

The Integration and Dissemination of Traditional Culture in Higher Education

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Keywords: Traditional culture; Higher education; Integration path; Practical strategy; Cultural inheritance and development

Abstract: This paper aims to explore the status and challenges of traditional culture under the background of globalization, and the role of higher education in inheriting and developing traditional culture. By analyzing the importance and urgency of integrating traditional culture into higher education, this paper tries to reveal its far-reaching significance in cultivating students' cultural literacy, promoting traditional culture and promoting the reform and development of higher education. In terms of methods, this paper first reviews the research progress on the application of traditional culture in higher education, and summarizes the existing achievements and shortcomings. Then, the integration path and practical strategy of traditional culture in higher education are deeply discussed from the aspects of curriculum setting, teaching content innovation, teaching methods and means reform. This paper holds that the integration of traditional culture in higher education is the need of inheriting and developing traditional culture, and it is also the inevitable requirement of the reform and development of higher education itself. Through in-depth research and practical exploration, we can contribute more wisdom and strength to the inheritance and development of traditional culture and the reform and innovation of higher education.

1. Introduction

In today's deepening globalization, traditional culture is facing unprecedented challenges and opportunities [1]. With the frequent international exchanges, various cultures collide and merge with each other, and the uniqueness and status of traditional culture are impacted [2]. Globalization also provides a broader platform for the spread and exchange of traditional culture, giving it the opportunity to show its charm in the world [3]. In this context, higher education, as an important position of cultural inheritance and innovation, shoulders the historical mission of inheriting and developing traditional culture [4].

Higher education not only carries the task of cultivating high-quality talents, but also shoulders the heavy responsibility of carrying forward traditional culture and inheriting civilization [5]. Integrating traditional culture into higher education will help students fully understand and know their own traditional culture, enhance their cultural self-confidence and cultural pride, and also help to cultivate students' cultural literacy and humanistic spirit and improve their comprehensive quality [6]. The integration of traditional culture is also one of the important directions of higher education reform and development, which is helpful to promote the connotative development of higher education and improve the quality and level of higher education [7]. Therefore, it is of great practical significance and urgency to integrate traditional culture into higher education. This is not only the need of inheriting and developing traditional culture, but also the inevitable requirement of the reform and development of higher education itself. By deeply studying the integration path and practical strategy of traditional culture in higher education, this paper can contribute wisdom and strength to the inheritance and development of traditional culture.

In recent years, the research on the application of traditional culture in higher education has gradually increased [8]. Researchers have discussed the position, function and integration path of traditional culture in higher education from different angles, and put forward many valuable views and suggestions [9]. Some researchers emphasize the important role of traditional culture in cultivating students' humanistic quality and cultural spirit. Some researchers have discussed the integration of traditional culture and modern education system, and put forward the necessity of

innovative teaching methods and means [10]. In addition, some researchers pay attention to the development and utilization of traditional cultural and educational resources, and put forward suggestions to strengthen inter-school cooperation and exchange [11]. However, while the achievements have been made, there are also shortcomings and areas that need to be further improved. Therefore, we need to further study the application of traditional culture in higher education, constantly explore new integration paths and practical strategies, and contribute more wisdom and strength to the inheritance and development of traditional culture and the reform and innovation of higher education.

2. Traditional culture and the theoretical basis of higher education

2.1. The concept and characteristics of traditional culture

As a precious wealth accumulated in the long history, traditional culture bears the memory, wisdom and values of the nation. It is not only the sum of ancient documents, works of art, customs and habits, but also an internal force deeply rooted in psychology and affecting social behavior patterns. The core value of traditional culture lies in its concepts of harmonious symbiosis, respect for nature and emphasis on ethics, which still have irreplaceable guiding role in contemporary society. Its manifestations are diverse, from language and writing to artistic creation, from festival celebrations to daily life customs, all of which are permeated with the essence of traditional culture. In contemporary society, traditional culture is not only a bridge between the past and the future, but also an important cornerstone to promote cultural diversity and enhance cohesion.

2.2. The function and mission of higher education

As an important force to cultivate high-quality talents, promote scientific and technological progress and social development, the essence of higher education lies in imparting knowledge, enlightening wisdom, cultivating innovative spirit and social responsibility. The goal of higher education is not only to train professional skills, but more importantly, to guide students to form a correct world outlook, outlook on life and values, and to train them to become compound talents with global vision and local feelings. Higher education plays a vital role in cultural inheritance and innovation. It is the main position of traditional culture inheritance, which can be continued and developed through curriculum setting, academic research, campus culture and other ways. Higher education is also an important source of cultural innovation. Teachers and students are encouraged to carry out cultural innovation on the basis of respecting tradition and combining with the needs of the times to promote the prosperity and development of culture.

2.3. Theoretical basis for the integration of traditional culture into higher education

The integration of traditional culture into higher education has a solid theoretical foundation. From the perspective of pedagogy, education is not only the imparting of knowledge, but also the inheritance and creation of culture. Dewey's pragmatic educational thought emphasizes that education should be linked with life, and traditional culture, as an important part of life, should naturally become a part of educational content. According to culturology, culture is the soul of society, and traditional culture is the basis of identity and recognition. Integrating traditional culture into higher education will help to cultivate students' cultural consciousness and self-confidence, and promote cultural diversity and inclusiveness. The theory of multicultural education also supports the integration of knowledge from different cultural backgrounds in higher education to cultivate students' cross-cultural communication ability and global vision. These theories together provide a strong theoretical support for the integration of traditional culture in higher education and point out the direction of practice.

3. The integration path and practice of traditional culture in higher education

3.1. Curriculum and teaching content innovation

To integrate traditional culture into the higher education system, the first task is to innovate the curriculum and teaching content. This includes offering a series of courses that specifically introduce traditional culture, as shown in Figure 1. These courses are designed to systematically teach students the knowledge system of traditional culture.

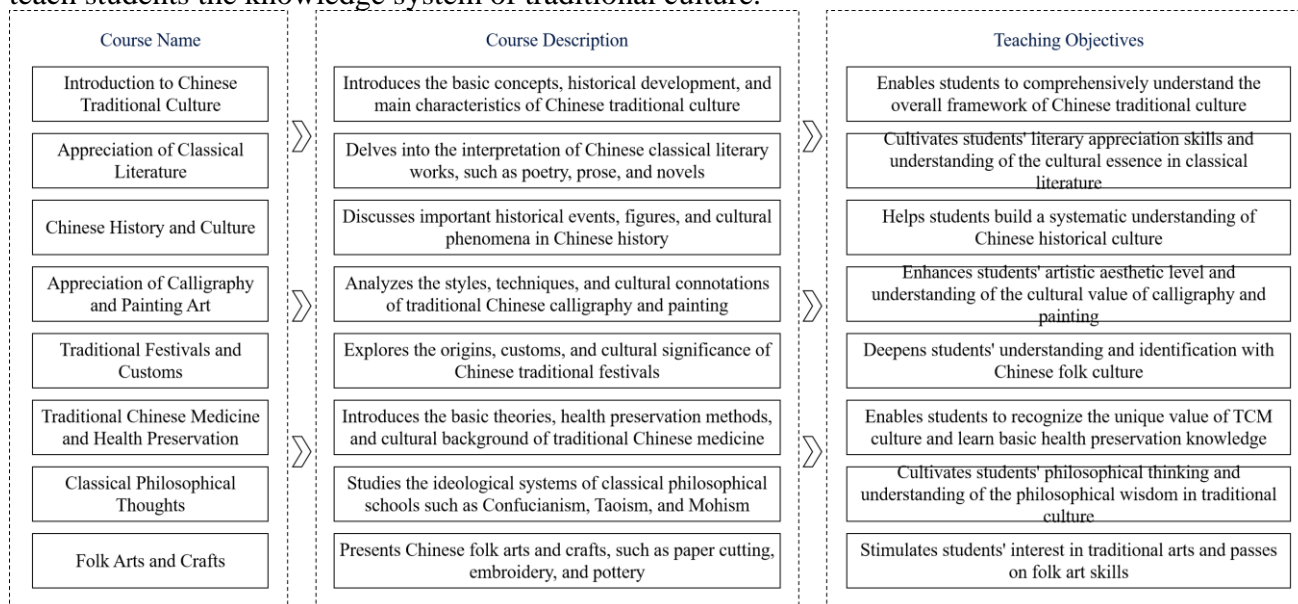


Figure 1 Curriculum innovation

Traditional cultural elements should be skillfully integrated into existing courses, such as adding chapters or cases about traditional cultural content in professional courses such as history, art and sociology. In this way, students can deeply understand the essence and value of traditional culture while learning professional knowledge. The teaching content should pay attention to the combination of theory and practice, and encourage students to experience the charm of traditional culture by field trips and project research.

3.2. Reform of teaching methods and means

Modern information technology, such as virtual reality (VR) and online course platform, provides new possibilities for traditional cultural education. Through VR technology, students can experience ancient architecture, traditional festivals and other cultural scenes, and enhance the immersion and interest of learning. Online courses break the geographical restrictions and make high-quality traditional cultural resources widely spread. Traditional teaching methods, such as lectures and seminars, are still indispensable. They can promote in-depth communication and interaction between teachers and students and stimulate students' thinking and discussion. Therefore, we should organically combine modern information technology with traditional teaching methods to form complementary advantages and improve teaching quality.

3.3. Construction of campus culture and activities

Campus culture is an important part of higher education environment, and it is also an effective way to integrate traditional culture into higher education. By holding various forms of cultural festivals, exhibitions, workshops and other activities, we can create a strong atmosphere of traditional culture and stimulate students' interest and love for traditional culture. Examples of integrating traditional culture through campus cultural activities in higher education are shown in Figure 2:

Activity Name	Activity Format	Activity Content	Goals and Effects
Traditional Culture Festival	Series of Events	Calligraphy Exhibition, Tea Ceremony Performance, Traditional Costume Show	Create a strong traditional cultural atmosphere, enhance students' understanding and experience of traditional culture
Classic Chinese Literature Recitation Contest	Competition	Select students to recite classics such as "The Analects", "The Book of Songs"	Improve students' literacy in classical Chinese, stimulate interest in traditional culture
Folk Art Exhibition	Exhibition	Display folk artworks such as paper cutting, clay sculpture, embroidery	Allow students to appreciate the charm of folk art, inherit traditional cultural skills
Classical Music Concert	Concert	Invite professional orchestras to perform traditional instruments like guzheng, pipa	Cultivate students' aesthetic appreciation, experience the charm of classical music
Traditional Festival Celebrations	Celebration Events	Organize celebrations for traditional festivals such as Spring Festival, Mid-Autumn Festival	Deepen students' understanding and identification with traditional festival culture
Poetry Creation Workshop	Workshop	Invite poets to guide students in poetry creation	Foster students' literary creation abilities, inherit poetry culture
Calligraphy and Chinese Painting Experience Class	Experience Class	Provide basic instruction in calligraphy and Chinese painting for students to practice	Let students understand the artistic charm of calligraphy and Chinese painting, cultivate artistic interest
Traditional Culture Lecture Series	Lecture	Invite scholars and experts to lecture on the history, philosophy, etc. of traditional culture	Broaden students' horizons, deepen their understanding of traditional culture

Figure 2 Campus cultural activities are integrated into traditional culture

These activities in Figure 2 can not only enrich students' after-school life, but also subtly influence students' cultural concepts and values.

3.4. Construction of practice and practice base

In order to enable students to better apply traditional cultural knowledge to practice, it is very important to establish practice and practice bases related to traditional culture. These bases can be cultural heritage protection institutions, intangible cultural heritage inheritance studios, museums, ancient books restoration centers, etc. They provide valuable practical opportunities for students. Through internships in these bases, students can deeply understand the protection, inheritance and development of traditional culture, participate in actual cultural projects, and improve their practical ability and professional quality. This paper holds that practice and practice base is also an important bridge connecting higher education and society, which is helpful to promote the spread and application of traditional culture in a wider field.

4. Dissemination effect and evaluation of traditional culture in higher education

4.1. Analysis of communication effect

After the integration of traditional culture into higher education, its communication effect is reflected in many dimensions. It has a significant impact on students' knowledge mastery. Through systematic course study and practical activities, students not only master the basic knowledge and skills of traditional culture, but also learn how to analyze and interpret traditional cultural phenomena from different angles. In the formation of values, the ethics and aesthetic concepts in traditional culture have a far-reaching impact on students, which is helpful to shape their positive and respectful cultural values. The enhancement of cultural identity is one of the important achievements of traditional culture education. By learning and experiencing traditional culture, students have deepened their understanding and pride in their own traditional culture and promoted the promotion of cultural self-confidence.

4.2. Challenges and problems faced

Although the integration of traditional culture in higher education has made positive progress, it still faces many challenges and problems. Uneven distribution of resources is a prominent problem. Some colleges and universities are difficult to carry out large-scale traditional cultural and educational activities due to the limitations of funds and venues. The shortage of teachers is also a key factor restricting the quality of traditional culture education, and there is a lack of teachers with

profound traditional culture literacy and teaching experience. How to keep the original appearance of traditional culture and make it better adapt to the needs of modern education is also an urgent problem.

4.3. Improvement strategies and suggestions

In view of the problems in the previous section, this section puts forward the following improvement strategies and suggestions. The government should first increase the policy support for traditional culture education, provide the necessary funds and resources, and encourage colleges and universities to offer more courses and activities related to traditional culture. Colleges and universities need to strengthen the construction of teaching staff and improve teachers' traditional cultural literacy and teaching ability through training and introduction. At the same time, colleges and universities should promote the deep integration of traditional culture and modern subject system, innovate teaching methods and means, and make traditional culture education closer to the actual needs of students.

5. Conclusions

The integration and dissemination of traditional culture in higher education is of great significance for improving students' cultural literacy and promoting cultural inheritance and innovation. Although we are facing some challenges and problems at present, we can gradually overcome these obstacles and promote traditional culture education to achieve greater results in higher education through the implementation of policies, resource allocation and teacher training.

In the future, with the acceleration of globalization and the increasingly prominent cultural diversity, the position and role of traditional culture in higher education will be more important. We should continue to explore the path of deep integration of traditional culture and higher education, cultivate more outstanding talents with profound cultural heritage and global vision, and contribute to cultural inheritance and development.

Acknowledgements

Education and Industry Collaboration in Joint Training Programs (2409241839)

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