

The Practice Path of Integrating Chinese Excellent Traditional Culture into Ideological and Political Education in Colleges

Huimin Zhou

Baoji University of Arts and Sciences, Baoji 721013, Shaanxi, China

Abstract: *The excellent traditional Chinese culture has the educational value of never fading. Integrating the excellent traditional Chinese culture resources into ideological and political education can not only provide rich nourishment for college students to practice the socialist core values, but also provide a solid foundation for teachers and students to enhance their cultural self-confidence, and provide useful reference for colleges and universities to improve the quality of ideological and political work. Colleges and universities should create a strong traditional culture environment, into the practice activities of college students; Strengthen the construction of ideological and political teachers and integrate them into the ideological and political theory courses; To innovate the ways and methods of ideological and political education, integrate excellent traditional Chinese culture into various media and other ways to achieve effective integration, so as to innovate the practice path of integrating excellent traditional Chinese culture into ideological and political education, promote the inheritance and innovation of excellent traditional Chinese culture and continue to burst out the vitality of The Times, and promote the high-quality development and enhancement of ideological and political education in the new era.*

Keywords: Excellent traditional Chinese culture, Value, Practice path.

1. Introduction

The report to the Party's 20th National Congress pointed out that "Only by combining the basic principles of Marxism with China's specific realities and fine traditional Chinese culture, and persisting in the application of dialectical and historical materialism, can we correctly answer the major questions posed by The Times and practice, and can we always maintain the vigorous vitality and vitality of Marxism [1]." Colleges and universities should implement this requirement into the process of ideological and political education, and constantly explore ways and countermeasures for the integration of excellent traditional Chinese culture in ideological and political education, so as to promote the realization of the fundamental goal of educating people for the Party and the country, and train qualified socialist builders and successors.

2. The Importance of Integrating Excellent Traditional Chinese Culture into the Ideological and Political Education of College Students

"The fine traditional Chinese culture is the cultural root of the Chinese nation. The ideas, humanistic spirit and moral code contained in it are not only the core of the thinking and spirit of the Chinese people, but also of great value to solving human problems [2]." Therefore, if we say that Marxist theory is the soul of ideological and political education, then the excellent traditional Chinese culture is the root of ideological and political education.

As socialism with Chinese characteristics has entered a new era, the principal contradiction facing society is the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. The people's needs for a better life include not only material needs, but also spiritual and cultural needs. For students, cultural confidence helps to improve their

ideological and political quality, scientific and cultural accomplishment. Under the background of economic globalization, ideological and political education in Chinese colleges and universities faces many challenges, such as unsatisfactory moral education, lack of traditional cultural education, and difficulties in educational discourse, which make it difficult for ideological and political education to highlight its due value. Based on the new era, in the ideological and political education in colleges and universities, the cultivation of cultural self-confidence should be taken as the fundamental goal, and the inheritance of excellent traditional Chinese culture should be taken as a way to constantly explore the meeting point of the integration and development of ideological and political education in colleges and universities and the excellent traditional Chinese culture should be integrated into and stimulate the vitality of ideological and political education to cultivate students' cultural self-confidence. Improve the effectiveness and effectiveness of ideological and political education in colleges and universities, and help the socialist modernization construction in the new era.

The excellent traditional Chinese culture is full of rich ideological and political education content, and contains a variety of scientific and suitable ideological and political education methods for students' physical and mental development. These traditional methods are of great reference significance for the reform and improvement of the current ideological and political education methods in colleges and universities. For example, in family education, the excellent traditional Chinese culture pays attention to the "daily admonition method", that is, to strengthen the ideological and moral admonition and admonition to children and grandchildren in daily family life, and advocates educating children and grandchildren through the daily reasoning and admonition method of "applying reason to it and accumulating sincerity to feel it". At the same time, it pays attention to the "edification method of family customs", cultivating and inheriting fine family customs, advocating that

through the edification of intangible family customs, children and grandchildren can cultivate good quality in a subtle way. In terms of school education, the excellent traditional Chinese culture advocates teaching according to students' aptitude, that is, different educational methods are used for different individuals in order to achieve good educational results. In addition, there are "example model law", such as Confucius advocated that "a person's body is right, and he does not act according to orders; Its body is not right, although not from "" three people, there must be my teacher, choose its good and from it, its bad and change it" and so on. In terms of self-education, the excellent traditional Chinese culture advocates the self-examination method of "seeking others". For example, Confucius proposed that "when you see a good man, you should reflect on himself, and when you see a bad man, you should also reflect on yourself." Zeng Zi also said, "I reflect on my body three times a day." Up to now, these traditional ideological and political education methods are still scientific, reasonable and feasible, and provide a reference for the current ideological and political education in colleges and universities.

3. The Value Implication of Integrating the Excellent Traditional Chinese Culture into the Ideological and Political Education of College Students

3.1 Provide Rich Nourishment for College Students to Practice Socialist Core Values

The socialist core values fully embody the Marxist value pursuit of "the free and all-round development of man". Socialist core values provide value support for "free and all-round development of human beings" at the national, social and individual levels. It is precisely from the point of view of the compatibility between the goal of running a college and the pursuit of socialist core values that cultivating the socialist core values of teachers and students in colleges and universities is an important connotation of educating and running a college. The socialist core values should be integrated into the whole process and every link of education and teaching, so as to attract people and inspire people with great wisdom in the course of teaching and solving doubts. The value implication of the excellent Chinese traditional culture and the "three advocations" of the socialist core values are closely linked and closely related, which provides rich source support for cultivating and promoting the socialist core values. "Prosperity, democracy, civilization and harmony" are the national goals of core socialist values. They are in line with the ideals of valuing the people, promoting peace and harmony and seeking common ground. "Freedom, equality, justice and the rule of law" are the value orientation of the core socialist values at the social level, and their ideas can be found in the excellent traditional Chinese culture. "Patriotism, dedication, integrity, friendliness" is the standard of the core socialist values in the level of personal behavior, reflecting the inheritance of love, integrity, justice and other ideas. The excellent traditional Chinese culture and the socialist core values complement each other, enhancing the national charm and historical heritage of the socialist core values, showing a resonant carrier role in cultivating the socialist core values of college teachers and students, and reflecting the special

significance of the excellent traditional Chinese culture in training new people to take on the great task of national rejuvenation.

3.2 Provide a Solid Foundation for College Teachers and Students to Enhance Their Cultural Self-confidence

At present, Western countries do not want to see the success of China's development model. They are not only taking various measures to curb China's development, but also stepping up their ideological and cultural infiltration. China's comprehensive deepening of reform has entered a difficult period and a deep water zone, showing the intersection of major strategic opportunities and prominent contradictions. In the ideological and cultural fields, the concepts of right and wrong, advanced and backward are intertwined, and non-Marxist ideology is creeping up in colleges and universities. Universities and colleges are not only the heights of knowledge and talents, but also the frontiers of the integration of world culture and ideological trends. Therefore, the infiltration of Western countries into Chinese culture and the impact of non-Marxist ideology may be presented in the form of cultural exchanges, which will be more hidden and complicated. Some college teachers and students are not confident, they feel that the rejuvenation of the Chinese nation is unstoppable, but in the face of the strong Western world, there will be a long way to go and even a long way to go. "Cultural confidence is a more basic, broader and deeper confidence [3]." The fine traditional Chinese culture "transcends time and space, transcends national boundaries, has eternal charm and contemporary value"[4]and is the "cultural code" for the continuous development of the Chinese nation. In history, thinkers from different perspectives have elaborated on such ideas as benevolence, valuing the people, keeping good faith, upholding justice, promoting peace and harmony, and seeking greater common ground, and eventually accumulated and formed an enduring ideological value system. Today, to push forward socialist modernization, we still need to rely on culture to provide a strong spiritual force. The fine traditional Chinese culture is the cultural gene of the Chinese nation and the spiritual home of the Chinese people. Only by connecting the essence of Marxism with the essence of China's fine traditional culture can Marxism take firm root in Chinese society. To strengthen college students' self-confidence in history and culture, improve their moral and civilized qualities, and cultivate high-quality talents for socialist modernization, we need to consciously integrate into the excellent traditional Chinese culture in the course of ideological and political teaching. On the one hand, this kind of endless cultural creativity inspires colleges and universities in the new era to activate the vitality of excellent traditional Chinese culture according to the requirements of The Times, which is also the internal tension of excellent traditional Chinese culture. On the other hand, carrying forward and exploring the contents of excellent traditional Chinese culture that are beneficial to the new era can help teachers and students to clear up doubts, understand current problems, and solve practical problems. Integrating the excellent traditional Chinese culture into the ideological and political education in colleges and universities is conducive to enhancing the cultural self-confidence of college teachers and students, and is also conducive to the inheritance and development of the excellent traditional Chinese culture.

3.3 Provide Useful Reference for Colleges and Universities to Improve the Quality of Ideological and Political Work

Socialism with Chinese characteristics is carried out in the context of the development of commodity economy, changes in the pattern of interests and ideological diversity. In the context of worldwide ideological and cultural exchange and confrontation, the new situation of value competition is also affecting Chinese people, and it is inevitable that different values will be pursued. College teachers and students are inevitably influenced and harassed by these factors. Coupled with their high education level and strong sense of independence, college teachers and students have higher expectations and requirements for a better life than the general public. All these require ideological and political education in colleges and universities to pay more attention to working methods to improve the quality of work and achieve the purpose of strengthening the foundation.

The discussion on the methods and principles of ideological and moral education in the excellent traditional Chinese culture shines brightly. On the one hand, the connotation of these ideas, namely love, valuing the people, keeping good faith, upholding justice, promoting harmony and seeking great harmony, is interwoven, including both the content of moral goals and the measures and methods, which provides a useful reference for the ideological and political education in colleges and universities in the new era, and helps us to understand the past and the present and expand the methods of ideological and political work in colleges and universities. On the other hand, the fine traditional Chinese culture has experienced the path from the individual to the family to the society and then to the country, showing a thinking mode from near to far, from concrete to abstract. Colleges and universities should pay more attention to ideological and political education from emotional identification to cultural identification, and be able to draw inferences from one another. The new changes and challenges of The Times require us to stand in the contrast between history and reality, the attention of the nation and the world, to give modern interpretation to the excellent traditional Chinese culture, so that the excellent traditional Chinese culture can gain creative significance, so that the ideological and political work in colleges and universities can be expanded in the cultural and spiritual life, and constantly enhance the effect of ideological and political education.

4. The Practice Path of Integrating Excellent Traditional Chinese Culture into College Students' Ideological and Political Education

4.1 Creating a Strong Traditional Cultural Environment and Integrating It into College Students' Practical Activities

Fine traditional culture is fundamental to the inheritance and development of a country and a nation. If it is abandoned, the spiritual lifeblood will be cut off. We must be good at carrying forward fine traditional culture and developing real culture in an organic unity and close combination, and develop and inherit while inheriting [5].

In terms of the optimization and design of the curriculum system, colleges and universities with special courses can set up special courses of excellent traditional Chinese culture, and incorporate Confucian, Taoist, Buddhist and other classical thoughts into the teaching syllabus. These courses can be used as part of general education, combining philosophy, history, literature and other fields to help students systematically learn and understand the essence of Chinese culture. On the other hand, they can be integrated into the existing curriculum: in the existing ideological and political education curriculum, they can combine the content of excellent traditional Chinese culture. For example, in the course of "Ideological and Moral Cultivation and Legal basis", a teaching module on moral and ethical thoughts in traditional culture can be added.

In terms of campus culture construction, through the development of cultural activities, regularly organize activities related to excellent traditional Chinese culture, such as traditional festival celebration, classic reading competition, calligraphy and Chinese painting exhibition, etc., through a variety of campus cultural activities, stimulate students' interest in traditional culture and sense of identity. On the other hand, it creates an environmental and cultural atmosphere, creating an environment full of Chinese culture on campus, such as establishing traditional culture-themed sculptures, cultural corridors, or naming buildings and Spaces with traditional cultural implications, so as to imperceptibly influence students' cultural identity. Through organizing traditional etiquette education and experience activities, students can feel the charm of traditional culture in practice. For example, when holding ceremonies such as coming-of-age ceremonies and graduation ceremonies, traditional etiquette elements are incorporated to enhance the sense of ceremony and awareness of cultural inheritance.

Through these measures, we can not only create a strong traditional cultural environment on campus, but also effectively integrate this cultural atmosphere into college students' daily study and life practice, thus enhancing their cognition and pride in Chinese culture.

4.2 Strengthen the Construction of Ideological and Political Teachers and Integrate Them into Ideological and Political Theory Courses in Colleges and Universities

Strengthening the construction of ideological and political teachers, and effectively integrating traditional culture into ideological and political theory courses in colleges and universities is an important way to improve the quality of ideological and political education, carry forward the excellent traditional Chinese culture, and cultivate talents with profound cultural heritage and a strong sense of social responsibility. In terms of cultivating the professional quality of the teachers, the ideological and political teachers are regularly organized to participate in professional training, academic seminars and advanced classes, so as to improve their theoretical level and teaching ability. In terms of discipline construction, it promotes the establishment and improvement of Marxist theory-related disciplines in colleges and universities, and cultivates a reserve force of high-level ideological and political teachers.

Ideological and political teachers should consciously strengthen the study and understanding of the excellent traditional Chinese culture, and improve their traditional cultural accomplishment and teaching ability. Colleges and universities should carry out relevant training and learning activities, such as organizing teachers to attend lectures and seminars on traditional culture, so as to improve their teaching level and ability of traditional culture. Ideological and political teachers should flexibly use a variety of teaching methods and means to integrate traditional culture into classroom teaching.

Such as using case teaching, discussion teaching and other methods to guide students to draw wisdom and strength from traditional culture; The use of multimedia teaching means to display traditional cultural resources to enhance the intuitiveness and appeal of teaching.

The excellent traditional culture of China is extensive and profound, so we should choose the traditional culture content suitable for integration according to the characteristics and teaching objectives of ideological and political courses. For example, the education of traditional virtues should be integrated into the course of Ideology, Morality and Rule of Law; The national spirit and revolutionary tradition education are integrated into the curriculum of the Outline of Modern and Contemporary Chinese History. In addition to classroom teaching, the channels and platforms for integrating traditional culture can be expanded through extracurricular activities, social practice and campus culture. Such as organizing students to visit historical and cultural sites, museums, etc.; Carry out activities such as traditional culture festival and poetry recitation; Using campus radio, school newspaper and other media to publicize traditional culture.

It is a long-term and arduous task to strengthen the construction of ideological and political teachers and effectively integrate traditional culture into ideological and political theory courses in colleges and universities. It requires the joint efforts and support of colleges, teachers, students and all sectors of society. Through the implementation of measures such as continuously improving the quality and ability of ideological and political teachers, clarifying the integration goal, training the integrated teaching team, clarifying the main content of integration, making good use of the methods and methods of integration and expanding the channels and platforms of integration, we can promote the continuous improvement of the teaching quality of ideological and political courses in colleges and universities and effectively inherit and carry forward the excellent traditional Chinese culture.

4.3 Innovate the Ways and Methods of Ideological and Political Education, and Integrate the Excellent Traditional Chinese Culture into Various Media

Integrating excellent traditional Chinese culture into ideological and political education and disseminating it innovatively through various media can effectively enhance the attractiveness and influence of college students' ideological and political education.

Innovation is carried out through multimedia integration and

dissemination of short video platforms. Make use of short video platforms such as Douyin and Kuaishou to produce short videos on the theme of outstanding traditional Chinese culture, and convey the core content of ideological and political education through vivid stories and visual effects to improve the cultural literacy of college students. In addition, wechat public accounts and Weibo accounts with Chinese culture as the theme can be set up through public accounts and new media accounts, and content related to excellent traditional Chinese culture can be regularly pushed and interpreted according to current events, so as to increase the timeliness and affinity of ideological and political education. In addition, live network broadcast can be conducted to organize live network broadcast activities with traditional culture as the main body of college students, such as explaining the cultural connotation of traditional festivals, performing traditional art, etc., so as to enhance the sense of participation through real-time interaction. Through the implementation of the above measures, we can innovate the ways and methods of ideological and political education, effectively integrate the excellent traditional Chinese culture into all kinds of media, so as to improve the effect of ideological and political education, carry forward the excellent traditional Chinese culture, and enhance cultural confidence and national pride.

In short, excellent traditional Chinese culture is the root and soul of the Chinese nation, which contains a wealth of ideological and political education concepts, education content and education methods. Ideological and political education in colleges and universities should fully tap into the rich connotation of excellent traditional Chinese culture, integrate it into curriculum construction, classroom teaching and other links, insist on educating people through culture, comprehensively improve students' excellent traditional cultural quality, enhance students' national pride and cultural confidence, and gather the great power of realizing the great rejuvenation of the Chinese nation.

References

- [1] Xi Jinping. Hold high the great banner of socialism with Chinese characteristics to build a modern socialist country in an all-round way. Unity and Struggle - Report at the 20th National Congress of the Communist Party of China (October 16, 2022) [M]. Beijing: People's Publishing House, 2022.
- [2] Xi Jinping. Raise the flag to gather people's hearts and educate new people to promote the cultural exhibition image to better complete the propaganda and ideological work under the new situation. Life mission[N]. People's Daily, 2018-08-23 (1).
- [3] Xi Jinping. Speech at the Conference to Celebrate the 95th Anniversary of the Founding of the Communist Party of China (July 1, 2016) [N]. People's Daily, 2016-07-02 (2).
- [4] Xi Jinping. Speech at the Symposium on Philosophy and Social Sciences (May 17, 2016) [N]. People's Daily, 2016-05-19 (2).
- [5] Xi Jinping. Xi Jinping Talks on Governance (Volume II) [M]. Beijing: Foreign Press, 2017.