

Research on the Practice and Innovation of Chinese Excellent Traditional Culture in Ideological and Political Education in Colleges and Universities

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Abstract: Excellent traditional Chinese culture contains abundant educational resources in Ideological and political education in Colleges and universities. Only through creative transformation and innovative development can it be effectively integrated into Ideological and political education in colleges and universities. Through the interpretation of the significance of Chinese excellent traditional culture in ideological and political education in Colleges and universities, this paper explores the principles of integrating Chinese excellent traditional culture into Ideological and political education in colleges and universities from the perspective of practical teaching. As a special group of Chinese traditional culture's inheritance and development, college students must integrate Chinese excellent traditional culture with college ideological and political education colleges and universities to provide new teaching ideas for political education, fully understand the importance and necessity of integrating Chinese excellent traditional culture into the theory and practice of ideological and political education theory in colleges and universities, and clarify the main position of colleges and universities in the integration of Chinese excellent traditional culture and college students' ideological and political education, and improve the quality of educators. The method of innovation and integration strengthens the sense of responsibility of college students in inheriting Chinese excellent traditional culture.

1. Introduction

Contemporary ideological and political education in Colleges and universities should be rooted in the soil of Chinese traditional culture and give full play to the role of excellent traditional culture in Ideological and political education. Its profound cultural connotation can provide solid theoretical support for ideological and political education in Colleges and universities [1]. Inheritance and development of China's excellent traditional culture, the inheritance and practice of Chinese traditional virtues as a foothold and condition, so that ideological and political education in Colleges and universities into the soul of thought. Chinese excellent traditional culture needs to adhere to the Marxist stand, the principle of the unity of modernity and popularization, explore the ways of transformation and innovation of Chinese excellent traditional culture in the ideological and political education of colleges and universities, and follow the values advocated by socialist core values [2]. Excellent traditional culture transcends the limitations of the times, reflects the eternal value of Chinese civilization, conforms to the interests of the nation, integrates with social and historical development, and corresponds to the basic spirit of a series of achievements in the localization of Marxism in China. Traditional virtues such as moral personality, if the university students can get the best from them and effectively pass these excellent culture, can fully improve their ideological and moral level, and further promote the smooth development of Ideological and political education in Colleges and universities [3]. The excellent traditional ideological and cultural resources and the content of ideological and political education of college students at the present stage are basically the same. The excellent traditional ideological culture gives new meaning to ideological and political education in colleges and universities. Increase the promotion and protection of cultural heritage; strengthen the construction of teachers; pay attention to social reality, introduce problem awareness; incorporate Chinese traditional culture into teaching plans, add relevant courses, and add excellent traditional cultural content in teaching materials [4].

The core of Ideological and political education in Colleges and universities is to guide college students' outlook on life and values, to help them establish a correct view of life, and to pursue the goal of life value. After five thousand years of accumulation and development, Chinese excellent traditional culture has engraved the cultural imprint of different times. It needs creative transformation and innovative development. Its essence, its dross, and its abandonment of inheritance and transformation can effectively integrate into the ideological and political education in Colleges and universities, and exert the modern educational value of traditional culture [5]. It is necessary to actively integrate the excellent traditional Chinese culture with the ideological and political education of College students, and guide the ideological and political construction of college students to adapt to the socialist society. To change this situation, we must attach importance to the ideological education of College students, so that students can understand the spirit of the Chinese nation in the ideological and political education [6]. The combination of Marxism and Chinese traditional culture has theoretical research significance and needs. It also shows that the integration of Chinese excellent traditional culture and ideological and political theory course has theoretical support and earnest call. If we want to fully realize the combination of Ideological and political education and traditional culture, we should pay attention to the importance of classroom teaching [7]. In the classroom, teachers are not only the disseminators of knowledge, but also the inheritors of culture. Form a lofty ideal and belief, consciously inherit and carry forward our excellent traditional culture. Promoting China's excellent traditional culture education in colleges and universities is a favorable way to carry out ideological and political education in colleges and universities, and it is also an important measure for the whole society to raise the ideological height [8].

2. The Significance of Chinese Excellent Traditional Culture in Ideological and Political Education in Colleges and Universities

The integration of excellent traditional Chinese culture and ideological and political education of college students is mainly based on classroom teaching and supplemented by propaganda. Culture has deeply melted into the ideological and behavioral norms of the Chinese nation, and penetrated into all fields of social politics, economy, especially spiritual life. It has become a powerful force restricting the development of social history, even people's ideological behavior and daily life. There are not many means of reform and innovation, and the bottleneck of restricting the effectiveness of Ideological and political theory course needs to be broken through urgently. The teaching of Ideological and political theory course lacks vitality. The integration of Chinese excellent traditional culture into Ideological and political theory course in Colleges and universities undoubtedly improves the effectiveness of Ideological and Political Theory course teaching. In-depth study into the internal research of traditional culture, and vigorous publicity in the school to ensure that traditional culture will not flow in written form, can truly go to the life and study of students, and play its guiding role in the ideological and political education of students. Flexible mastery of the direction. Promoting the flexible connection between Chinese excellent traditional culture and Marxism, rather than inserting the ideological content into the excellent Chinese traditional culture, is not the fragmentation of Chinese excellent traditional culture, which is embedded in the classroom of ideological and political education. Therefore, the integration of Chinese excellent traditional culture into the ideological and political education of college students can give college students the correct personal connotation guidance and guide students to find the correct life track.

The integration of Chinese traditional culture into the ideological and political education of college students can enrich the content of Ideological and political education of College students. With the advent of reform and opening up and market economy, ideology and culture have undergone great integration, and the entry of external culture promotes the development of the country. The transformation and innovation of Chinese excellent traditional culture is "taking Chinese traditional culture as the basic resource, taking creation and innovation as the means, transforming and developing as the motive force, realizing the modern transformation and

promotion of Chinese traditional culture, and realizing the modernization of Chinese traditional culture". It is precisely the precipitation of excellent cultural connotations and the formation of excellent moral qualities that make up the correct values of College students. This solid foundation requires the presentation of the educational value of excellent traditional Chinese culture. Excellent traditional culture is an important aspect of this historical condition. Therefore, excellent traditional culture restricts ideological and political education in Colleges and universities, and becomes the historical premise of Ideological and political education in Colleges and universities. Ideological and political education in colleges and universities can only be carried out in the accumulation of China's excellent traditional culture. It is necessary to exercise physical fitness, form a hard will, develop learning habits that are good at thinking and inspiring, and cultivate students' spirit of rigorous study. In the ideological and political education of colleges and universities, the integration of China's excellent traditional culture encourages students to develop learning habits of dropping out of school and seeking truth. Focusing on the patriotism in traditional culture, patriotism education for contemporary college students will help contemporary college students continue to carry forward patriotic sentiments and form correct patriotism.

In the new era, we must make full use of the interconnection and interoperability of the Internet to play its role in the integration of Chinese excellent traditional culture and college students' ideological and political education. Innovative communication carriers should make full use of the new fields and space opened up by new media, actively disseminate ideological, cultural, values, ethics and other contents consistent with the requirements of socialist development, and develop socialist culture with Chinese characteristics. The construction of campus culture should not only absorb the excellent modern civilization, but also absorb the essence of our excellent traditional culture and show the combination of history and times. A large number of theoretical knowledge indoctrination, so that college students understand traditional cultural knowledge; at the same time, ideological and political education is a constantly innovative culture that keeps pace with the times. Ideological and political education is by no means a simple reproduction of the existing tradition. It is a culture of constant innovation. This cultural innovation must stand on the shoulders of the giants of history and culture. From this meaning, the essence of traditional culture is the life of ideological and political education. source. It can make up for the problem that the emotional content of college students' ideological and political teaching is less, so that the classroom teaching activities of college students' ideological and political education can exert more ideal teaching effects and help college students to recognize and internalize the ideological and cultural content. Chinese excellent traditional culture needs to adhere to Marxist standpoints and viewpoints, objectively and scientifically treat Chinese outstanding traditional culture; adhere to the principle of unity of modernity and popularization, and make Chinese excellent traditional culture an important resource for ideological and political education in colleges and universities.

3. The Ways of Transforming and Innovating Chinese Excellent Traditional Culture in Ideological and Political Education of Colleges and Universities

College teachers should constantly improve their own excellent cultural quality, increase their knowledge reserves and improve their ideological and political education skills. At the same time, teachers should also take the initiative to change their ideas and innovate teaching forms. In the training of teachers, we should adhere to the principle of "taking the old with the new" and regional coordination, not only to achieve the training of relevant personnel, but also to do a good job in the alternation of new and old personnel and the reserve of young teachers, so as to reserve good teachers for the integration of excellent traditional Chinese culture and ideological and political education of College students. Expanding students' cultural vision, improving teachers' ability of traditional excellent culture and education, improving modern education level, and giving full play to the value of Chinese excellent traditional culture. Being able to scientifically analyze and interpret the excellent traditional Chinese culture puts forward higher requirements for teachers of Ideological and political courses. Therefore, it is necessary to train teachers in excellent traditional Chinese culture education and improve the excellent traditional cultural literacy of teachers. The

ideal and belief education of college students is the central link of the university's Li Deshu people. The Marxist thought runs through the whole process of higher education, and realizes the whole process of educating people and cultivating people in all directions. The principle of Marxism's dominance is the navigation light of ideological and political work in colleges and universities.

Nationalities with cultural connotations will invisibly have national pride in the future world competition. The integration of Chinese excellent traditional culture and ideological and political education of college students is the main body of research. Based on reality, we should follow the law of teaching and educating people and students' growth. From the perspective of historical development, in the process of inheriting the excellent traditional Chinese culture, the valuable traditional educational resources are transformed into support consciousness. The content of Chinese excellent traditional culture is not purely theoretical, but vivid and vivid. Combining with the content of Ideological and political education for college students can effectively weaken the drawbacks of abstraction and generalization of the content of Ideological and political education for college students. Only the traditional teaching of theoretical courses is not in line with the modern educational concept, nor can it meet the needs of people for their own development and the requirements of society for talents. Both ideological and political theory courses in Colleges and universities and the education of excellent traditional Chinese culture should not be confined to the classroom, but should also have abundant extracurricular practice activities. When teachers carry out ideological and political teaching, they gradually change the teaching methods, but in actual teaching, the specific process of teaching needs to be improved. Strengthen the full integration between theory and practice. In the course of various practical activities, the students' values, outlook on life and world outlook are influenced subtly. On the basis of history and culture, college ideological and political education, in the practice of modern social life, has created new things that are not in our traditions according to the changed situation, and has been passed down to become a new tradition, thus enriching the traditional content.

Ideological and political work in Colleges and universities needs to enrich the content and form of Ideological and political work, improve the means and methods of Ideological and political work, and realize the innovation and transformation of Ideological and political work in accordance with the law of the times and the situation of educational development. Effective examination and assessment methods can play a role in promoting students' learning, and set up a variety of assessment models of students' ideological and Political Education under the excellent traditional Chinese culture. The evaluation mechanism of innovative education should make full use of the beneficial repercussions of Chinese excellent traditional culture in today's College students, and then formulate it in a targeted way, so that it not only conforms to the law of Ideological and political education of College students, but also promotes the propaganda of Chinese excellent traditional culture in it. Campus culture itself has a strong educational force. When strengthening students' ideological and political education, colleges and universities should attach importance to promoting Chinese traditional excellent culture, carry out relevant activities, so that students can develop good ideological and moral qualities in practical activities, and practice good conduct in activities. In the campus system, it should meet the basic application requirements of campus management. At the same time, it should embody the broad-mindedness and fraternity in the excellent traditional culture of China, weaken the mandatory system and regulate the system, and give play to the "upward" spirit of Chinese excellent traditional culture. Institutional norms guide students to a positive attitude. The integration of Chinese excellent traditional culture into the ideological and political theory course itself is an innovation, which is not only the process of Chinese outstanding traditional cultural innovation, but also the process of teaching content, methods and system innovation of ideological and political theory courses. Therefore, the excellent traditional culture that has been inherited for thousands of years has become the cultural background of Chinese society and has become an important part of China's national conditions. College ideological and political education is a creative activity under China's specific historical conditions.

4. Conclusion

This paper studies the practice and innovation of Chinese excellent traditional culture in Ideological and political education in Colleges and universities. The education of Chinese traditional culture promotes the continuous improvement of students'ideological and moral consciousness and advances the process of socialist modernization. Ideological and political education is the presentation of modern ways of traditional culture, historical inheritance, realistic creation and rich development. Traditional culture is the historical condition, cultural basis and realistic influencing factors of Ideological and political education. In the future process of Ideological and political education in Colleges and universities, we should always adhere to the traditional culture education as the main channel, and timely change the concept of education, update the content of education, ensure that excellent traditional culture can truly integrate into the ideological and political education work, so that traditional culture shines brilliantly. Scientifically plan course content, diversify teaching mode, establish the core position of the course, combine classroom theory with social practice, and handle the role of Chinese excellent traditional culture in college ideological and political education. Integrating Chinese excellent traditional culture into college students' ideological and political education is conducive to enriching the content and methods of college students' ideological and political education, which is conducive to improving the cultural connotation and moral quality of college students, and at the same time enhancing the cultural self-confidence of college students. In accordance with the new requirements of ideological and political education in the new era, on the basis of the Chinese traditional Chinese culture and ideological and political theory courses, the traditional Chinese culture and colleges and universities can realize the Chinese traditional culture and colleges by reading traditional books and carrying out traditional festival activities. The effective integration of ideological and political theory courses.

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