

Research on the strategy of the integration of Chinese excellent traditional culture in colleges and universities

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ABSTRACT

In order to promote students to become compound talents in the balanced development of moral character, wisdom, physique, aesthetic and labor skills, this paper first discusses the significance and value of integrating the essence of excellent traditional Chinese culture into the ideological and political education in colleges and universities. Subsequently, the paper makes a detailed analysis of the practical challenges and difficulties faced in the current integration process. Finally, based on the above analysis, the paper puts forward a series of practical methods and strategies, aiming to effectively promote the deep integration of the excellent traditional Chinese culture and the ideological and political education in colleges and universities, so as to lay a solid cultural foundation for students' all-round development.

KEYWORDS

colleges and universities; ideological and political education; Chinese excellent traditional culture; fusion strategy

Introduction: Culture is the root of the nation and the soul of the country, and its prosperity is directly related to the fate of the country and the prosperity of the nation. The excellent traditional Chinese culture, with its profound historical deposits and extensive wisdom, constitutes the unique spiritual bond of the Chinese nation. Since the eighteenth congress, the party central committee with comrade xi as the core, the inheritance and development of Chinese excellent traditional culture gave unprecedented attention, the strategic decision not only to strengthen the ideological education in the aspect of inheriting culture support function, more how in ideological education into traditional culture education pointed out the direction of the clear, and laid the practice of both depth fusion path. In this context, educators need to have a deep understanding of the core value and far-reaching significance of the excellent traditional Chinese culture for contemporary ideological and political education, and have a keen insight into the practical problems and challenges they may encounter in the process of integrating traditional culture into ideological and political education.

1 The core value of Chinese excellent traditional culture in ideological and political education in colleges and universities

1.1 Building the strategic cornerstone of cultural confidence

"Cultural confidence is the key to the rise and fall of countries, cultural security and national spiritual autonomy."The real independence of a country is not only reflected in the political and

economic self-reliance, but also needs to realize the autonomy and prosperity of ideology and culture. Ignoring the unique value of local culture is tantamount to giving up the self and eventually becoming a vassal of foreign culture. In recent years, China attaches great importance to the construction of cultural soft power, and through a series of innovative policies and measures, it has injected new vitality into the inheritance and development of the excellent Chinese traditional culture. The party's 20 report is clearly put forward "enhance cultural confidence, promote cultural self-improvement, create a new chapter of socialist culture" goal [1]. The integration of excellent traditional Chinese culture into ideological and political education in colleges and universities is not only a tribute to the long history of the Chinese nation, but also a manifestation of the ethnic characteristics of education. The cultural attribute of ideological and political education determines its unique role in promoting the integration of traditional culture and modern education, and in strengthening the cultural confidence of college students. This will not only help to guide college students to draw spiritual nutrients from the excellent traditional Chinese culture, establish a correct world outlook, outlook on life and values, but also enhance their identification and pride in the national culture, and form a firm cultural confidence. At the same time, in the face of the challenge of historical nihilism, the excellent traditional Chinese culture provides a solid ideological defense line for college students, and guides them to examine the past with a correct view of history and resist the erosion of foreign bad ideas.

1.2 To meet the urgent need of the "skill orientation and cultural neglect" phenomenon in college education

At present, the common phenomenon is present in the university education system, too focused on the students' professional skills accurate grinding, but to a certain extent, ignored the cultural influence to the students' comprehensive quality and deepen the potential value of the development of professional skills, the "skills first, culture second" bias, virtually limits the college students' all-round development and sound personality. Ideological and political course, as the cornerstone and soul of the university education system, is not only the core position of implementing the education concept of "cultivating people by virtue", but also the indispensable key link in cultivating students' sound personality.

The excellent traditional Chinese culture has far-reaching connotations, covering knowledge structure, value orientation, belief system, norms of behavior and folk customs, etc. It is a valuable resource to nourish the humanistic spirit of college students and improve their humanistic quality. Therefore, the depth of Chinese excellent traditional culture into ideological education in colleges and universities, not only can ensure that colleges and universities in stick to cultivate the core advantage at the same time, also opened a door to the wisdom of traditional culture, enable them to roam in the ocean of knowledge, grow under the influence of culture, to enrich the inner world, strengthen the humanistic quality, create a more complete and healthy personality [2].

2 The practical challenge of integrating Chinese excellent traditional culture into ideological and political education in colleges and universities

2.1 The dilemma of value choice in the multi-cultural environment

With the deepening of reform and opening up and the rapid growth of economy, China's society has made remarkable achievements in the material level, while the spiritual and cultural construction is relatively lagging behind, leading to the social trend of diversification. In this context, people's ideas are increasingly complex and diverse, including the utilitarian mentality of

pursuing material satisfaction, but also the pursuit of high quality of spiritual life. This diversified trend of thought inevitably impacts the inheritance and development of the excellent Chinese traditional culture, and also poses a challenge to the value formation of college students' values. In the face of the influx of foreign cultures and the persistence of local culture, college students are prone to confusion and confusion in thought, and it is difficult to make a wise choice among diverse cultures. Therefore, how to effectively guide college students to adhere to the foundation of excellent traditional Chinese culture in ideological and political education has become an urgent problem to be solved. College teachers need to innovate teaching ideas, put foreign culture and traditional culture on the platform of equal dialogue, make use of the inclusiveness of excellent traditional Chinese culture, explore new ways of integration with multiple cultures, and help students to strengthen their cultural confidence in a complex environment.

2.2 The single teaching mode and the depth of integration are insufficient

As an important platform for inheriting the excellent traditional Chinese culture, the teaching effect of ideological and political classroom is directly related to the inheritance and development of culture. However, the current ideological and political education mode has obvious alienation phenomenon, which is mainly manifested in the mechanization and rigid integration of teaching forms. On the one hand, some teachers adopt the traditional "cramming" teaching, which only stays on the simple teaching of the teaching material knowledge, lacking vividness and interactivity, and it is difficult to stimulate students' interest and initiative in learning. On the other hand, in the process of integrating the excellent traditional Chinese culture into ideological and political education, some teachers failed to find effective integration points, and only mechanically embedded the traditional cultural content into the teaching, leading to the lack of internal connection and deep integration between the two. This teaching mode not only fails to show the charm of the excellent traditional Chinese culture, but also fails to give full play to its positive role in ideological and political education. Therefore, teachers need to reflect on and improve their teaching methods, explore more flexible and diverse teaching modes, so that the excellent traditional Chinese culture and ideological and political education are deeply integrated, and jointly act on the students' spiritual world and moral concept [3].

2.3 The lack and integration challenges of campus culture construction

Campus culture, as the embodiment of the unique spiritual outlook and cultural heritage of a school, its deep influence often goes beyond the explicit curriculum, and plays a subtle role in shaping college students' ideas. Integrating the excellent traditional Chinese culture into the campus culture is an effective way to improve the quality of ideological and political education and tap the potential of cultural education. However, there are many obstacles in the current practice. First of all, at the level of campus material culture construction, some colleges and universities excessively pursue modernization and fashion sense, and ignore the integration of traditional cultural elements and ideological and political education connotation in the design of the campus environment, resulting in the lack of cultural heritage and ideological depth in the campus space. Secondly, in terms of campus activities, the design of some activities is old and boring, lack of creativity and attraction, and fail to effectively integrate the excellent traditional Chinese culture and ideological and political education elements, which greatly reduces the educational significance of the activity itself. What is more serious is that, in order to cater to the taste of students, some activities deliberately avoid the traditional culture and ideological and political education content. In the long run, campus culture will lose its due educational value and spiritual orientation function.

3 Deepening the strategy of integrating Chinese excellent traditional culture into ideological and political education in colleges and universities

Xi general secretary stressed: " the ideological and political work must attach great importance to, need to constantly improve the ideological work system, and continuous innovation of its content and form, to guide the youth set up scientific world outlook, the outlook on life, values, and strengthen them to the socialist road with Chinese characteristics, theory, system and cultural confidence, to ensure that they become a reliable successor of socialist construction."In view of the challenges faced by ideological and political education in colleges and universities in the process of integrating into the excellent traditional Chinese culture, in order to deepen the integration of the two and improve the effectiveness of ideological and political education, it needs to be promoted from the following three dimensions.

3.1 Deepen the education of excellent traditional Chinese culture with ideological and political education as the main position

In the form of teaching, the first thing is to stimulate students' interest and create an interesting classroom atmosphere. Teachers can flexibly use multimedia means to play videos rich in ideological and political education and excellent traditional Chinese culture as the introduction, so as to stimulate students 'curiosity and thirst for knowledge; meanwhile, relevant cultural stories are told around students' interest points to help students deeply understand ideological and political knowledge. Secondly, enhancing the classroom experience is the key. Teachers should abandon the traditional mode of "knowledge", using the scene experience teaching method, select the classic story of Chinese excellent traditional culture, organize students in the form of group role play, let the students in participation, in the first person perspective experience story situation, realize the depth of the traditional culture and ideological education fusion, enhance the classroom immersion. Finally, it is very important to strengthen the interaction between teachers and students, especially the spiritual communication, discuss the core issues such as world outlook, outlook on life and values, encourage students to express their opinions based on the scenario simulation cases, use the standpoint and viewpoint learned in ideological and political courses to analyze problems, and jointly explore the true meaning of ideological and political education.

In the teaching content, on the one hand, strengthen the moral support, with the moral tree as the fundamental. Ideological and political courses should fully explore the moral resources in the excellent traditional Chinese culture, such as the humble spirit of "Kong Rong makes pear", the loyalty quality of "Su Wu herding sheep", and the wit and courage of "Sima Guang smashed the VAT". By telling these stories, students can enhance their moral emotional experience and guide them to establish the correct three views. On the other hand, from the historical dimension, enhance the national identity. Ideological teaching should not only pay attention to moral education, also need to take history as a guide, by telling the Chinese excellent traditional culture is closely related to ideological historical figures and stories, help students understand the long history of the Chinese nation and splendid culture, inspire their national pride and identity, thus firm correct political direction [4].

3.2 Strengthen the construction of campus culture and deepen the efficiency of cultural education

General Secretary Xi Jinping stressed: " We should deepen the concept of cultural education, actively create a civilized campus fashion, and promote the all-round development of students

through colorful, healthy, elegant and refined campus cultural activities and extensive social practice."Campus culture, as the implicit force of ideological and political education, has a profound and delicate influence on the ideas and behaviors of college students. Colleges and universities should fully grasp this characteristic, deeply integrate the socialist core values with the excellent traditional Chinese culture into the construction of campus culture, so that students can be influenced in the subtle influence, and grow into the youth of the new era with both integrity and ability.

First of all, enrich the campus cultural activities, and create a positive cultural atmosphere. Campus cultural activities are an important window to show the spirit of colleges and universities, and also an important platform for ideological and political education. Colleges and universities should be closely combined with their own characteristics, innovative into the Chinese excellent traditional culture elements, held a series of educational significance of ideological and cultural activities, such as Chinese excellent traditional culture theme lectures, knowledge contests, widely attract students to participate in, make them feel the charm of traditional culture in the activities, enhance the identity of national culture, and achieve the effect of cultural education. Secondly, broaden the campus culture field and strengthen the construction of campus infrastructure. Ideological and political education should not be limited to classroom and activities, but should permeate into every corner of the campus. Colleges and universities should make full use of campus infrastructure to play its potential educational function. Through elaborate campus environment, such as in the building, dormitory, canteen and other public places hanging contains the Chinese excellent traditional culture essence, such as "day line, the gentleman to unyielding", "learned, interrogation, deliberating, discernment, relentlessly resourceful", etc., let the campus every wall spread positive energy, carry forward the traditional culture, create a campus environment full of Chinese traditional culture, which in daily study and life subtly influence students, promote their form the correct world outlook, the outlook on life and values.

3.3 Integrating emerging technologies and innovating the ideological and political education media

With the rapid development of the Internet in the 21st century and the deep penetration among college students, the cyberspace has become the front position of the intersection of multi-cultural thoughts, which has a profound impact on the ideas of college students. In this context, General Secretary Xi Jinping pointed out with great foresight: "We should make good use of new media and new technologies, activate ideological and political work, promote the deep integration of traditional ideological and political advantages and modern information technology, and give them a stronger sense of The Times and attraction."Therefore, under the background of the new era, the close combination of ideological and political education with Internet technology, and the realization of online and offline linkage, has become the key path to improve the effectiveness of ideological and political education.

First, strengthen the "three micro and one end" matrix to build the [5]. Colleges and universities should be deeply aware of the important role of Internet social media platforms in ideological and political education, and actively deploy and optimize the construction and management of new media platforms such as "Weibo, wechat, micro-video and mobile client". Through the establishment of a special operation team, carefully planning and pushing special content on excellent traditional Chinese culture and ideological and political education, especially during traditional festivals, cultural treasures such as ancient poems and folk customs are selected and presented in the form of pictures, pictures and videos, so as to enhance the appeal and appeal of the content. At the same time, the National Day, the anniversary of the Party and other important time nodes, launch online

blessing and soliciting activities, stimulate students' patriotic feelings and cultural confidence, so that they can enjoy the network life, but also receive profound ideological and political education. Secondly, build the campus "cloud thinking and politics" system. Facing the rapid development of digital and virtual network space, ideological and political education must take the initiative to adapt to this change and realize the expansion and extension of educational space. Colleges and universities should actively explore and build the "cloud" thinking and political " platform, take content as the core, closely focus on current affairs and mainstream ideas, and design ideological and political courses with traditional culture. Through scientific planning and careful production, a series of online ideological and political courses with both cultural depth and educational significance, so as to provide students with convenient and efficient online learning channels for students.

4 Epilogue

To integrate the excellent traditional Chinese culture into the ideological and political education system of colleges and universities is an important measure to cultivate the cultural confidence of contemporary college students and strengthen the sense of community of the Chinese nation. It is also the key for colleges and universities to practice the mission of moral education. To this end, colleges and universities need to take active actions to accelerate the integration process by innovating the ideological and political teaching mode, strengthening the campus cultural heritage, and using emerging technologies to innovate the educational media. These efforts aim to cultivate the young people of the new era with both profound cultural deposits and noble moral sentiments, inject strong talent impetus into the development of the Party and the country, and contribute the unique wisdom and strength of universities to the construction of a modern socialist country in an all-round way.

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