

A Study on the Cultivation of College Students' Cultural Confidence from the Perspective of Chinese Excellent Traditional Culture

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Abstract: College students are national reserve talents, and their cultural literacy, professional ability and moral level are related to the future development of the country. Cultivating college students' cultural self-confidence can make them understand the national culture correctly, adhere to their personal values and strengthen their traditional cultural cognition. In cultivating college students' cultural self-confidence, college students should base themselves on the excellent Chinese traditional culture, let the contemporary college students have a deeper understanding of the traditional culture, and avoid losing their heart under the impact of the mixed culture in the west. Based on the perspective of Chinese excellent culture, this paper will analyze the four aspects of cultural self-confidence overview, cultivation value, cultivation problem and implementation method, in order to promote the development of college students' cultural self-confidence cultivation.

1. Summary of Cultural Confidence

College students, as reserve talents, are the main force of social construction in the future, and strengthening the cultivation of cultural self-confidence can enable college students to fully and three-dimensionally understand national culture, strengthen cultural self-confidence, and avoid shaking personal values under the impact of external culture. The development of Chinese excellent traditional culture for thousands of years, has a profound cultural heritage, involving all aspects. Taking the excellent Chinese tradition as the cultural vision and constructing the three-dimensional culture self-confidence cultivation mode can strengthen the college students' cultural self-confidence and benefit the development of the nation, society and the country. It can be seen that it is necessary to study how to cultivate college students' cultural self-confidence from the perspective of Chinese excellent traditional culture.

General Secretary Xi has spoken many times, pointing out that cultural thought is the soul of a nation and a country, and should cherish its own ideology and culture, and if it is lost, it will not really develop [1]. National culture belongs to a kind of consciousness and can act on the development of the nation. It is precisely because of the support of national culture that China has been able to achieve such an achievement in its development for thousands of years that it has promoted social reform. Cultural self-confidence is the correct cognition of people's national culture, which can allow them to correctly examine the excellent traditional culture, inherit, change and develop the excellent traditional culture, and form the unique core values of socialism with Chinese characteristics.

China, as the only country with no cultural fault among the four ancient civilizations, has given birth to the idea of a hundred schools of thought, formed excellent ancient poetry, created many buildings that made the world admire for them, such as Old Summer Palace, Suzhou Gardens, the Great Wall (Fig .1), and created the core values of China's special socialism. Along the way, the country's development has encountered ups and downs, but with the support of culture, once again stand in the forest of the world power. College students, as the trend of the times, should shoulder the important task of "Chinese Dream" development. As the ancients said : " the rise and fall of the

world, equal responsibility, " only by adhering to national cultural self-confidence, establishing lofty ideals of life, and contributing their own strength to the development of the motherland, can we truly realize the value of life in meeting the needs of personal development [2].

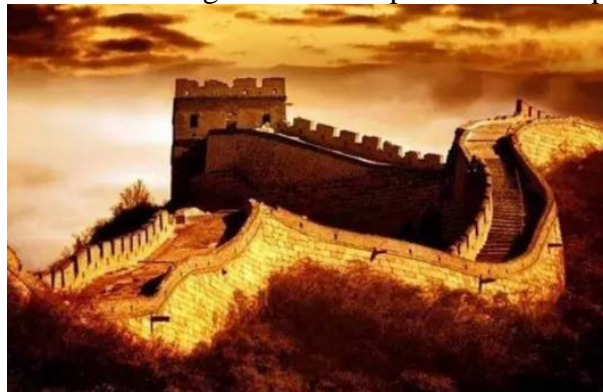


Figure 1 Great Wall

As the main base of the cultivation of excellent traditional culture, the degree of students' cultural self-confidence determines the quality of college teaching. Taking the Chinese excellent traditional culture as the vision and actively developing the cultivation of cultural self-confidence can comprehensively enhance the core accomplishment of college students. In general, the cultivation of cultural confidence in colleges and universities includes three aspects: theoretical confidence, institutional confidence and road confidence. Only by maintaining confidence in the national system, the road of development and the theory of socialism can college students really serve the development of the country.

2. Cultivation Value of College Students' Cultural Confidence

2.1. Improving Quality

Colleges and universities are the stage of higher knowledge teaching. After four years of study, most of the students will go directly into various fields of society to engage in professional related work, and become the backbone of social development. During the period of college learning, the effect of cultivating college students' cultural self-confidence will affect their life. There are excellent traditional cultural concepts such as "the gentleman is cautious and independent" and "the three provinces of our day and my body" in the traditional culture of china.

2.2. Cultural Identity

In the past college education, some students have outstanding professional ability, but do not agree with the national culture, which leads to the limited social value created by them, and even make harm to the state and social behavior. Strengthening the cultivation of culture can enable college students to have a more inclusive understanding of the national culture on the basis of increasing their professional knowledge, understand and inherit the excellent Chinese traditional culture, and conform to the needs of the development of the times, guide their personal words and deeds with excellent traditional culture, and practice the life goals of "self-cultivation, Qi family and governing the country" and so on. Only by identifying with the national culture can college students balance their personal interests with the development of their country. While pursuing the quality of personal life, they can convey positive social values and devote themselves to the construction of "chinese dream "(figure 2), which accords with the mainstream socialist values of our country.



Figure 2 Chinese Dream

Traditional culture is not rootless water, its emergence and development all come from the life of the Chinese nation, contain in one story. Therefore, to cultivate college students' cultural self-confidence, we need to "tell" traditional cultural stories, help students through superficial things, truly internalize cultural knowledge, and practice life value goals to create a new generation of development stories. If contemporary college students lack cultural self-confidence, they can not produce national pride, and it is difficult to "tell well" the contemporary "development story".

2.3. The Ideological Path

College students have grown up in age, but their ideas are still lack of maturity, although they have received ideological and political education for several years, the values are not firm. Due to the lack of social experience, many college students can not make a correct judgment on the network culture, so it is easy to shake the values under the influence of the outside world and deny the original social cognition. Increasing the cultivation of cultural self-confidence can help college students to understand the cultural phenomenon deeply, not only to conform to the views of others and strengthen their personal values. College students strengthen their cultural self-confidence and abandon their cultural inferiority complex, even if they are eroded by the culture of western countries, they can seriously think, reflect on the changes of their thoughts, strengthen their personal ideological resilience, prevent purposeful cultural export behavior, and enhance their awareness of cultural security.

3. Cultivation of College Students' Cultural Confidence

3.1. Students have a Poor Cognitive Base

Since the reform and development, western culture has entered the Chinese cultural market, which has had a great impact on the original values of college students. For a long time, our college students lack profound cognition about the excellent traditional culture, and are increasingly unfamiliar with the traditional culture contents such as festival nation, excellent poetry and national spirit [3]. In the past teaching reform in colleges and universities, more attention was paid to the cultivation of professional knowledge and the development of students' employability, ignoring the infiltration of Chinese excellent traditional culture. In contrast, college students' cultural cognitive ability and professional ability are not proportional, students' cultural cognitive foundation is relatively poor, and the cultural background is not deep. Many colleges and universities do not know enough about them in the process of carrying out their work, even though some colleges and universities carry out cultural infiltration work, the scope of dabbling is relatively narrow.

3.2. Limited Attention

The quality of college students is relatively abstract, it is difficult to measure the index of appliance, the employment rate and the rate of postgraduate examination are the important standard to measure the quality of teaching in colleges and universities, and it has been paid attention to by colleges and universities, thus neglecting the cultivation of cultural self-confidence. It is difficult to use cultural self-confidence to cultivate students' correct cultural values. The low level of understanding of the traditional culture in colleges and universities leads to the inefficiency of the

related work, the relatively single training mode, the extremely narrow content, the inability to have cultural resonance with the students, and the poor effect of the traditional culture curriculum [4].

Lack of culture in family education

The influence of family education on students' cultural concept is more profound, some college students appreciate western culture more, and they also infiltrate the western culture in their daily words and deeds; the other part of their parents is to absorb the dross part of traditional culture and exert the wrong cultural concept on college students, thus arousing their cultural reverse psychology, which has a negative impact on the dissemination of Chinese excellent traditional culture.

4. Methods for Cultivating College Students' Cultural Self-confidence

4.1. Building a Platform for Culture and Education

In the cultivation of cultural self-confidence in colleges and universities, colleges and universities should actively do a good job in the cultivation of education, and guard against the western ideology, dross culture input, to avoid college students to shake the original values, and even produce a cultural belief crisis. Colleges and universities should actively construct cultural education platform, carry out all-round cultural cultivation to college students, and purify the cultural and ecological environment of colleges and universities. It is also important to note that when appreciating and recognizing the advanced western culture, teachers should also organize students to carry out the difference resolution reading, which can not be completely copied and learned according to the contents of it. In teaching, professors in colleges and universities should be good at applying the classic stories in the traditional culture, setting up the cultural typical for the students, and giving students a new understanding of the things in the development of modern society with the help of the "ancient" things.[5].

4.2. Cultural Edification Activities

Activity is an important way for students to acquire cognition and practice cognition. Colleges and universities should actively carry out cultural edification activities and strengthen the effect of culture and education, mainly including the following aspects: first, cultural propaganda activities. Colleges and universities should use the campus network, electronic display, campus broadcast and other cultural propaganda channels to push the excellent Chinese traditional culture in the form of small stories and news to create a cultural propaganda atmosphere. Second, cultural practice activities. Colleges and universities should use various community activities to practice cultural self-confidence cultivation work, such as Hanfu activities (Fig .3), Chinese Culture Festival and so on, so that students can have a deeper understanding of cultural cognition in the process of participating in the activities.[6].



Figure 3 Culture Festival

5. Conclusion

Culture is the history and national spirit of a country's development, deeply engraved in the national soul, supporting the nation towards the same development goal. Colleges and universities should do a good job in cultivating cultural self-confidence, give college students a new mental

outlook, make them improve their moral quality, and make their own contribution to the country and society.

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