

# Strengthening the Effective Application of Chinese Excellent Traditional Culture in Ideological and Political Theory Teaching in Colleges and Universities

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**Abstract:** The cultivation of ideological and political quality of college students is one of the important tasks in the process of modern talent cultivation, which is inseparable from effective ideological and political theory teaching. Chinese excellent traditional culture is the root and soul of the Chinese nation, as well as its spiritual lifeblood, which can effectively help the teaching of ideological and political theory. Therefore, from different angles of the objective, the paper discusses the Chinese excellent traditional culture and its application to the role of ideological and political theory course teaching, puts forward some effective measures, to penetrate the Chinese excellent traditional culture into the ideological and political theory course teaching and learning process, let the students in the learning improve ideology in the process of ideological and political theory knowledge and rich cultural accumulation, have good ideological and political quality and promote the employment competitiveness continued ascension.

## 1. Introduction

Inheriting and developing excellent traditional Chinese culture is a key point stressed by the CPC central committee. College students play an important role in cultural inheritance and innovative development. Under the impact of multi-cultural ideological trend, it is urgent to strengthen ideological and political education. Colleges and universities should deeply analyze the actual teaching and learning situation of ideological and political theory course, so as to effectively apply to the teaching of ideological and political theory course on the basis of accurately grasping the excellent traditional Chinese culture, enrich the teaching content of the class and make the class full of vitality. Universities should guide students at all levels efficiently study of ideological and knowledge at the same time deepening the understanding of master using the Chinese excellent traditional culture, the development of thinking ability to form good cultural quality at the same continue to strengthen ideological and political quality, in the process of cultivating socialist core values and practice better inheritance and development of excellent Chinese traditional culture.

## 2. The Effect of Chinese Excellent Traditional Culture and Its Application to the Ideological and Political Theory Teaching in Colleges and Universities

The excellent traditional Chinese culture has a long history. During the process of inheritance and development, the social spiritual system has been formed, including the philosophy of religious language, law, morality and ethics, etc. [1] And it has distinct characteristics of national complexity and development. In the long course of historical evolution, the spirit of patriotism, constantly strive to become stronger, prioritizing harmony, the unity of knowledge and practice is the essence of the fine traditional Chinese culture. They are the precious wealth accumulated by the Chinese nation in the long course of development. They have a high value of The Times and play an active role in promoting the development of history. At the same time, under the background of globalization, the trend of multi-culture shocks constantly, and the multi-value orientation exists simultaneously. The influence of values such as money worship, utilitarianism and materialism on college students is obvious [2]. It is necessary to systematize and stratify ideological and political education on the dynamic change of ideology and distortion of value orientation. Ideological and political theory

teaching is one of the effective means of ideological and political education for college students. And Chinese excellent traditional culture is an important material for ideological and political theory teaching, so it is very important to apply it to classroom teaching. The optimal use of Chinese excellent traditional culture is conducive to the innovation of ideological and political theory course teaching direction, content, methods and practices, etc., deeply connecting teaching and learning inside and outside the classroom. Through the construction of efficient classroom to promote the ideological and political theory course teaching effectiveness and validity maximization to ensure the smooth realization of the teaching objectives of theoretical courses. The effective application of the excellent traditional Chinese culture can make students perceive the ideological and political theory knowledge to learn interesting process of in-depth interpretation and accurately grasp the connotation, quintessence, characteristic and effect of the Chinese excellent traditional culture characteristics. Then they can easily accumulate ideological and political knowledge and excellent traditional Chinese culture, and simultaneously improve the level of knowledge and ideological realm. Let students effectively solve their own ideological problems and correct the deviation of value orientation, in the process of cultivating ideological and political quality and cultural self-confidence road self-confidence to promote their own comprehensive development, better in social practice to inherit the excellent traditional Chinese culture, so that it fully display the value of The Times in the process of innovation and development.

### **3. Effective Measures for the Application of Chinese Excellent Traditional Culture to Ideological and Political Theory Teaching in Colleges and Universities**

#### **3.1 Accurately Grasp the Value of Chinese Traditional Culture, Clear Ideological and Political Theory Teaching Direction**

Chinese excellent traditional culture has a deep influence on Chinese people's thought and behavior. College teachers should accurately in the process of interpreting Chinese excellent traditional culture value, dig deep implication in the ideological and political theory course of Chinese excellent traditional culture elements, around the task of strengthening moral education and cultivate people, with students as the center, clear the ideological and political theory course teaching direction, ensure orderly sequences of classroom teaching and learning, improve the enthusiasm of students learning ideological and political theory course and initiative.

Teachers should deepen the analysis of ideological and political theory knowledge points from different perspectives, start from the three aspects of value coupling, value identification and value enlightenment [3], accurately grasp the connection point between them and the excellent traditional Chinese culture, and make clear the teaching direction of ideological and political theory course while effectively applying the excellent traditional Chinese culture. In this process, the importance of ideological and political theory teaching in colleges and universities is self-evident, which can help college students to establish a correct world outlook and outlook on life, moral outlook on values, etc., and possess solid theoretical knowledge and noble personality at the same time. In the process of grasping the relationship between ideological and political theory teaching of Chinese excellent traditional culture, teachers should stand in the perspective of professional students, take the task of cultivating morality as the starting point, and take ideological and political theory course content as the orientation. They need thoroughly understand and accurately grasp the value of the excellent traditional Chinese culture, and make clear the value coupling between the marxist theory and the excellent traditional Chinese culture in the course, and the superimposed influence on the ideological level of college students. At the same time, teachers should take value coupling as the starting point in the process of digging and discovering the excellent traditional Chinese cultural value, and make clear the teaching goal and teaching direction of ideological and political theory course. In the process of integrating into the excellent traditional Chinese culture, a good teaching atmosphere of ideological and political theory course is created to explain the excellent traditional Chinese culture of ideological and political theory knowledge and at the same time conduct multi-level interaction with students at all levels of the class to guide them with good values.

Perception of ideological and political theory class fun at the same time dialogue with Chinese excellent traditional culture diversify the space and time, in the understanding of cognitive process accurately grasp the Chinese excellent traditional culture and the ideological and political theory course, in the value on the basis of absorbing the Chinese excellent traditional culture of cultivate one's morality resources, promote the formation of healthy personality. In addition, teachers should further optimize the teaching direction of ideological and political theory course in the process of grasping the teaching of ideological and political theory course and the excellent traditional Chinese cultural values. The teacher closely connected the way of dealing with the world contained in the excellent traditional Chinese culture with the social reality, imparted ideological and political theories to the students and explained the changes in interpersonal relations and the new ethical order in the new era, so as to master the way of dealing with people in the modern society. Teachers can also integrate the ecological values contained in the excellent traditional Chinese culture into the teaching of ideological and political theory, such as the harmony between man and nature, so as to carry out a brand new individual value education and social value education for students [4]. Let them learn to respect objective laws and protect the ecological environment in the process of acquiring ideological and political knowledge and the excellent traditional Chinese culture, so that they can better become the successors of the construction of a beautiful China in the new era.

### **3.2 Effectively Transform the Connotation of Chinese Excellent Traditional Culture and Enrich the Teaching Content of Ideological and Political Theory Course**

The excellent traditional Chinese culture has rich connotations, so teachers in colleges and universities should effectively transform the excellent traditional Chinese culture into classroom teaching and interact with the contents of ideological and political theory courses. They want to enrich the content of theoretical courses and make the classroom teaching more interesting and vivid, so that students at all levels can learn ideological and political theories easily and happily in the process of participating in the class, and enhance their ideological and political awareness in the process of understanding and acquiring excellent traditional Chinese culture.

In the course of ideological and political theory teaching in colleges and universities, teachers should explore the value of Chinese excellent traditional culture scientifically. They implement the concept of student-based education while effectively transforming the connotation of the excellent traditional Chinese culture, and ideological and political knowledge depth connection. Let students on the basis of understanding and mastering the flexible application of it in practice, scientifically solutions to the corresponding practical problems. The fine traditional Chinese culture contains diversified spiritual elements, such as the spirit of dedication, spirit of responsibility, spirit of cooperation and spirit of creation [5]. All of them are necessary for contemporary college students in the process of learning cultural knowledge and have rich connotations. Teachers should transform these spiritual elements scientifically on the basis of deepening their grasp, and permeate them into theoretical courses such as introduction to basic principles of marxism, ideological and moral cultivation and legal basis, outline of modern Chinese history, etc., so as to enrich ideological and political classroom teaching content and make classroom teaching more effective and influential. In the course of explaining the contents of ideological and political theory, teachers can reveal to students the same value of marxist theory of excellent traditional Chinese culture and deepen the analysis of the relationship between excellent traditional Chinese culture and modern Chinese pursuit of national independence and prosperity and the construction of modern socialist core values, to let the students have a new understanding of the twists and turns and the long development course of the excellent traditional Chinese culture on the basis of interpreting the spiritual elements, ideological essence and profound political value of the excellent traditional Chinese culture, and better practice the political and moral values of the excellent traditional Chinese culture in solving practical problems in social practice. In addition, the excellent traditional Chinese culture has a high practical value, which is reflected in many aspects, such as thinking in times of peace and seeking common ground while putting aside differences and putting the world into practice [6], including the thinking of harmony and abundant concepts and beliefs, and the way to a well-off state in a state

of etiquette and the world for the common good and so on. The teacher must fully in the process of ideological and political theory class teaching content rich interpretation of the effective application of Chinese excellent traditional culture has the political moral practice value, flexible transformation of Chinese excellent traditional culture connotation, through specific era of the Chinese cultural context environment, undertake to the student good moral conduct guide [7], in the process of crack the difficult points of ideological and political theory has the correct value orientation of the noble personality cultivation and so on.

### **3.3 Optimize and Innovate the Excellent Traditional Chinese Culture Form, Perfect the Teaching Method of Ideological and Political Theory Course**

The teaching efficiency of ideological and political theory course in colleges and universities cannot be improved without feasible teaching methods. The excellent traditional culture is the root of the development of the Chinese nation and the spiritual lifeblood [8]. On the basis of analyzing the contents of ideological and political theory courses, teachers should take the development of professional students as the orientation, optimize and innovate the excellent forms of traditional Chinese culture, and improve the teaching methods of traditional ideological and political theory courses from the perspectives of cultural self-confidence and cultural self-improvement. They want to be in play its leading role at the same time make students ideological and political class of the master, in the process of thinking divergence potential mining depth study of ideological and political theory knowledge, and deepen the cognition to understand grasp the excellent Chinese traditional culture, to form the correct ideas value orientation, with good quality and cultural quality of thinking.

The teacher wants to the grasping of the features of the class as well as the ideological and political theory course learning science applications on the basis of Chinese excellent traditional culture, cohesion in the process of teaching and learning to perfect the application to the ideological and political class, the method of coincidence with technical representation method situation to build classic story mining method using method and so on, in the process of interaction between present ideological and political theory class teaching a new bright spot. Teachers should make scientific use of modern teaching equipment to reproduce the excellent traditional Chinese culture which is closely connected with the content of ideological and political theory course in the process of combining pictures with pictures and dynamic movements. For example, cultural ideological and spiritual elements, creating a good ideological and political theory teaching situation in the combination of text and picture animation, and starting from the basic spiritual values, values and pursuit of fine traditional history [9]. They should dig deeply into the excellent traditional Chinese culture stories that are organically related to the subject content of the textbook, study scientifically and flexibly use the relevant cultural classics, give full play to the function of the excellent traditional Chinese culture in the process of contacting the textbook inside and outside, and carry out ideological and political theory teaching efficiently. While introducing ideological and political knowledge points from easy to difficult, the teacher reasonably sets classroom thinking questions and discusses and analyzes cultural stories and cultural classics with students. In the space-time dialogue, the historical materials are used flexibly while conducting hierarchical discussions, and the corresponding ideological and political theoretical knowledge and excellent traditional Chinese culture are efficiently grasped in the process of solving classroom problems. In addition, university teachers should start from the aspects of cultural self-confidence and cultural self-improvement, flexibly use the connotation of Chinese excellent traditional culture, introduce the combination of theory and practice task-driven method, and comprehensively promote the ideological and political theory teaching activities. For example, the classroom debate, situation performance, classic reading and writing competition, video appreciation [10]. Teachers should reasonably set up practical tasks with distinct layers, so that students can conduct diversified classroom practice in the process of learning theoretical knowledge, and conduct diversified thinking and multi-level exploration in the transfer, integration and application of ideological and political theoretical knowledge. In the process of applying what they have learned to practical use, students will constantly enrich their

cultural accumulation and set up lofty ideals and beliefs, comprehensively improve their ideological and moral level, ideological and political quality and cultural quality, and at the same time better grow up and become talents.

#### **4. Conclusion**

In a word, the application of Chinese excellent traditional culture in the ideological and political theory teaching in colleges and universities has important practical significance. In the course of introspection, analysis and summary, colleges and universities should deepen their understanding of the connection between the teaching of Chinese excellent traditional culture, ideological and political theory, and explore new ideas, methods and strategies. While making effective use of the excellent Chinese traditional culture, it also innovates all aspects of the teaching of ideological and political theory, constructs an efficient theoretical teaching class, and allows students to engage in space-time dialogue with the excellent Chinese culture in the process of good learning. While broadening the knowledge and broadening the horizons, while forming the correct value orientation of ideological concepts, while cultivating cultural ideological and political qualities and comprehensive qualities while pragmatic ideological and political theoretical foundation. In the realization of their own and social values to better carry forward the excellent traditional Chinese culture

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