

Countermeasures of Integrating Traditional Culture into Ideological and Political Education in Colleges and Universities

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Abstract: China has a long history and profound traditional culture. The in-depth analysis of essence of traditional culture is conducive to establishing scientific outlook on life and values. Chinese traditional culture contains systematical cultural theory with ethnic characteristics, and stresses the synchronous improvement of intellectual development and morality. In the new era, with the popularization of information Internet technology, the ideology of college students are greatly impacted. Thus, relevant teachers shall fully explore resources of traditional culture and reasonably integrate it into ideological and political education in colleges and universities, so that students can deeply understand the significance of ideological and political education for their development, to promote the work of colleges and universities.

At present, colleges and universities generally pay attention to ideological and political education for college students. The deep integration of excellent traditional culture into ideological and political education realizes the continuous improvement of the quality of education. At the same time, the advent of the information age has caused all kinds of negative thoughts to fill the daily life of students. Some college students have problems such as money worship and distortion of values, which seriously affect their future growth and development. College students are an important talent reserve for national development. Therefore, colleges and universities shall continuously improve the quality of teaching, integrate traditional culture into ideological and political education, enhance their personal cultivation and ideological and moral qualities, and realize the teaching goals of moral education and people cultivation in colleges and universities, so as to lay a solid foundation for students' future development. [1]

1. The Significance of Integrating Ideological and Political Education into Traditional Culture

1.1 The improving effect of ideological and political education

In order to adapt to the development and changes of the social situation, Chinese government has proposed a system of socialist core values, including the national spirit, the spirit of the times, the socialist concept of honor and disgrace, Chinese characteristics, socialist common ideals, etc. At this stage, many colleges and universities have problems in the ideological and political education work that are not in place and in-depth. Most students lack accurate understanding of the socialist core value system and are not familiar with specific contents. Therefore, in the process of actual education, combining excellent traditional culture with ideological and political education can improve students' understanding level, enable ideological and political education work to penetrate the inner life of contemporary college students, and improve their recognition of socialist core values. At the same time, regular ideological and political education mode of colleges and universities is outdated, seriously deviated from the actual situation of the society, and the quality of education needs to be improved. The deep integration of ideological and political education and excellent traditional culture in colleges and universities can enrich the content of education, enhance the attraction to students, and enhance the quality of teaching.

1.2 The enhancing humanistic quality

All kinds of human resources are the basis for carrying out ideological and political education, and also an important guarantee for the development of education and teaching in colleges and universities. The rich and diverse human resources can increase the appeal of ideological and political education and make it more authentic. Chinese traditional culture contains rich humanistic spirit, paying attention to improving students' ideological and moral cultivation level. The deep integration with ideological and political education can comprehensively improve students' moral cultivation and help students establish perfect personality and correct values, playing an important role in the future development of students towards the society. [2]

2. Problems in the Integration of Traditional Culture into Ideological and Political Education

2.1 The un-targeted contents

The spiritual pillar of the sustainable development and progress of China's excellent traditional cultural society, the integration of the relevant content of traditional culture in the ideological and political education of colleges and universities is of great significance to the improvement of educational work. At this stage, the traditional cultural content selected by many colleges and universities in the process of carrying out their work lacks new ideas and pertinence, emphasizes the political propaganda attributes possessed by ideological and political education, neglects its cultural functions, and cannot meet the basic requirements of ideological and political education work of the state in the new era. Relevant teachers in colleges and universities fail to fully consider the actual needs of students when selecting content. The content lacks a progressive process and the repetitive content is too much, which also leads to the continuous decrease of the attraction of ideological and political education to students. [3]

2.2 The non-systematical work

The combination of ideological and political education and excellent traditional culture in colleges and universities is a systematic project, which needs to be completed step by step. How to integrate the relevant elements of the two so that the current needs to be solved. At present, many colleges and universities lack a perfect teaching system in the process of ideological and political education, and have not yet formed a scientific plan. This also leads to the inability of teachers to accurately grasp and understand in depth the integration of traditional culture. Many teachers lack the understanding of specific integration and the relevant content of culture, which has seriously affected the actual effect of integration [4].

2.3 The outdated integration methods

In order to ensure the effect of ideological and political education, in the process of integrating excellent traditional cultural elements, relevant teachers are required to master correct methods. Influenced by the traditional teaching mode, teachers still use the instilling method to carry out ideological and political education. In the classroom, teachers are the core, and the content of the teaching materials is emphasized. There is no interactive communication between teachers and students. The teaching method is too rigid and students' interest in learning is gradually declining, even with the resistance to ideological and political education, causing the opposite effect of the teaching process. In the process of integrating traditional culture, most colleges and universities still adopt the mode of setting up courses or holding related activities, lacking the necessary innovations in teaching methods, and students cannot get practical opportunities for ideological and political education. This also leads to the unsatisfactory overall effect of education. [5]

2.4 The lack of continuity in the integration

In order to improve the effect of ideological and political education in colleges and universities, relevant institutions have adopted an innovative integration model, and organized various activities in the teaching process to improve the attraction of ideological and political education to students,

but many activities lack rationality and continuity. The ideological and political elective courses started by some schools are often forced to be suspended due to the small number of applicants. The various traditional cultural activities held cannot achieve the continuous effect, often without follow-up news after several theme activities, which causes the failure in the integration of excellent traditional culture and ideological and political education and seriously hinders the overall effect of ideological and political education.

3. Main Contents in the Integration of Traditional Culture into Ideological and Political Education

3.1 Integrity education

In ancient China, integrity is regarded as the basic moral norm of human beings. Honesty is the foundation of human and earth, representing the basic conduct of human beings, and the affairs of the people. It is an important part of a person's moral cultivation. Sincerity represents honesty and observance of promises. It is the most basic norm between people. The ancients listed it as one of the five ethical values. Since ancient times, integrity has always been the basic ethical norms of our people. [6] At present, there are counterfeit and shoddy products, unfair competition, and cheating in exams in the society, which seriously damages the integrity. Therefore, in the ideological and political education system of colleges and universities, the basic content of honesty education should be added to regulate the daily behavior of college students and increase the trust between people, establish a good social atmosphere, and realize the basic goal of building a harmonious socialist society in China.

3.2 Education in patriotism

The core of our national spirit is patriotism. Since ancient times, our people have experienced countless tests and still stand tall in the world, which is inseparable from the spirit of patriotism. There are many descriptions of patriotism in Chinese traditional culture, such as "Every man alive has a duty to his country", "plan and worry ahead of the people", "repay the country with supreme loyalty" and so on, which reflect the feelings of the country and the nation and is an important part of our national spirit. With the development of the times, patriotism has produced different ideological connotations, but the promotion of patriotism is still an important part of ideological and political education. In the process of teaching work in colleges and universities, it is necessary to fully explore the patriotic resources in light of the development of China's history and ensure the quality of teaching. [8]

3.3 Education in self-improvement

China has a long history. The development achievements achieved today are born out of constant struggle and fight with the society. It is also the embodiment of our people's continuous breakthrough of self and perseverance. There are many descriptions of patriotism in Chinese traditional culture, such as "The road ahead will be long", "As Heaven keeps vigor through movement, a gentleman should unremittingly practice self-improvement" and so on. Chairman Mao proposed self-reliance during the revolutionary period. The slogan of hard work is an extension of the spirit of self-improvement in traditional culture. At present, China's socialist construction has entered a critical period of hard work. As an important talent for social development, college students can form a firm rational belief through self-improvement education, which plays an important role in the future development of individuals and the country.

3.4 Education in ecological civilization

Based on agricultural civilization and hunting culture, ancient Chinese culture emphasizes the idea of harmony between man and nature and has a good sense of ecological civilization. In the process of agricultural production, the ancients paid attention to the sustainable development of the ecological environment. The agricultural production adopted the pattern of crop rotation and fallow cultivation, vigorously carried out afforestation, and at the same time formulated a strict legal

system to prohibit deforestation. With the development of science and technology, the industrial society has over-exploited and looted natural resources, and the problems of land desertification and environmental pollution have become increasingly serious. Therefore, the country has proposed a strategic goal of sustainable development. In the process of carrying out ideological and political education in colleges and universities, it is necessary to actively integrate the relevant content of ecological civilization education, so that college students can establish the basic ecological concept of sustainable development and provide necessary support for the country to carry out environmental protection and ecological construction.

4. Countermeasures of Integrating Traditional Culture into Ideological and Political Education

4.1 To actively implement the reform of curriculum teaching system

In order to improve the understanding of excellent traditional culture, colleges and universities should vigorously carry out the reform of the curriculum system, appropriately increase the content of excellent traditional culture in the teaching process, start elective courses such as traditional culture education, and focus on the contents of the hundred schools of thought. Add traditional related knowledge of traditional culture to the textbooks of ideological and political education, improve the readability of the textbooks, so as to meet the learning characteristics of college students. Colleges and universities should combine the traditional characteristics of the region, deepen the integration of traditional cultural education resources, deepen the integration of educational resources with strong regional characteristics and ideological and political education in colleges and universities, and build an education system with national spiritual and cultural characteristics. At the same time, teachers need to actively adjust the teaching mode, make full use of classroom time, and strengthen the interpretation of traditional cultural content, change the traditional infusion teaching method, inspire students in the classroom, strengthen the interaction between teachers and students, and ensure the integration of traditional culture into teaching effects. [9]

4.2 To innovate integration media

In order to promote the deep integration of ideological and political education and excellent traditional culture in colleges and universities, colleges and universities need to constantly innovate and integrate the carrier and enrich the basic expressions of spoken and written language. In the teaching process, in order to improve students' interest in learning, teachers can create multimedia courseware before class and upload the courseware content to the network for students to download and share. In college campus network system, increase the content of traditional culture, establish ideological and political education websites and mobile phone applications, promote excellent traditional culture through new media forms such as WeChat and Weibo, strengthen students' learning effects, and establish a good education on campus. At the same time, teachers need to innovate and adjust the language of ideological and political education. There are many contents in Chinese traditional culture. Many students have different levels of understanding difficulties in the process of learning. Therefore, teachers need to use oral expression in a way that students can accept, so that students can accurately understand the relevant content of traditional culture.

4.3 To organize practical activities of ideological and political education

In order to ensure the integration of traditional culture into the ideological and political education in colleges and universities, it is necessary to pay attention to classroom teaching and extracurricular activities to achieve continuous extension of teaching. In order to improve the communication effect of traditional culture, colleges and universities should actively innovate communication modes and regularly hold related thematic activities, such as poetry reading, traditional cultural knowledge contests, and national education lectures, to enrich students' spare time. Providing students with rich opportunities for social practice, organizing college students to

participate in revolutionary education bases, historical and cultural sites, so that students can experience the noble sentiments in traditional culture and stimulate their patriotic enthusiasm.

4.4 To actively transform educational concept

Ideology has a guiding role in action. The transformation of educational concept can drive the transformation of teaching behavior and has an irreplaceable role in improving teaching quality. China's excellent traditional culture possesses both cultural and political attributes and plays an irreplaceable role in the ideological and political education of college students. In practical education, teachers need to use Marxist theory as the basis to inherit and carry forward outstanding traditional culture and realize the creative development and conversion of traditional culture. The integration of traditional culture into the ideological and political education of colleges and universities is a systematic education process. It is necessary to establish a sound system and mechanism, strengthen supervision and management, and improve the effectiveness of education. Colleges and universities should set up special management institutions to form an educational system in which the Youth League Committee, the Marxist College, the Academic Affairs Office, and the Propaganda Department participate, strengthen coordination and management, and promote the continuous improvement of relevant work levels in colleges and universities. [10]

4.5 To enhance teachers' basic quality

The basic quality of teachers has an important influence on the practical effects of traditional culture and ideological and political education. Through the effective guidance of teachers, college students can establish correct values. To this end, relevant teachers of colleges and universities should constantly improve their theoretical knowledge and improve their moral culture. Actively carry out the practice of integrating traditional culture, vigorously promote excellent traditional culture, standardize their daily behaviors, give full play to their role models and demonstration roles, guide college students to establish correct values and moral standards, and become outstanding talents required by the society.

5. Conclusion

In the new era, faced with brand new situation, for ideological and political education, it is necessary to actively transform educational mode, integrate excellent traditional culture into teaching, and enhance students' interests in learning, so that students can establish values and perfect moral system to better serve for the nation.

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