

Research on the Inheritance and Innovation of Excellent Traditional Chinese Culture in University Classrooms in the Internet Era

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Abstract: With the advent of the Internet era and the rapid evolution of information technology, higher education plays an increasingly important role in the inheritance and innovation of excellent traditional Chinese culture. Classroom education is the main battleground for implementing the inheritance and innovation of excellent traditional culture in higher education. This paper, starting from the subject and object of education, discusses how to "revitalize traditional culture" in university classrooms in the Internet era through pre-class theme determination, classroom teaching, and post-class teaching feedback, and the "creative transformation and innovative development" of excellent traditional Chinese culture.

1. Introduction

In recent years, the presence of students wearing Hanfu (traditional Han Chinese clothing) on university campuses is a testament to their strong interest in traditional culture. Nowadays, China has officially entered a new era of socialism with Chinese characteristics. How to fully stimulate and utilize the enthusiasm and interest of the young generation for traditional culture, and deeply promote the inheritance and innovation of excellent traditional Chinese culture, is a complex and long-term systemic project. Classroom education has always been the main battleground for higher education to implement the inheritance and innovation of excellent traditional culture. This paper combines the characteristics of the Internet era and modern technological achievements to explore how university classrooms can solidly and deeply promote the inheritance and innovation of excellent traditional Chinese culture in terms of textbook selection, curriculum design, and teaching methods[1].

2. Higher Education Professionals Must Revitalize Excellent Traditional Chinese Culture

Higher education professionals largely hold the interpretative authority of excellent traditional culture and are crucial in revitalizing excellent traditional Chinese culture. In the process of inheriting and innovating excellent traditional Chinese culture, higher education professionals face a long and arduous task. It is important to work on both the educators themselves and the macro institutional design to create a deeply rooted educational environment for the inheritance and innovation of excellent traditional Chinese culture[2].

2.1. Educators Must Practice What They Preach

Higher education carries a significant responsibility. To fulfill the educational duty of teaching and nurturing students, it often requires unwavering perseverance, constant patience, and relentless determination. These valuable qualities can be drawn from excellent traditional Chinese culture. Through it, we see the perseverance of "grinding a needle against a bone and studying under a hanging lamp", the optimism and broad-mindedness of "heaven-sent talents will always find their use, and scattered fortunes will return", the national sentiment of "worrying before the world worries, and enjoying after the world enjoys", and the supremacy of the state as in "sacrificing personal gains for the country's welfare"... These outstanding qualities are assimilated by today's scholars, transforming into powerful tools on the educational path, helping to overcome various educational challenges[3].

Therefore, higher education professionals should shoulder the responsibility of inheriting and

innovating excellent traditional Chinese culture. They need to first become practitioners of this culture, leading by example and teaching through their actions, becoming the best spokespersons for the inheritance and innovation of excellent traditional Chinese culture.

2.2. Persist in the Policy Direction of Inheriting and Innovating Excellent Traditional Chinese Culture

Higher education professionals bear the era's responsibility for the inheritance and innovation of excellent traditional Chinese culture. They must not only be inheritors and practitioners from the perspective of ontology but also guide the construction of an educational system for inheriting and innovating excellent traditional Chinese culture through macro institutional design. This includes adhering to a scientific training system and professional curriculum settings, integrating the inheritance and innovation of excellent traditional Chinese culture into the teaching practices for university students[4].

In terms of discipline and course arrangements, the importance of education in excellent traditional Chinese culture should be highlighted. In curriculum design, higher education generally divides courses into professional and elective categories. From the perspective of professional education, there should be a strong emphasis on building disciplines related to excellent traditional Chinese culture. Humanities disciplines related to traditional culture should emphasize the importance of inheriting and innovating excellent traditional Chinese culture in their talent training program design, increasing the proportion of education related to excellent traditional Chinese culture in basic professional education. Regarding elective education, there should be an increased focus on building general education courses related to excellent traditional Chinese culture. Higher education institutions should appropriately arrange general education courses on excellent traditional Chinese culture in their elective course offerings (general education)[5-6].

At the same time, in designing general education courses on traditional culture, the target audience should be expanded. Actively utilizing MOOC platforms and modern communication technologies to create high-quality online courses, these courses should be made available to all universities and even to the entire society, aiming to maximize the impact and reach of excellent educational resources[7].

2.3. University Students Must Advance the "Creative Transformation and Innovative Development" of Excellent Traditional Chinese Culture

For university students to truly become pillars of the nation, the basic qualities of excellent traditional Chinese culture are indispensable. "Only by comprehensively understanding the history of Chinese civilization can we more effectively promote the creative transformation and innovative development of excellent traditional Chinese culture, strengthen the construction of Chinese socialist culture, and build a modern civilization of the Chinese nation." University students should actively undertake the responsibilities of the era, not only as key inheritors of excellent traditional Chinese culture but also as important innovators[8].

Firstly, from the perspective of knowledge structure. University students should consciously learn and absorb excellent traditional Chinese culture. First, they should diligently study mandatory courses in traditional culture. Students in humanities disciplines should delve deeply into texts to understand and grasp the spirit and essence of traditional culture, integrating it into their lives. Second, they should actively elect courses in traditional culture. Students in non-humanities disciplines should actively acquire basic knowledge and concepts of excellent traditional Chinese culture, fostering good traditional cultural qualities. Third, in their spare time, they should explore areas related to traditional culture. During their reading of classics, they should consciously seek the essence of excellent traditional Chinese culture and develop a value consciousness as descendants of the Yan and Huang Emperors. Fourth, based on mastering the essence of excellent traditional Chinese culture and in line with contemporary trends, they should actively use their knowledge and abilities to expand the interpretation and application of traditional culture, promoting its innovation[9].

Secondly, from the perspective of subjective consciousness. University students should actively integrate the essence of excellent traditional Chinese culture into their daily lives. The true inheritance

of culture is not just passively displayed in museums for others to admire, but actively integrated into every corner of daily life, vividly leaping through the rise and fall of day and night.

University students should embrace the profound spirit of traditional Chinese culture, guiding their daily speech and behavior. They ought to build their life pursuits on Confucianism's 'Eight Items': rectifying objects, acquiring knowledge, sincerity, rectifying the heart, self-cultivation, family regulation, state governance, and world peace. Students should maintain a life attitude exemplified by the sayings, 'As heaven maintains vigor through movement, a gentleman constantly strives for self-improvement' and 'As earth exhibits receptive devotion, a gentleman should embrace the world with a broad mind.' In interactions, they should value credibility and effective action. In friendships, they should honor commitments, embodying the principle 'a promise made is as good as a thousand miles traveled.' In disagreements, they should appreciate 'harmony in diversity' and practice 'harmonious coexistence.' Regarding fame and fortune, they should believe 'ill-gotten wealth and rank are as fleeting as floating clouds.' In adversity, they should embody resilience, 'enduring hardships like a thousand beatings, unwavering in all winds.' Finally, in challenging times, they should remember 'poverty can fortify resolve without diminishing noble aspirations.' By upholding these values, students can grow into exemplary individuals in the new era of Chinese socialism[10-11].

3. The Teaching Process Centers on Promoting Excellent Traditional Chinese Culture

The teaching of traditional culture includes a series of teaching activities. In the course of teaching, we should persist in strengthening the content of excellent traditional Chinese culture, centering on promoting it, and fully integrating the era of the Internet into aspects such as pre-class theme determination, classroom teaching, and post-class feedback. We should scientifically design using various modern teaching methods, reasonably adjust and effectively control teaching activities, to maximally achieve the purpose of inheriting and innovating excellent traditional Chinese culture.

3.1. Select Teaching Themes of Excellent Traditional Chinese Culture with Modern Value

In designing teaching themes, we should combine current trends to select topics with modern value. Although excellent traditional Chinese culture belongs to a historical concept, it has significant modern value. However, it expresses differently in various historical periods, and to maintain vitality, new interpretations and understandings are necessary.

When carrying out theoretical education in excellent traditional Chinese culture, the selection of textbooks must be based on socialist core values, combined with the development needs of current Chinese socialism, to determine education themes that align more with socialist core values, and select textbooks of excellent traditional Chinese culture with modern value.

At the same time, we should accurately grasp contemporary trends and student needs, completing theme determination against the backdrop of the Internet era. We should adeptly process and analyze big data through intelligent algorithms, using the interactive and diversified nature of big data to understand university students' actual perceptions and experiences of excellent traditional Chinese culture. Use this as a scientific basis for decision-making, thereby selecting themes and materials that accurately reflect the trend of the times and the hearts of students.

3.2. Strengthen Internet Thinking to Advance the Teaching of Excellent Traditional Chinese Culture

Firstly, in the Internet era, the unfolding of higher education classrooms should continually strengthen Internet thinking to maximize the achievement of classroom goals in inheriting and innovating excellent traditional Chinese culture. First is the course introduction phase. Educational institutions should fully and broadly apply the developed information technology of the Internet era to course introduction. This includes utilizing multimedia, micro-lessons, excellent videos, classic cases, and other innovative methods. They should also select practical elements of excellent traditional culture and integrate them into AI (Artificial Intelligence) technology-designed experiential scenarios. This integration aims to enrich the courses, enhancing students' sense of acquisition and experience.

Next is the teaching content. The focus of university classroom lectures on excellent traditional Chinese culture should be on explanatory content. With the introduction of online teaching platforms, the rise of self-media, and the development of mobile apps, compared to previous eras, university students have more channels to acquire knowledge of traditional culture. Therefore, in arranging teaching content, we should avoid simple repetition of basic knowledge, focusing instead on interpretative content. Classroom education should move from static knowledge transfer towards intelligent education, providing students with inspirational reading, guiding them to think about the essence of traditional culture, and building a deep understanding of excellent traditional Chinese culture.

Then comes the art of teaching. To enhance the effectiveness of traditional culture teaching and maximize the completion of inheriting and innovating excellent traditional culture, fully combining modern technology to enhance teaching level and enrich teaching art is an important approach.

First, use presentation forms favored by students to gain their recognition and resonate with them. In recent years, short videos, with their concise and brief nature, small size, and convenient dissemination, have catered to students' preferences and are easily accepted and recognized. Moreover, the production of short videos is relatively simple and easier to operate than micro-movies, even without professional filming skills. Therefore, short video clips can be appropriately interspersed in the teaching process to enhance students' learning interest. Especially for more obscure knowledge points in traditional Chinese culture, modern media technology should be combined to explain theoretical difficulties in a more specific and visual form.

Second, leverage online teaching platforms to enhance classroom interactivity and student participation. Nowadays, mobile phones have become a rapid channel for contemporary university students to acquire knowledge and an important way for entertainment and relaxation. Although in today's university classrooms, there is the odd phenomenon of "teachers competing with mobile phones for students' attention". However, we can turn this disadvantage into an advantage, actively using the powerful applications of mobile phones to draw students back to the classroom.

The development and application of online teaching functions on mobile phones are in full swing, with online teaching platforms like DingTalk, Rain Classroom, Xuexitong, MOOC, etc., experiencing leapfrog development. These increasingly mature online teaching platforms are not only used for online teaching. In the usual offline teaching process, their rich teaching resources, colorful teaching activities, and student-friendly operation methods can also serve as important grips for offline classroom teaching, forming an organic combination of online and offline, promoting the effective unfolding of excellent traditional Chinese culture teaching in richer forms, more convenient ways, and more active atmospheres.

3.3. Combine Modern Information Technology to Obtain Teaching Feedback on Excellent Traditional Chinese Culture

Education is a process of continuous adjustment, perfection, and progressive improvement, comprising a complete output and input process. Based on student needs, we design teaching content, conduct teaching output, and obtain feedback on students' learning effectiveness in the feedback process. Then we adjust the teaching output. In the cycle of output and input, we build an effective teaching system of teacher-student interaction, information sharing, and timely feedback, ensuring a spiraling improvement in teachers' "teaching" and students' "learning".

With the advent of the Internet era, MOOC platforms have seen leapfrog development, bringing convenient and comprehensive data on learning situations. While courses are in progress, the backend can instantly obtain data such as students' quiz scores and login study duration. Teachers can base their teaching design on the learning situation data fed back by the online teaching platform, adjust teaching content, correct teaching methods, and refine teaching to ensure and enhance the teaching effectiveness of excellent traditional Chinese culture.

4. Conclusion

Entering the Internet era, with the rapid evolution of information technology, higher education

plays an increasingly important role in the inheritance and innovation of excellent traditional Chinese culture. On one hand, higher education must remain sufficiently sensitive to the latest technological changes and highly conscious of integrating Internet technology into higher education. As the Ministry of Education explicitly requires: "With the global wave of technological revolution and industrial transformation approaching, Chinese universities, as cradles of talent, bastions of science and technology, and highlands of humanities, must anticipate and understand these changes." On the other hand, higher education, as an important stronghold for scientific research, talent cultivation, and the inheritance and innovation of culture, bears the significant task of "continuously innovating the concepts, forms, and methods of inheriting excellent traditional Chinese culture in the new era."

Supported by the advanced transmission technologies and rich communication forms provided by the Internet era, higher education institutions, as concentration points of knowledge production, should continuously improve the classroom education system from aspects such as the subject and object of education, textbook selection, curriculum design, and teaching methods. They should enhance the scope of inheritance and the height of innovation of excellent Chinese culture, promoting the inheritance and innovation of excellent traditional Chinese culture.

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