

Integration Path of Ideological and Political Education and Excellent Traditional Culture in Colleges and Universities under the Internet Background

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Abstract: The integration of Chinese excellent traditional culture and ideological and political education in Colleges and universities is of great significance to the ideological and political education and cultural cultivation of College students. However, the lack of adequate cultural management in Colleges and universities, as well as due to students' lack of interest, makes it difficult for Chinese traditional excellent culture to integrate with ideological and political courses in Colleges and universities, resulting in the lack of students' learning of Chinese traditional excellent culture. This paper analyses the integration of Ideological and political education and excellent traditional culture in Colleges and universities from various angles, and puts forward some suggestions for the problems existing in the process of integration, hoping to promote the integration of Ideological and political education and excellent traditional culture in Colleges and universities.

1. Research background

1.1 Literature review

With the development of the Internet age, diversified information has a huge impact on traditional Chinese excellent culture (Zhang, 2017). Chinese traditional culture is the concrete embodiment of the five thousand years' spiritual development of China and plays an irreplaceable role in promoting social progress. Chinese traditional culture represents the pursuit of national spirit, is the embodiment of the Chinese nation's heritage, and reflects the people's needs for social development (Yu and He, 2012). Colleges and universities should implement the Chinese traditional excellent cultural concept and shoulder the heavy burden of Ideological and political education for college students. Therefore, in order to ensure the development of Chinese traditional culture, the integration of Chinese excellent traditional culture and ideological and political education in Colleges and universities can not only ensure the continuation of Chinese excellent traditional culture, but also cultivate college students with Chinese characteristics, high quality and correct values (Chen, 2015). Colleges and universities should promote the integration of Chinese traditional excellent culture and ideological and political education, so that ideological and political education has a long-term development strategy. In recent years, colleges and universities have strengthened their research on the integration of excellent traditional Chinese culture into Ideological and political education in Colleges and universities, and have achieved certain results. However, as far as the current form of Ideological and political education of college students is concerned, there are still many problems in the integration of Chinese excellent traditional culture and ideological and political education of colleges and universities (Cui and Yan, 2018). In view of this, some scholars put forward some pertinent problems for the integration of Chinese excellent traditional culture and ideological and political education in Colleges and universities, and promoted the integration of Chinese excellent traditional culture and ideological and political education in Colleges and universities from many aspects.

1.2 Purpose of research

The development of network diversification has brought great impact on the ideology of Chinese

College students. Under this background, the integration of traditional Chinese culture and ideological and political education in Colleges and universities plays an important role. Chinese traditional culture has an important influence on the quality training and ability improvement of College students. In view of the lack of attention paid to the inheritance of traditional Chinese culture in universities, there are still many problems in the integration with ideological and political education in universities. In order to solve these problems, this paper analyses the current situation of the integration of Chinese traditional culture into Ideological and political education in Colleges and universities, and puts forward some solutions. Colleges and universities should strengthen the integration of traditional Chinese culture and ideological and political education, develop with a long-term vision, improve the quality of teaching, and strengthen the quality of students.

2. The integration of ideological and political education and excellent traditional culture in colleges and universities

2.1 Establishing college students' correct ideas

The integration of traditional Chinese culture and ideological and political education is beneficial to the establishment of College Students' ideological concepts and correct world outlook, life outlook and value outlook. First of all, it helps to establish a world outlook (Chen et al., 2016). With the development of human thought, people are taught to look at things from a macro perspective, follow the laws of nature, and live in peace with nature. These thoughts are helpful for college students to establish a correct world outlook and promote their positive development. Secondly, it helps to establish the outlook on life. "Tianxing Jian, Gentlemen are constantly striving for self-improvement" is a culture inherited by China for thousands of years. The national blood has an indomitable spirit of struggle, which provides spiritual support for the development of the Chinese nation (Li and Zhang, 2017). Active and upward spirit of struggle, to provide strength support for college students to establish a correct outlook on life, to encourage the positive development of college students' ideas. Finally, it helps to establish values. In order to embody Chinese traditional culture and strengthen the sense of social responsibility, we should emphasize the importance of national interests and make correct choices when national interests conflict with individual interests. When carrying out ideological and political education, colleges and universities should correctly embody these ideological values and cultivate the qualified value orientation of college students so as to realize the development of socialist core values.

2.2 Enrich the teaching methods and contents of ideological and political education

Value orientation, moral concepts, national spirit and philosophical thoughts are all concrete manifestations of Chinese culture. Chinese culture provides material for the development of Ideological and political education, and points out the direction of Ideological and political education for college students (Li, 2018). Because of the similarity between traditional Chinese culture and ideological education of College students, the combination of the two is conducive to the development of Ideological and political education in Colleges and universities, and enriches the contents and methods of Ideological and political education. On the one hand, the introduction of excellent Chinese culture in teaching content provides theoretical support for dull teaching content, makes the curriculum content supplemented, gets rid of the original dull, and stimulates students' interest in learning (Li, 2014). On the other hand, in the way of Ideological and political education in universities, by organizing students to participate in extracurricular practice, the ideological and political education can break the limitations of the classroom and make the ideological and political education diversified.

2.3 Mastering the major theory of sinicized marx

With the development of the times, in the process of the great rejuvenation of the Chinese nation, we should make full use of Marxist theory, combine it with the spirit of the Chinese nation, refine the excellent traditional culture of China, remove magazines, and finally form a Marxist theory with

Chinese characteristics. For example, the traditional culture of “leave school and be considerate, seek truth from facts” into the development of China's well-off society; the traditional culture of shame into “eight honors and eight shames” social thought; the traditional culture of “the world for the public” into the communist ideal of the contemporary Communist Party. Therefore, only on the basis of excellent Chinese culture, can we educate college students in the theory of Sinicized Marxism, so that they can understand the spirit and culture of the Chinese nation.

3. The dilemma faced by the integration of ideological and political education and excellent traditional culture in colleges and universities

3.1 College students lack of recognition of Chinese excellent traditional culture

With the development of Internet technology, diversified information has a great impact on college students' values, resulting in a lack of understanding of traditional Chinese culture. Specific performance is as follows. Firstly, lack of understanding of the significance of traditional Chinese festivals. Chinese traditional festivals reflect people's yearning for “family reunion” and “family love relationship”, while the current college students are fond of foreign Christmas, Valentine's Day and other festivals. For College students, Spring Festival, New Year's Day and Mid-Autumn Festival only represent the holiday rest, lack of understanding of the connotation of the festival. Secondly, the lack of traditional cultural knowledge. Contemporary college students lack excellent knowledge of Chinese culture, less reading of cultural books and lack of interest in etiquette and customs, which leads to problems in cultural inheritance. Finally, there is a lack of cultural identity. Under the influence of Western culture, college students pursue a comfortable life and lack spiritual pursuit, which results in the weakening of personal ideals and the lack of inheritance of Chinese excellent traditional culture.

3.2 Institutions of higher learning lack excellent traditional Chinese culture education

In the current ideological and political education in Colleges and universities, the relevant courses of Chinese excellent traditional culture have not been integrated. At present, ideological and political education in Colleges and universities still focuses on the contents of Marxism, Mao Zedong Thought and Deng Xiaoping Theory. Chinese excellent traditional culture teaching mostly takes the form of elective courses. Teachers' unreasonable curriculum arrangement, unclear teaching objectives and less teaching time make Chinese excellent traditional culture not valued by students. At present, the excellent traditional Chinese culture curriculum has been squeezed, and teaching materials have not formed a systematic system. Therefore, in order to implement the teaching of Chinese excellent traditional culture in universities, universities should systematically integrate Chinese excellent traditional culture, arrange teaching courses, and ensure students' education of Chinese excellent traditional culture.

4. Ideological and political education in colleges and universities and the path of excellent traditional culture

4.1 Selecting the traditional culture suitable for universities

Chinese traditional culture includes a wide range of knowledge, from astronomy to geography, to daily life, from children to the elderly. Therefore, when teaching Chinese traditional culture, teachers should choose the culture suitable for college students to carry out education. At the same time, teachers should educate students through appropriate teaching methods, so that students can accept Chinese traditional culture more easily. Because college is a transitional stage from students to society, in order to enhance students' understanding and adaptability to society, teachers can introduce traditional culture of interpersonal communication into teaching and teach students. Only when college students realize the importance of knowledge imparted by teachers can they arouse students' interest in learning culture.

4.2 Improving the teaching method of traditional culture

Colleges and universities should strengthen the cultivation of students' interest in Chinese excellent traditional culture. Only when students are interested in Chinese excellent traditional culture can they promote students to learn Chinese excellent traditional culture and finally achieve the purpose of skilled application. In order to ensure the students' interest in Chinese excellent traditional culture, teachers need to cultivate students' interest in learning through various teaching methods. In view of the current development of Internet technology, teachers can teach students through Internet. Compared with traditional teaching methods, Internet teaching can arouse students' interest in learning and stimulate students' desire to learn. Teachers can improve the quality of teaching by combining pictures, videos and other materials.

4.3 Introducing cases to promote the development of traditional culture

Case teaching method is a kind of teaching method proposed by Harvard Business School. It refers to teaching through actual situations or cases in life. In case teaching, there is no fixed solution, so teachers and students need to find solutions together. Through the interaction between teachers and students, case teaching method can improve students' enthusiasm and achieve the teaching purpose. Case teaching can cultivate students' ability to think independently and solve problems independently. In order to ensure the implementation of case teaching method, teachers should combine their own teaching experience, make a teaching system with their own characteristics, and enrich their own teaching methods and content. Through abundant cases, teachers can arouse students' interest in learning and achieve teaching objectives.

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