

The Application Research of Traditional Culture in College Ideological and Political Education

Lang Meng

Jinan University, Guangzhou, Guangdong Province, China

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Abstract: In the long river of traditional Chinese culture, it has become a valuable asset of China after continuous accumulation. As the main positions of ideological and political education in colleges and universities, the traditional Chinese culture can be integrated into the ideological and political education of colleges and universities, it has a very important to the development of China's ideological and political education. In this paper, the content of Chinese traditional culture as the breakthrough point, from the traditional culture into college ideological education, the value of in-depth analysis, the specific factors that influence the traditional culture into the current to explore a new path of development.

1. Introduction

College students learn excellent traditional culture during school by integrating excellent traditional culture into ideological and political courses. Because the ideological and political courses take an important role in students' learning ability improvement and knowledge acquisition ability in the school curriculum [1]. At the same time, they are an important influence on the students' whole outlook shaping on the life and values, and effectively implement excellent traditional culture to political education is an inseparable part of China's traditional culture. The society is constantly developing and advancing with the changes of the times, which makes more and more new ideas merge. College education shoulders the important task of cultivating outstanding talents from all walks of life. College education is not only to provide students with knowledge, but also to cultivate students to establish the correct "three outlooks" concept; college education must have a ideological concept that discerns right from wrong, and cultivate a comprehensive for the society excellent talents with comprehensive qualities [2].

2. Traditional Culture and the Theoretical Connotation of Ideological and Political Education in Universities

2.1 The Meaning of Traditional Culture

Chinese traditional culture refers to the distinctive characteristics and stable structure that have been formed and developed in the historical process from the ancient times to the late Qing dynasty before the Opium War of 1840. A grand cultural system that affects the entire social history. Xi Jinping has repeatedly explained the China's excellent culture connotation, raising it to the "gene", "cultural bloodline", making it the source and "old root" of the national spirit, which is the world's the Chinese provide a "spiritual home" so that they can find their "genes", which effectively enhances national self-confidence, national pride and national cohesion [3].

2.2 The Meaning of Ideological and Political Education in Colleges

Ideological and political work has always been an excellent tradition and political advantage of the Communist Party of China, and a "lifeline" for leading the great cause of the Chinese revolution, the construction of New China, and reform and opening up. From the "propaganda work" and "theoretical education" proposed by the founders of Marxism, to the "ideological and political work" proposed by Lenin and Stalin, to the "ideological construction", "political construction" and

“ideological and political education” proposed by the Chinese Communists It constitutes the development context and realistic basis of political education [2].

3. The Value of Traditional Culture Integrated into the Ideological and Political Education

3.1 Encourage Students to Promote Patriotism

Patriotism is the foundation of the long-term development an important force that motivates the people to become stronger. It belongs to the essence of the traditional culture of Chinese nation. “Self-cultivation, family management, and peace in the world”, etc., a large number of sentences are inherited the patriotism of the Chinese nation. Incorporating traditional culture in political education can fundamentally improve its educational effect and strengthen the patriotism of college students [4]. Especially in the current context, materialism, egoism and hedonism are more common in society. The adverse effects of college students need to strengthen patriotism education for students, are to the traditional culture advantages, enhance students' sense of social responsibility, and develop in all aspects.

3.2 Improve the Ideological and Moral Qualities

Traditional culture has clear ethics and puts different demands on people. For example, “loyalty” refers to the current loyalty to the country and shoulders its own responsibilities. “Faith” refers to having good credit and “shame” refers to the current bottom line in life is that the moral model is an irreplaceable role in the process of national development and regulated the mode of getting along with each other [4]. Therefore, the integration of traditional culture in colleges can help college students actively learn traditional virtues, on this basis to improve their own personal cultivation.

3.3 Conducive the Inheritance and Promotion in Chinese Culture

China's traditional culture has accumulated and accumulated over thousands of years, has broad connotation and far-reaching influence, and is the most precious spiritual wealth of the Chinese nation [5]. The integration in college can promote the inheritance and promotion of traditional culture, especially in the current context, globalization promotes the culture to show a state of integration and development, and the integration is helpful in order to present the uniqueness of traditional culture, students are encouraged to identify with traditional culture, actively carry out cultural innovation and development, and enhance the influence of Chinese culture in the world.

3.4 Help College Students to Establish Correct Values

College students are the foundation of national development and the hope for the future. Therefore, only by ensuring that college students have the correct values and cultivate good moral qualities can they be promoted to achieve all-round development and be optimized on the whole to meet the current society's demand for talents. Through the integration of traditional culture, it can help students to establish correct values, overcome the negative factors generated in the development process [6].

4. Problems with the Ideological and Political Education in Which Traditional Culture is Integrated

4.1 The Content of Traditional Culture is Uneven

The emergence of traditional culture development mainly for the patriarchal autocratic society of farming. Therefore, after China has undergone tremendous changes, from farming to the market, from tradition to modernity, from closed to globalization, the relationship between people has also changed from personal attachment to independence and equality. Therefore, the part that involves reflecting the human relations in the economic and social relations at that time is naturally very correct because it is no longer applicable to today's society because of changes in “historical conditions” [5]. Therefore, the traditional Chinese culture is inherited and included in the content of education.

4.2 The Effect of Integrating Traditional Culture in Education is Not Good

Qian Mu, the master of Chinese studies, once said: “If a nation has no culture, it means that there is no life.” However, the primary prerequisite for innovation, development and promotion of traditional culture is effective inheritance [6]. However, there are quite a few college students who have the influence of exam-oriented education and Internet pop culture outside, and they have a lack of sense of demand due to insufficient social experience, and they should pay enough attention to and understand Chinese traditional culture; Although college students are very interested in traditional culture and are aware of the importance of learning, some of them have to give up because of the heavy work and have no time for systematic and complete learning, and some have to give up because of the lack of effective and attractive learning methods and means.

4.3 The Challenge of Globalization and Multi-Culture to the Traditional Culture into Education Integration

Under the sweep of the wave of globalization, the degree of internationalization has become an important competitiveness of talents. Therefore, the proficiency in various foreign languages and the experience of studying and working abroad have become important ways and means to obtain such competitiveness. However, “internationalization” is a double-edged sword. Although it has rapidly improved the international competitiveness of China in many fields, it has also increased the people's strong interest in Western culture, and reduced the enthusiasm for learning the traditional culture of the country. When talking about the customs and cultural customs of various countries, they talk about the culture and customs, but they clearly reveal the strangeness and contempt for traditional Chinese culture [7].

5. Restrictive Factors That Influence the Traditional Culture Integration on Education in Colleges

5.1 Diversification Factors

In the context of globalization, Chinese and Western cultures have gradually integrated and developed, which has had a huge impact on traditional culture and the influence of traditional culture has been declining. For example, taking festivals as an example, current college students are increasingly advocating Western festivals, such as Christmas Festivals, Halloween, etc., and the gradual oblivion of traditional Chinese festivals has caused the current festival culture to gradually develop to the west, which is not conducive to the development and inheritance of Chinese culture [7]. In colleges and universities education, diversified development directly affects the traditional culture integration, and it is difficult to get the advantages of culture itself. The lack of traditional cultural developed awareness leads to a serious lack of culture and affects the quality and effectiveness of teaching.

5.2 Factors of Integration

At this stage, the proportion of traditional cultural resources in colleges ideological education is relatively small, and the overall ratio is unbalanced, causing adverse effects. For example, during the process of education, some colleges and universities failed to reasonably integrate the current traditional culture, nor did they add related content, which made it difficult for education to see the advantages of traditional culture and reduce its work significance and impact quality of education [3].

6. An Effective Way to Integrate Traditional Culture into College Ideological and Political Education

6.1 Full Play to the Socialist Core Values of Traditional Culture

In the course of colleges and universities education should take to the advantages of their traditional culture, innovate as a whole, and constantly optimize to meet current educational requirements. For example, the positive factors in traditional culture are fully utilized, and the

influence of negative factors is reduced to ensure the integration of education. Based on education, a new education path is explored and deepened holistic thinking, using the traditional culture historical significance of education, improving the quality of political education in contemporary colleges, and promoting the development of students in all aspects [8]. During the teaching process, traditional culture also has a certain negative impact, so teachers should focus the content of the culture that deviates from the core values of socialism, reasonably circumvent, clarify the characteristics of social development, adjust education according to actual conditions, and realize thinking.

6.2 Coordinate Reasonably and Increase the Proportion in Ideological and Political Traditional Culture Teaching

In the course of carrying out education, colleges should reasonably analyze, clarify the importance of diversified education, avoid the simple teaching of skills courses, focus to the multi-faceted development of talents, and cultivate compound talents [9]. Change the concept of traditional teaching. In the teaching process, most colleges takes professional courses as the basis, ignoring the importance of traditional cultural courses, resulting in the difficulty of improving students' cultural moral qualities [8]. Therefore, it is actively promote the integration between education and traditional culture.

6.3 Update Current Teaching Methods and Flexibly Apply Information Technology for Teaching

Change the traditional teaching concept, take students as the main body, is getting to the advantages of the main teaching body, and strengthen the interaction with students to improve the teaching quality [9]. For example, in the traditional teaching process, teachers usually conduct inculcating teaching on their own, and students passively accept knowledge, which leads to unsatisfactory teaching effects. The main reason is that teachers ignore the situation of students and the classroom atmosphere is not good, and the content of the knowledge explained is relatively boring, the students' initiative is not so high, and the learning efficiency gradually decreases [8].

6.4 The Professional Quality Improvement of Teachers

Teachers are an important factor in education of colleges, which directly affects the quality of education. Therefore, in the process of education, teachers should ensure that the teachers themselves have profound traditional cultural accomplishments, understand the development of traditional culture, and can guide students to actively study traditional culture, clarify their cultural significance and cultivate excellent talents [9]. Colleges can actively carry out cultural exchange activities to encourage teachers to participate actively and improve students' knowledge structure.

7. Summary

In summary, college ideological education and the integration of traditional culture is the important direction of current education development, pay attation to the advantages of the traditional culture, prompting students all-round development, cultivate high-quality comprehensive talents. On the basis of traditional culture, to guide students to set up the correct values, enhance students cultural and national self-confidence self-confidence, to establish high quality teacher troop, to realize the harmonious development of traditional culture and socialist values.

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