

Research on the Integration of Traditional Culture and Ideological and Political Education in Colleges and Universities

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Abstract: In order to explore the sound development of Ideological and political education in Colleges and universities, some colleges and universities try to combine traditional culture with ideological and political education in colleges and universities. It is of great value to enrich the content of students' ideological and political education, broaden the methods of Ideological and political education, and activate traditional cultural resources. Through on-the-spot interviews, the current college students' understanding of Chinese excellent traditional culture is obtained, so as to tap the value of Chinese excellent traditional culture and enrich the connotation of Ideological and political education in colleges and universities. Improve the effectiveness of ideological and political education, establish the socialist core values of college students, and promote the promotion of China's excellent traditional culture. Studies have shown that we should explore the essence of traditional culture, use education, propaganda and other different ways to influence students' emotions, fully motivate their patriotic enthusiasm and national consciousness, and guide them to form a correct moral outlook and social values.

1. Introduction

Implementing ideological and political education in Colleges and universities with the excellent traditional culture of the Chinese nation is an innovation of educational ideas, which has improved students' ideological and moral level and cultural self-cultivation imperceptibly. Promoting the development of Ideological and political education also promotes the development of cultural industry [1]. Ideological and political education means that certain classes, political parties and social groups follow the law of the formation and development of people's ideological and moral character. To exert purposeful, planned and organized influence on its members with certain ideological concepts, political views and ethics [2]. In essence, it is "preserving", "reproducing" and "resurrection" the traditional civilization of pre-capitalist. In the process of building modernization, the Chinese Communist Party also discovered the historical dialectics rule and defined the flag as "the construction of socialism with Chinese characteristics" [3]. Socialism here not only contains national traditions, but also adheres to the orientation of modern civilization. Under the current multicultural situation, we will treat new problems and new challenges in ideological and political education with a culturally conscious scientific attitude, correctly understand and evaluate our national culture, and dialectically treat foreign cultures. Promoting the recognition, acceptance and self-confidence of Marxist beliefs is also one of the important connotations of modern ideological and political education [4].

In 2014, civic education and political activities were proposed by relevant scholars [5]. In the same year, international trade in educational reform and teacher development was studied by relevant scholars [6]. Since 2015, the impact of institutional characteristics on students' religion has been proposed [7]. Students' ideological and political education is an educational activity with specific educational contents, specific educational objects and specific educational purposes. As an educational activity with the ideological and political education as its teaching content and the purpose of improving students' ideological and political level, it well embodies the social, political and economic requirements [8]. In order to build a good ideological position in Colleges and

universities and improve students' comprehensive quality and ideological height, we must inherit the traditional virtues of the Chinese nation and carry forward China's excellent traditional culture. With the crystallization of the wisdom of the Chinese nation and the excellent values of Chinese civilization, we should establish a scientific concept of cultivation in Colleges and universities, and strive to cultivate college students [9]. To truly integrate China's excellent traditional culture into the field of ideological and political education, we should recognize the value of excellent traditional culture and draw sufficient nutrition. In order to give full play to the role of traditional culture in the process of improving students' ideological and moral level, it is necessary to thoroughly explore and study the key points of the combination of the two and the main factors affecting the fit of the two. Therefore, an important area of current research is to establish the best model for combining ideological and political education with traditional culture. Practical activities to help students improve their own quality, this activity mainly includes: college freshmen adaptation education, ideological and political theory education, social adaptation education. Deepening the integration of ideological and political education and Chinese traditional culture in colleges and universities, guiding students to establish cultural consciousness and achieving cultural self-confidence is of positive significance for promoting the great development and prosperity of socialist culture [10].

2. Materials and Methods

The content of student's ideological and political education is related to the direction and nature of student's ideological and political education, and it is very important to carry out student's ideological and political education. The Chinese nation has accumulated rich traditional Chinese culture in the development of 5000 years. Change the original traditional culture and education mode. The unilateral instillation of traditional cultural concepts into students can only lead to students' exclusion, and the quality of teaching can not be guaranteed, at the same time, it also causes the waste of human resources. So what colleges and universities can do now is to integrate the essence of traditional culture into the daily cultural teaching. However, when we develop the culture of contemporary China, we are in a globalized international environment, which means that the universality of culture created by the recognition of globalization constitutes an important dimension for us to build contemporary Chinese culture. In a nutshell, it is the pursuit of the common values of the world's human beings in terms of justice, happiness, and security, and the recognition of those universal rules that maintain these values. It is clear that the level of colleges and universities in the integration of Chinese excellent traditional culture and college students' ideological and political education is shown in Table 1.

Table 1 Work Level of Integration of Ideological and Political Education

	Culture	Effect
Perfecting the Course Setting	5.03	6.35
Innovation evaluation mechanism	4.79	5.62
Enriching the Practical Activities of Chinese Excellent Traditional Culture	5.12	6.91

Nowadays, with the rapid development of the Internet, people's access to information has gradually diversified. This trend of the times not only brings great convenience to people's access to information, but also brings great challenges to students' ideological and political education. Students have unique advantages in access to information channels and ways, and have their own special perspectives in digesting and interpreting information. With the help of social forces to promote the development of Ideological and political education in Colleges and universities. In order to achieve better results, ideological and political education in Colleges and universities also needs a good social and cultural environment as the basis. If a country's cultural environment and atmosphere are good, then the quality and ideological and moral level of its citizens will not be poor. As far as ideological and political education is concerned, it focuses on people, insists on people-oriented, emphasizes people in guiding ideology and pays attention to human development.

This is fundamentally different from the ideological and political education that used to solve the problem and accomplish the task. In essence, people-oriented, the main body is identified as a student, and the development of students is emphasized. This is highly consistent with the ideological and political education of the students in the school. The conference on convening ideological and political education for college students is shown in Figure 1.



Fig.1. Convening a Conference on Ideological and Political Education for College Students

As the primary position of students' ideological and political education, as the frontier of ideology, as the cradle of training successors of socialist cause, colleges and universities bear the responsibility of promoting excellent traditional culture and cultivating talents with high level of cultural literacy. Traditional ideological and political education lays more emphasis on preaching and inculcation, mainly on its moral function, especially ideological function. Ideological and political education itself contains humanistic content, but for a long time, it has overemphasized its ideology, making its humanistic spirit obscured. Chinese traditional culture pays attention to people's spiritual pursuit and emphasizes moral internalization. The essence of Chinese traditional culture has a clear logical structure for people to understand nature, society and thinking. We must internalize ethics into people's moral qualities, and they can be reflected in people's moral practice and play a role in social life. In colleges and universities, promoting moral education to students is advanced and can regulate the minds of students who are still immature. Let the colleges form a harmonious learning atmosphere, and provide an educational position for the students to systematically explore the knowledge.

3. Result Analysis and Discussion

Most of the existing excellent traditional Chinese culture education only stays on the traditional teaching methods, and it is difficult to achieve effective learning results. As far as the traditional education mode is concerned, the classroom, which is difficult to break through, cannot give full play to the important role of cultural relics and social and cultural activities in the excellent traditional culture education of China. To implement the scientific concept of development, we need to implement sustainable, comprehensive and coordinated development methods and requirements in carrying out ideological and political education. As far as contemporary young students are concerned, they should strengthen their own cultural and ideological quality, cultivate their perfect and healthy personality, and realize their comprehensive development. It is not only the goal that ideological and political education has been striving to pursue, but also the highest purpose of Ideological and political education. Excavate the contemporary value of traditional culture, optimize the integration of traditional Chinese culture and modern ideological and political education, and realize the innovation and development of tradition and modernity. Thereby enhancing students' cognition and recognition of Chinese traditional culture, realizing cultural self-awareness and cultural self-confidence. The role of traditional culture in the ideological and political education of college students is shown in Figure 2.

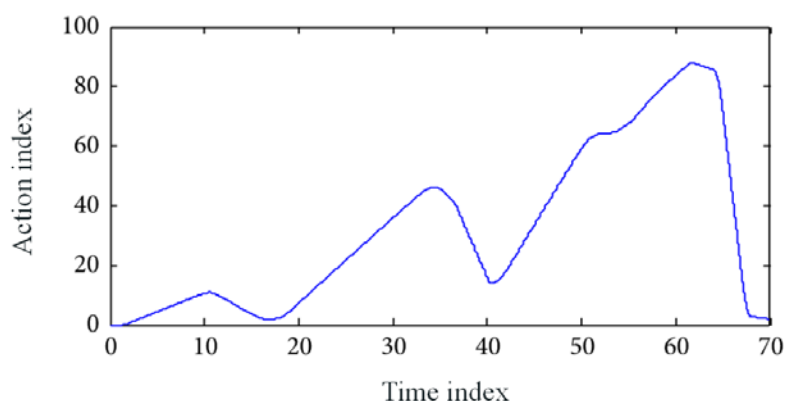


Fig.2. The Role of Traditional Culture in Ideological and Political Education of College Students

Excellent traditional culture not only enriches the content of Ideological and political education, but also further expands the channels of Ideological and political education. In the course of thousands of years' development in China, a set of self-cultivation methods with Chinese characteristics have been formed, such as model education law, teaching according to aptitude, law of caution and solitude, law of equal emphasis on learning and thinking, law of provincial chakra and rule of law, law of moral practice, etc. It has played a decisive role in cultivating people's moral quality and ideal personality. It is imperative to focus on China's excellent traditional moral culture and focus on students' ideological and moral construction. As the mainstay of national construction, contemporary students shoulder the mission of the great rejuvenation of the Chinese nation and the backbone of spreading China's excellent traditional culture to the world. Ideological and political education in colleges and universities is an educational means to encourage young students to grow into modern development. In the stage of growth, scientific education is crucial. Help confused students find directions, see the sunshine on the road ahead, and promote students to develop a good, upward, healthy attitude towards life.

Excellent Chinese traditional culture provides guidance for students to establish correct outlook on life and values. With the vigorous development of market economy and the transition from traditional planned economy to new market economy. Contemporary students will inevitably have some ecological degree and value judgment problems, eager for quick success and instant benefit, money worship, individualism, anti-cultural phenomenon flooding. The essence of Chinese excellent traditional culture contains the deepest spiritual pursuit of the Chinese nation and the most fundamental spiritual gene of the Chinese nation. It represents the unique spiritual symbol of the Chinese nation and is the spiritual nourishment of the Chinese nation's growing and growing. Digging deep into this ideological resource and integrating it into the ideological and political education of colleges and universities will help to cultivate students' sense of socialist responsibility and the value orientation of patriotism. Finally, the outlook on life. Since ancient times, the Chinese nation has advocated a life attitude of honesty and truth-seeking. "Sincerity" is seeking truth from facts, and "trust" is keeping promises and credit. Realizing the all-round development of people is its most essential meaning. The fundamental task of ideological and political education is to inspire people's consciousness, mobilize people's enthusiasm and stimulate people's creativity. Both of them point to people, and the core of both is to enhance students' ideological and moral qualities.

4. Conclusion

This paper studies the integration of traditional culture and ideological and political education in Colleges and universities. Traditional culture can influence students' thoughts through its unique cultural strength, gradually improve their self-cultivation, improve their ideological and moral level, so as to achieve the purpose of Ideological and political education. In the contemporary era, China's social problems need to combine Marxism with the excellent traditional Chinese culture to play a role in promoting the moral quality of the people of the whole country. Therefore, we can see that

the excellent traditional Chinese culture will receive the general attention of the society, and the excellent traditional Chinese culture education for students will also have a good social foundation. The excellent traditional Chinese culture will play an important role in the building of socialist morality and provide spiritual support for the rise of the Chinese nation and the realization of the "Chinese Dream." The relationship between traditional culture and scientific development in China is a mutually reinforcing and complementary relationship. In order to carry out ideological and political education effectively, we must effectively bring them together and change the monotonous and boring situation of ideological and political education activities in the past, so that they gradually enrich and vivid. Make sure it is more and more vital. At the same time, the continuous improvement of students' own quality will inevitably have a profound impact on their future development.

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