

Research on the Inheritance Value and Strategy of the Great Traditional Culture of Ancient Poetry in Universities

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Abstract: Under the background that Chinese traditional culture is valued by more and more colleges and universities, the singing culture is gradually inherited and developed in universities as an important part of the traditional culture of the Chinese nation. The singing culture has rich connotation, novel form and audio and visual advantages, its introduction and integration into the construction of the traditional culture educational system for students in universities is of greatly practical significance for improving students' ideological quality, cultural quality and enriching campus culture. This paper explores the restrictive factors of the singing traditional culture in universities, and proposes feasible strategies in a targeted way.

Keyword: Traditional Culture, Singing, Value, Strategy.

1. Introduction

Singing is one of the ways for the ancients to learn poetry and songs. As a part of the traditional culture, poetry and singing art is faced with more serious inheritance problems in the modern society. We can say that it is becoming more and more fascinating until become secrets. On the one hand, the negative impact of the social environment, on the other is the lack of students' humanistic literacy. This internal and external factors lead to the lack of students' interest in ancient poetry learning until the lack of interest in poetry and singing culture. How to better carry forward the great traditional culture of *Chu and Tang Songs*, and realize the purpose of educating people in universities is an important subject worthy of our deep thought and exploration.

2. The Value Connotation of the Great Traditional Culture of Singing in and Universities

2.1 Beneficial to the Improvement of Students' Humanities and Artistic Accomplishment.

All the literary works give people a sense of beauty, and all use the medium of language as the carrier. Chinese is a language with distinctive national characteristics. It has many static phonetic materials, such as rich tones, neat syllables, different tones, strange and varied rhymes, etc. All these unique voice materials are reflected in the sounds of wonderful Chinese characters, which have formed a variety of aesthetic effects with different styles. Therefore, singing itself is a classical and elegant art form.

2.2 Beneficial to Realize the Combination of Cultural Inheritance and Cultural Education

The ancients said that the songs can be for expressing aspirations. Singing became the most direct way for ancient poets to express their inner ambitions and emotions. Universities can further explore the cultural characteristics of love, elegance, beauty, and rationality in the great traditional culture of singing, focus on strengthening the education of traditional Chinese humanistic spirit, educate people, cultivate top talents with sound personality

qualities, noble moral sentiments and profound cultural heritage to realize the combination of cultural inheritance and cultural education.

2.3 Beneficial to Enrich the Construction of Campus Culture

University is the hall of scholarship and the treasure house of talent enrichment, and with the rich cultural form and rich connotation of singing, which is very suited as the carrier of campus culture construction in universities. For example, singing and cultural activities with the theme of singing the party, singing the motherland, and singing socialism can give full play to their educational functions like moral education and aesthetic education, deepen and expand the campus culture construction to form a positive atmosphere of campus culture.

3. Analysis of the Restrictive Factors in the Inheritance of Top Traditional Culture of Singing in Universities

Firstly, the research on the theory of university singing culture is not enough. Although poetry and singing have a very long history, the current literature is farther away from us in the reality, singing is increasingly becoming an elegant hobby of niche crowd. The people who engage in traditional cultural education activities in colleges and universities pay more attention to the appreciation of traditional culture, and there are not so many for in-depth research of singing. This situation will inevitably affect the long term development of traditional cultural and education activities in colleges and universities.

Secondly, teacher of singing class in universities. There are not many colleges and universities that really incorporate the knowledge and theory of singing into the teaching plan. The professional teachers who systematically teach the poetry and singing in the classroom are rarer.

Then, lots of students' poetry culture literacy is generally not high. The poetry basic knowledge of students in universities is relatively weak, and they have fears of singing communication activities such as appreciation, creation and so on, which has affected the enthusiasm of students to participate, and the main force of students in the singing club is weak.

Finally, the social environment has caused negative cognitive psychology of students in universities. According to the survey, most college students have misunderstandings about the traditional poetry culture. They think it has no practical significance. This kind of understanding is the performance of the current pragmatic education concept. Students have shown more interest in fast food culture, and far from the classic poems culture which seems boring.

4. The Inheritance Strategy of the Great Traditional Culture of Singing in Universities

It needs to combine with the actual situation of the university on how to carry out the cultural heritage of the singing. The author believes that it is mainly to promote from two aspects of education and student activities.

4.1 Construct the Classroom Teaching Mode of Traditional Culture of Singing——Use classroom learning as the platform to develop a diversified channel for the popularization of traditional culture of singing.

① Implement singing teaching in literature education. There are many literature related courses in universities, including classic poetry. In the teaching process, the teacher can teach the singing art closely while teaching the connotation of the poetry. Thinking and comprehending in singing, let students feel the infinite charm of poetry and singing, and influenced by noble sentiments and fun, so that the songs can be inherited and the elegant personality of the students can be cultivated.

② Pay attention to the basic knowledge of poetry. In the teaching process, teaching and singing complement each other, and we should not pay too much attention to the mastery of singing art, which will neglect the charm of traditional culture to a certain degree. Strengthen the understanding of ancient poetry itself, infiltrate more language teaching to let students have a deeper understanding of the content of poetry, and pay more attention to the language beauty, phonological beauty and form beauty of poetry. In the teaching of ancient poetry and singing, the cultivation of language sense lies in the long term and far reaching accumulation and long term repeated trial and understanding, so that students can enhance their appreciation ability in the nourishment of language and culture, and thus enhance their aesthetic realm. When students realize the connotation of poetry, classical poetry can give full play to the powerful functions of aesthetic education and moral education, so that students can be subtly nourished by the national spirit.

4.2 Construct a Platform for Inheriting and Promoting the Top Traditional Culture of Singing——Take community activities as the platform to guide the expansion of traditional cultural activities. Make full use of the media platform and do good job in learning and communication.

① Guide the establishment of a student community of singing fans to build up a team of students. Guide students to set up interest groups of traditional cultural activities in singing, and expand to all students. With this platform, students who have a strong interest in classical poetry and have a certain level of enthusiasm can be recruited to create a good learning and competitive atmosphere, and form a student force of the cultural activities.

② Utilize new media to innovate the learning exchange platform. In the new media environment, information dissemination channels are diversified. According to the characteristics of university students who are easy and willing to accept new things, they can use mobile phone text messages, QQ space, QQ group, Sina Weibo and other media to create student publications, columns, forums and other communication platforms, so that they can realize the effective combination of modern media and traditional culture, and innovate a new mode of cultural education. In addition, the new media can also publish relevant content such as student work selection, making it a platform for learning, communication, creation, and also a platform of cultural literacy promotion.

4.3 Create a Good Campus Environment with Traditional Culture of Singing——Take the stage performance, exchange discussion and theme competition as the starting point to create a good inheritance environment for the singing culture and inspire students to have greater learning enthusiasm.

① Stage performance. The singing culture itself has the advantages of both audio and video. The university students like it and are eager to accept and spread. Learning report presentation can be conducted once every semester. Or conduct inter-school traditional cultural performance for communications out of school. It can not only test the learning effect of the students, but also find the deficiencies, and can also stimulate the learning enthusiasm of the students to a greater extent.

② Poetry activity. Students have gained in learning and communication from classroom learning, community and media exchange learning activities. Poetry singing or theme competition for teachers and students can be planned every semester, so that teachers and students can get close to the art of singing, and feel the infinite charm of poetry and songs. At the same time, expand the influence and attract more students' attention and participation.

5. Conclusion

Not only singing culture, in fact, the top traditional culture of China has shown us a good

side, such as morality and benevolence; the struggle spirit of working for success; the tolerance character of forgiveness; the responsibility of duty and the life attitude of saving. All these value orientations in traditional culture have a subtle influence on the individual's character and career development. One of the main tasks of university education is to teach and educate people. Schools should train students to be talents who not only have the ability to work, but also have a healthy personality and noble morality. Universities should study and explore how to make traditional culture appear more in front of the public. By constructing an heritage platform of top traditional culture like ancient poetry and singing, university students can understand and feel the charm of songs and ancient Chinese poetry, and enhance their own humanistic qualities.

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