

# Multidimensional Construction of College Students' Traditional Culture

## Education

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**Abstract:** This paper focuses on the analysis of educational concept innovation, educational content innovation and educational approach innovation in respect to the college students' traditional cultural education. The purpose is to firmly occupy the main front of socialist core values in a diversified social cultural environment.

### I. Educational thinking innovation

#### (1) New media thinking

The rapid development and progress of informatization has provided modern material means for college students' traditional cultural education, and improved the material conditions for education, contributing to create good results characterized with low input and high output, enriching the educational contents, and improving the effectiveness of education. With the help of informationization, college students have constantly wittingly or unwittingly been receiving, storing, transmitting and utilizing all kinds of information. That whether the educators are able to seize information has become a key element in enhancing the effectiveness of traditional culture education for college students.

Meantime, information technology has rapidly penetrated into every domain of society, and it has also brought a host of problems, which seriously disturb the civic education at colleges and universities. The network is awash with various harmful cultures and Western decadent cultures. Various cultural thoughts and values are always undermining the socialist core values that are promoted and advocated by ideological and political education. Therefore, traditional cultural education should make full use of information means to disseminate the mainstream cultural thoughts in a more vivid and evocative way, and use the combination of "technical means and legal norms" to strengthen the standardized management of information technological platforms, cleanse the network, firmly grasp the hegemony and leadership in doing the ideology work, strengthen the network mainstream thinking public opinion circle, and occupy the network ideology construction battle field.

#### (2) Forward Thinking

First of all, through information technology, traditional cultural education should live up to grasp deeply the laws of the psychological and ideological changes of educational objects. The characteristics of network like virtuality and interactivity make it easy for college students to fully express themselves and perform self-expression. Educators should correctly predict and timely evaluate their ideological activities and laws, so as to discover the existing problems, and predict

possible new situations and problems that are about to happen, and perform an active and reasonable intervention.

Secondly, the education work make it possible to profoundly grasp the psychological and ideological situation of the educational objects and make predictions accordingly. The survival and development of any individual are inseparable from certain condition and environment. The self-media environment provides a rich and broad platform for college students, as well as a convenient and fast way of life, but at the same time, it also provides a place for the western forces to spread capitalist values and slander the socialist values . Educators should scientifically analyze the self-media environment the college students are facing and the negative impact it brings about .

Finally, educators must unceasingly improve their cultural literacy. Educators should take the initiative to strengthen the study of culture and information technology, cultivate scientific thinking methods, use technology to improve their ability to analyze and solve problems, generate a linkage mechanism of "virtual guidance" and "actual education", and continuously elevate educational effectiveness.

### **(3) Scientific thinking**

First of all, the use of self-media for traditional cultural education could be a new challenge. The educators are required to not only understand how to interconnectedly apply the traditional cultural education and scientific thinking theoretically and ideologically , and analyze and solve the problems in a Marxist position, viewpoint and method, but also master the corresponding self-media technology, improve their own scientific quality and ability, and create the cultural symbols and cultural information that meet the psychological needs and emotional needs of college students.

Secondly, educators should actively establish and perfect the self-media interaction platform, make full use of the innovative education discourse system, scientifically configure the information contents, enlarge the attention of students, and rely on the information push mode to push the “positive energy” information in time, thus enhancing the scientificity and effectiveness of traditional culture education in self-media communication.

## **II. Education content innovation**

### **(1) developing from singleness to diversity**

Traditional cultural education must reflect the characteristics of the times and modernization. Ideology and culture present a diversified form and also provide a diversified option for traditional cultural education. Firstly, the traditional cultural education content is cross integrated with the new media means, on the one hand, providing students with a way to learn new theories and new science. On the other hand, it also keeps pace with the times, and gets close to the students and increases equal opportunities for communication with students. Secondly, the content of traditional cultural education should regard some new problems arising from the development of the information society as the educational content. For example, the hot issues like ecological environment problems caused by globalization, the terrorism under the gap between the rich and the poor, and the evolution of international relations, having not only enhanced the modernity of traditional cultural education, but also accorded with the essence of ideological and political education.

### **(2) Developing from singleness to openness**

As an objective reality, ethnic difference makes us soberly aware of the nationality and openness of traditional cultural educational content. With the continuous evolution of information technology, the nationality of China's traditional cultural education content has also changed from a relatively closed one into an open, world-oriented one. However, the economic globalization and social

informatization promoted by the development of modern science and technology have posed a challenge to the national independence of China. Some western developed countries have used their dominant role in the objective process of economic globalization, and the first-mover advantage in the process of informationization to vigorously promote the "Cultural Hegemonism", to carry out propaganda of Western ideology, and to penetrate China ideologically, politically, and culturally. To this end, traditional cultural education must pay full attention to inheriting and carrying forward the outstanding spirit of the Chinese nation and actively promote the construction of a human community of common destiny.

### **(3) Developing from singleness to convergence**

Information technology has boosted the rapid development of society and brought some new ideas and concepts to education. Only when the traditional culture education in colleges and universities reflects these new changes in a timely manner, and constantly innovate the educational content system can it attract attentions, be favored by the students, and be able to give full play to its leading role.

Adhering to the contemporary development of traditional cultural education content is to use the typical case of advocating the spirit of the times as an important content to encourage and educate the students through the synergy of "online" and "offline" campaign, so that students can voluntarily accept and learn the content of traditional cultural education. At the same time, traditional cultural educators should be good at absorbing the achievements of modern world civilization, taking the latest scientific ideas and development concepts as the contemporary contents for education, and allowing full play to the scientific and contemporary values of traditional cultural education.

## **III. Education method innovation**

### **(1) Taking advantage of campus culture**

First of all, through the campus culture, the "Chinese Excellent Traditional Culture Website" should be actively established to open up a "Second Classroom" of ideological and political education online, the network can be used to build the Chinese excellent traditional culture education field to carry forward the Chinese national spirit, and to guide the college students' thoughts to develop healthily. Secondly, the traditional cultural education teaching WeChat public platform column should be built up. The course teachers should make full use of the power of WeChat circle to timely disseminate the content of socialist core values in traditional culture through teacher-student interaction and interaction between students, and continuously broaden and expand the college students' recognition of socialist core values.

### **(2) Strengthening the construction of education teams**

First of all, educators must work hard at the basic knowledge of the network and make themselves master of the network in order to enter the world and mind of the students. Secondly, educators must change their educational philosophy. Ideological and political education in the new media environment is definitely not indiscriminate intimation of the Ideological and political education methods that are usually used in practical world, but the realization of transformation of educational methods from "indoctrination" into "active guidance" and "information analysis and processing" ability. At the same time, educators should conduct an objective and rational analysis on actual sudden events through the social interaction platforms, clarify false and harmful information, and enhance the media literacy ability of students to discern the false from the genuine.

### **(3) Strengthening the function of interconnected service**

First of all, at the school level, a social interaction platform shall be built up to connect the Youth

League Committee, the instructors and class teachers of the colleges together, so as to master the micro-dynamics of the students' mind, and the level of ideological and political theory of the instructors and class teachers shall be reinforced simultaneously. Secondly, at the college level, a social interaction platform between colleges, classes, and college societies shall be constructed to avoid the negative consequences caused by students' ideological deviation through instant communication. Finally, at the student level, a social interaction platform between class teachers, class cadres, party members and ordinary students shall be built up. The contact and interaction between the class community of friends can be strengthened through the small or micro group, and the teachers' humanistic care about the students and the educational goal of transmitting humanistic care among students can be realized in a prompt manner.

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