditional cultural environment on campus can promote healthy development and exchange of cultural activities. The construction of a reasonable and appropriate campus traditional cultural environment will form appropriate places and spaces to enable teachers and students to communicate and learn more smoothly [5]. When students are on a campus with a deep traditional cultural atmosphere, they will take the initiative of incorporating into the atmosphere of traditional cultural learning, which also brings physical and mental pleasure invisibly.

4.4. Finding a traditional cultural carrier suitable for college students

College students are a special group within society. As a cutting-edge group of new technology and new ideas in society, senior professional personnel trained by the country represent the most advanced popular culture. They are young, energetic, enthusiastic, and have thoughts that are jumping and not stable. Finding a suitable traditional culture carrier for college students can promote the popularization of traditional culture in colleges and universities with less effort. For example, contemporary college students are likely to have a psychological identity with celebrities, then colleges and universities can learn the form of national treasure guardian in the documentary National Treasure. Inviting social celebrities to endorse the traditional culture can make traditional culture concrete and vivid and make traditional culture become campus popular culture, so as to increase students' recognition of traditional culture.

5. Conclusion

Thus far, socialist modernization is entering a new era, and a variety of cultural and ideological values have also flowed into China with the tide of globalization, which has impacted the traditional life behavior and thinking methods of Chinese people, and has changed people's moral concepts and cultural beliefs that have been passed down for thousands of years. In the report of the 19th National Congress of the CPC, President Xi Jinping proposed that "without a high degree of cultural self-confidence, there will be no great rejuvenation of the Chinese nation". How to inherit and carry forward the excellent traditional culture of the Chinese nation and absorb the essence of the traditional Chinese culture in order to achieve the Chinese dream of the great rejuvenation of the Chinese nation is the inescapable mission and responsibility of every teacher engaged in higher education [6].

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