

## An Exploration on Approaches of Blending Excellent Traditional Culture and College Students' Ideological and Political Education

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**Abstract:** The excellent traditional culture of China contains valuable educational resources and should play a major role in the ideological and political education of college students. This paper analyzes the status quo of Chinese excellent traditional culture among college students, and proposes the path of integrating Chinese excellent traditional culture into the ideological and political education of college students from the aspects of educational approach, educational content and education leading, and continuously improves the effectiveness of ideological and political education for college students.

### 1. Introduction

The outstanding Chinese traditional culture is the most distinctive national cultural system formed by the Chinese nation in the process of gestation for thousands of years. It is profound and profound, and it is a valuable cultural heritage of the Chinese nation. It is the source of strength for the Chinese nation to carry forward its revival and prosperity. College students are the future of the country. Their ideological and moral conditions and spiritual outlook will directly affect the development of the whole society. China's excellent traditional culture contains valuable and rich educational resources, strengthens and improves the education of Chinese students' excellent traditional culture, integrates Chinese excellent traditional culture into the ideological and political education of college students, promotes the all-round development of college students, and promotes the inheritance and development of Chinese excellent traditional culture. Both are of great significance.

Chinese traditional culture is the sum total of the theoretical and non-theoretical spirits formed by the Chinese nation in the long-term historical development and ethnic evolution, including values, ethics, ways of thinking, customs and so on. Chinese traditional culture has penetrated into various fields of people's material and spiritual life. Internalization has become an important feature of national culture and plays a vital role in the process of social development and ideology change. In his speech, General Secretary Xi Jinping clearly pointed out that "the Chinese traditional culture is the 'root' and 'soul' of the Chinese nation"; he repeatedly emphasized that the Chinese traditional culture is the outstanding advantage of the Chinese nation, and the great rejuvenation of the Chinese nation needs to be Chinese. Cultural prosperity and development are conditions, and it is necessary to inherit and carry forward the excellent Chinese traditional culture in light of the new era conditions. The report of the 18th National Congress of the Communist Party of China clearly stated that "the construction of an excellent traditional culture inheritance system and the promotion of Chinese outstanding traditional culture". After thousands of years of accumulation, the connotation of Chinese traditional culture is profound and profound. However, in the past, the colleges and universities in China have devoted themselves to the education of the worldview of Marxist philosophy, which has led to the obvious shortage of Chinese traditional culture education. Some colleges and universities are in the curriculum and arrangement. Neglecting traditional cultural education has led to the weak morality of college students and the collapse of values. The inheritance of Chinese traditional culture and the promotion of national spirit have been severely tested. Therefore, this study believes that integrating Chinese traditional culture into the ideological and political education of contemporary college students can maintain the national spirit of unity

and self-improvement of the Chinese nation, cultivate college students with national cohesiveness and innovative spirit, improve the ideological and political education system of colleges and universities, and inspire the national pride of college students. Sense and self-confidence also have important theoretical and practical significance.

## **2. Current Status of College Students' Acceptance of Chinese Excellent Traditional Culture**

The author has conducted a "Question on College Students' Knowledge of Chinese Excellent Traditional Culture" by college students from more than ten colleges and universities in Hainan Province, including Haida University, Haishu University, Haishu University, Hainan Vocational College, and Hainan University of Political Science and Law. 978 copies were recovered. According to the results of the questionnaire data, 23% of the students believe that traditional festivals have been commercialized and become a stage for many merchants to make a show; 18% of students believe that whenever the traditional festival R, it is left to eat. Drinking, very tired; 6% of students believe that traditional Chinese festivals are not fashionable, very soil; 9% of students said that traditional festivals do not know how to pass. Many college students are very admired for the Valentine's Day, Christmas, Easter and other festivals in the West. They are highly involved, but they are not very interested in the Mid-Autumn Festival of the Dragon Boat Festival. In terms of food culture, they prefer KFC and McDonald's. Western restaurants, but little knowledge of Chinese traditional diet, are not very interested; in terms of music movies, young people are very fond of Western rock, pop music, Hollywood blockbusters, but not interested in traditional Chinese drama, opera, classical music.

There are many reading time for college students, but they mainly focus on mobile phone reading, micro-video, TV movies, magazines, etc. There are very few classic masterpieces and traditional cultures. Our ancestors left us with a lot of valuable cultural wealth, including literature, poetry, novels, opera, painting, art, calligraphy, sculpture, etc. These cultural treasures rarely have college students to study, comprehend and inherit.

Chinese excellent traditional culture pays attention to collectivism, hard struggle, self-improvement, advocating moral pursuit, and demanding itself with the spirit of "gentlemen", especially paying attention to "the poor are the ones who are good at themselves, and the best is to help the world". "Footing away from the trend", "the world is prosperous and responsible." However, in view of the current social unhealthy phenomenon, the traditional moral practice crisis is reflected in the following aspects: First, self-centered, and public awareness is relatively poor. Often care about themselves, regardless of others, indifferent to the collective interests, lack of team spirit. Second, the sense of responsibility is lacking. In the ideal pursuit, heavy material realizes light spiritual ideal; in value pursuit, priority is given to the realization of personal value; in terms of ideas, self-consideration and light social responsibility.

## **3. The Integration of Excellent Traditional Culture into the Ideological and Political Education of College Students**

The practical path of Chinese excellent traditional culture to integrate college students' ideological and political education can be tried from the following aspects.

Integrate excellent traditional culture into classroom teaching. First, the traditional culture education class is set as a compulsory course. Regardless of the liberal arts or science or engineering, the traditional cultural education class should be set as a public compulsory course. The class time does not have to be many, but it must be. Secondly, the ideological and political theory course should serve as an important carrier for disseminating excellent traditional culture and increase the content of traditional culture in teaching. Third, organize various lectures and competitions, and carry out unique traditional cultural lecture competitions according to the characteristics of each university. Fourth, establish a fine traditional cultural student association, and carry forward the outstanding Chinese traditional culture with rich and colorful community activities. For example, the establishment of classical literature, calligraphy, drama, art associations

and so on.

Integrate excellent traditional culture into campus cultural activities. Strengthen the construction of campus culture. Through a variety of thematic practical activities, such as "three rural areas" social practice, student art festival, student science and technology festival, student community organization activities and a series of colorful campus culture, improve the humanities quality of college students, cultivate high moral morality of college students .

Integrate excellent traditional culture into the media. Schools should give full play to the role of the media. Nowadays, new media such as qq, Weibo, We-Chat, and websites have become the main form of information exchange and emotional communication for college students. They spend a lot of time on the network media every day. To promote excellent traditional culture, we should fully do two lines, "online" and "offline" publicity. On the one hand, strengthen the construction of the network platform, open up the construction of the "red classic" website, carry out online education columns, MOOC courses, etc., and enrich the online education resources for teachers and students to learn independently. For example, combined with the mobile APP, the wonderful reading and interpretation of the masters of Chinese studies are integrated into the video software to enhance the vividness and fun of the excellent traditional culture.

On the other hand, increase the offline experience activities, and spread the traditional culture of the campus, experience activities, and exciting pictures of the game through the school's official website, WeChat, qq group and other media to expand the coverage of the publicity. Organizing activities such as "Poetry Contest", "Chinese Character Contest", "Calligraphy Contest" and "Traditional Finale Contest" not only attracted the participation and attention of the student group, but also played a good publicity and education role.

It is necessary to highlight the pertinence in the content of education, and focus on strengthening the education of the country, enterprising spirit, moral sentiment education, harmonious spirit education and integrity education. Chinese culture genes have their own unique temperament factors. It talks about benevolence, the people, the integrity, the justice, the harmony, and the commonwe. These outstanding qualities of the Chinese civilization are an important source of China's ability to survive and not to fall through, and to be more upright through the storm. To carry out ideological and political education for college students, we must integrate the spiritual nutrients of Chinese excellent culture.

It is China's excellent cultural tradition to strengthen the feelings of the country before the sorrow and the heart of the world. Qu Yuan expressed his concern for the people in the war in the "long and sorrowful grief". Du Fu "An De Guangsha is tens of thousands of people, and the world is full of people, and the singer is full of cold and dead." Fan Zhongyan "has the worries of the world before and the happiness of the world." Contemporary college students are born and grew up in the age of prosperity and well-being, lacking a sense of urgency, and especially need to strengthen education for the feelings of serving the country. Personal growth and development need to be inseparable from the protection of a prosperous country. Personal development should be accompanied by the motherland to breathe and share the fate. Put precious youth in the places where the motherland needs it most. Write the meaning of life with enthusiasm, responsibility and responsibility. A hymn of youth.

The spirit of self-improvement, self-improvement, and self-improvement, "Zhou" is like Yunchuan: "Tian Xingjian, gentleman to self-improvement." That is to say, the Tiandao operation is resolute and strong, and it is not controlled by any external force. The gentleman follows the heavens and works hard, and never stops. "The gentleman is constantly striving for self-improvement" is the attitude of a heroic and enterprising attitude. The current society has some bad habits, and it is self-sufficient. Most contemporary college students grow up in a superior environment. When they are frustrated, they will be devastated, blaming others, indulging in negatives and even giving up their lives. To carry out ideological and political education for college students, it is necessary to integrate into the spirit of enterprising spirit, so that they understand that success requires payment and accumulation, and frustration is ineviTable. Being able to commit to the realization of dreams in a state of perseverance, hard work, and refusal to give up is the common

trait of all those who make achievements.

Strengthening the morality and morality of the benevolent and moral, the moral and sentimental education of virtue and kindness, "the old man and the old man, the younger and the younger, and the younger person" "do not do what you want." Confucianism promotes benevolence to "love others" and "general love" by pushing others and people. The highest realm of being human is to rise beyond the individual to the whole country. "It is good for the love of the country and harms the evil of the country." The benevolent thought was passed down from generation to generation by the Chinese nation and passed down from generation to generation. Contemporary college students need such a benevolent moral sentiment to cultivate and practice. More understanding, less care; more care, less suspicion; more than one, less one. Treat people with morality and treat others with kindness.

The spirit of harmony between human beings and nature, harmony between man and nature, has taught the Chinese to admire "harmony" since ancient times. "Harmony" is first and foremost a concept. "One yin and one yang is the way", everything is yin and yang, you have me, I have you. Whether Confucianism, Buddhism or Taoism, it contains a rich spirit of "harmony", meaning inclusiveness, symbiosis and coexistence, to achieve a balance and harmony. The current society is developing more and more, and the material is getting richer, but people's hearts are not happy. No matter between people, between people and nature, there is a lack of harmony. The future world needs a harmonious thinking concept. Everyone treats each other with a symbiotic and win-win attitude and treats nature well. College students are hopes and futures. They need this vision and mind to deal with the relationship between people and people and nature.

Strengthening the integrity-based, honesty and education of a promised person is not believed. Integrity has always been the topic of the national culture of the Chinese culture. It is the code of conduct that our ancestors passed down from generation to generation. It is both the foundation of the body and the foundation of success. It is also the moral line that maintains social harmony. "Book of Rites • The Doctrine of the Mean" said: "Sincere, self-contained." Honest and sincere, sincere and convinced. However, the current socialist market economy still has irregularities, and the phenomenon of bullying customers with false and chaotic realism has occurred from time to time. Some people are stunned by material desires, and they don't hesitate to betray their interests and trample on the moral bottom line. In such a social context, it is even more necessary to create a good atmosphere for the college students. Strengthening the integrity education of college students, it is imperative to integrate the quality of integrity into the world outlook, outlook on life and values of college students, to integrate into the blood, to be human, and to be honest.

In the education-led, the integration of excellent traditional culture into the construction of teachers is the implementer of educational goals, and the designers and organizers of educational activities play a leading role in the educational process. Teachers' accumulation of excellent traditional culture and their own quality level will greatly affect the quality of students' education. Therefore, the construction of the teaching staff should be strengthened, teachers should be trained regularly or irregularly, and an institutional long-term training system should be formed. Cultivate a group of outstanding teachers who have a profound cultural heritage and know how to use the subtle influences of the spring rain and rain in the classroom. Such a team of teachers will greatly promote the development of Chinese excellent traditional culture among college students, and help the effective combination of excellent traditional culture and college students' ideological and political education.

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