

Ways of Integrating Traditional Culture into Ideological and Political Education in Universities

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Abstract: China is a country with profound cultural heritage. With the rapid development of economy and science and technology today, integrating traditional culture into education can cultivate students' patriotism and pride as Chinese, help students establish correct outlook on life and values, and also enable students to have feelings of advocating the motherland and carry forward the excellent national culture of the Chinese nation. Especially for the current universities, integrating traditional culture into ideological and political education can effectively improve students' ideological and moral quality and scientific and cultural literacy. It is also an important way to expand students' vision and innovate students' thinking. The article will also analyze the integration of traditional culture into ideological and political education in universities and put forward some ways to promote the integration of traditional culture into ideological and political education.

1. Introduction

College students are exposed to more fresh affairs, and their quality of life and convenience in learning have also brought many negative impacts. Many students' thoughts and psychology will also change, becoming utilitarian, vain and fond of pleasure. These thoughts will seriously affect the values of college students. In dealing with specific events, they will also lose their ability of accurate judgment and analysis. Even in the learning process or after entering the society, they will not be tempted to commit some immoral acts, which will affect the overall development of the future [1].

2. Analysis of the Current College Students' Understanding of Chinese Excellent Traditional Culture

The embodiment of traditional culture is the embodiment of the Chinese nation's spirit and civilization, as well as the inheritance of traditional virtues, including various forms of cultural spirit and cultural forms, which are extremely rich in content and profound in connotation. However, with the continuous updating and development of science and technology, intelligent electronic products have already occupied a large part of people's lives. Therefore, for many contemporary college students who accept new ideas and new education, their knowledge of Chinese traditional culture is generally weak, and many college students are under the influence of network culture and pay very little attention to Chinese traditional culture. Apart from the Internet, college students seldom read books about traditional culture in book borrowing. At the present stage, many universities have not paid enough attention to the education of traditional Chinese culture, so the schools also have no relevant curriculum and other educational and learning ways, and the relevant elective curriculum is also very few. Furthermore, students do not have a clear understanding of this, which leads to a very limited amount of knowledge of traditional culture of many college students and will not actively learn traditional culture [2].

3. The Main Contents of Chinese Traditional Culture

3.1 Patriotism

Patriotism is the most basic spiritual pillar of the Chinese people and the most important component of our traditional culture. The purpose of learning articles and thoughts of various patriotic feelings from primary school education is also to enable students to have a strong patriotic spirit in the new era, and also to enable the Chinese nation to have the current prosperity and stability after experiencing historical tests and numerous hardships. However, the Chinese people still need to unite as one. It is the so-called duty of every man in the world to rise and fall. Patriotism is not only a feeling but also a full manifestation of social responsibility.

3.2 Constantly Strive to Become Stronger

The spirit of constantly striving for self-improvement is the immortal spirit of a well-known race. The so-called “strong youth makes the country strong”. College students are the pillars and talents of the future of our country, and they must have the spirit of constantly striving for self-improvement. The spirit of continuous self-improvement has been well reflected in all dynasties in China. In today's modern social development, the spirit of continuous self-improvement has given us different spiritual meanings and is also the spirit that every Chinese has [4].

3.3 Sense of Worth

The core values are reflected in many aspects of our traditional culture. If we trace back to the roots of many specific contents of the traditional culture, in the process of the continuous development of the current society, the place where the core values can be best reflected is that the traditional culture has a far-reaching impact on the development of society, individuals and the whole country. The combination of traditional culture and ideological and political education in universities is also the significance of contemporary college students learning traditional culture [3]. Ways to Realize the Integration of Chinese Excellent Traditional Culture into College Students' Ideological and Political Education

The extensive and profound Chinese traditional culture has always been the essence of our people. Traditional culture has also influenced generations of Chinese and has become the most worthy ideological and political spirit to pursue. It also plays an important role in promoting the development of the whole society. For college students, the educational resources of traditional culture also promote one of the main sources of ideological and political education for college students. With the continuous development of modern society, ideological and political education of college students has become the focus of college education. In order to better improve the teaching quality of ideological and political education of college students, teachers are required to integrate more resources of traditional culture into ideological and political education, so as to realize the effective integration of ideological and political education of college students.

4. Integrate Chinese Excellent Traditional Culture in the Teaching Classroom

4.1 Increase the Curriculum Content of Chinese Excellent Traditional Culture

China is a large country with multi-ethnic minorities. Each ethnic group has its own heritage of traditional culture, which is rich in content and profound in cultural heritage and has strong learning and educational significance. Therefore, universities can offer some courses on the traditional culture of ethnic minorities in these aspects, and students can choose to take optional courses independently. This is also to enable college students to have more understanding and mastery of the traditional culture of ethnic minorities in our country, so as to achieve a more comprehensive understanding of traditional cultural knowledge. Through classroom learning, teachers can also use more diversified ways to help students to form awareness of traditional culture learning and to build a perfect knowledge system of traditional culture learning in daily learning. At the same time, schools and teachers can offer some elective courses according to their own hobbies and needs,

which can effectively promote college students to learn traditional culture more actively and consciously.

4.2 Give Full Play to the Role of Teachers' Example and Demonstration

In the process of learning traditional culture, teachers should give full play to the power of role models and let students have a basic fear of learning traditional culture. Learning is not the special work of ideological and political teachers and class counselors, but the duties and responsibilities that teachers of all disciplines need to perform. Therefore, in daily educational activities, teachers should also take themselves as an example and constantly strengthen their learning and perception of traditional cultural knowledge in our country so as to exert a subtle influence on current college students [4].

5. Create an Excellent Campus Cultural Atmosphere

5.1 Carry out Educational Activities on Traditional Cultural Themes

Various forms of activities are often carried out on university campuses. School organizations or students organize spontaneously. In these activities, the theme of traditional culture can be fully integrated, and some related activities from traditional culture can also be specially carried out. At present, many universities are still lacking in this aspect of literacy training, especially some technical colleges and science colleges. In order to better cultivate students' ideological and political level, schools must pay full attention to the integration of traditional culture into ideological and political education. In this process, middle school students should also fully tap the surrounding resources for learning. In the specific process of development, the school can invite experts and scholars from some related fields to give lectures or carry out some cultural exchange activities to promote the common progress of college students' ideology and politics and traditional culture [8].

5.2 Organization of Traditional Culture Learning and Practical Education Activities

In addition to fully exploiting the traditional cultural resources on campus, we should also make full use of the unexpected resources on campus and attach importance to the development of practical activities in daily education and teaching. Students can be organized to participate in some social welfare activities, or to visit and learn in some red revolutionary bases, so that students can truly feel the value and significance of traditional cultural heritage. To enable students to learn traditional culture and improve their ideological and political literacy more actively.

6. Give Full Play to the Publicity and Influence of the New Media Network Platform

Since entering the new century, the development of the Internet has become an indispensable part of life and an important channel for current college students to inquire about information and entertainment in their studies. This also requires schools and relevant government departments to better optimize and manage the school's network environment to create a good network and environment for college students. The school can allow some professionals to manage the campus network, and can also be used as a display platform for learning traditional culture, so that more college students can have a deeper understanding and knowledge of traditional culture.

6.1 Strengthen the Construction of New Positions for College Students to Learn Traditional Culture

At present, many universities pay more and more attention to the ideological and political education of students. In order to better improve the educational effect, schools can construct a campus website with educational significance and attract students' attention according to their own characteristics. The website is mainly based on traditional culture and humanistic spirit. Students can also publish what they think is interesting. The website can also publicize some activities that conform to the education of college students, so that more students can have a deeper understanding of the meaning and connotation of traditional culture learning, and influence more college students

to actively explore and learn traditional culture, thus improving college students' ideological and political literacy.

6.2 Use the New Media Network Platform to Publicize Traditional Culture

The use of information technology and the Internet has also affected current college students, and various media platforms have emerged. The speed of promotion of these network platforms in universities is also quite amazing, such as the recently popular “tiktok”, “Kuaishou” and “we chat public accounts” platforms. In the study of college students' ideology and politics and traditional culture, these platforms can be well utilized. For example, some excellent traditional culture content can be pushed to these platforms to enrich the content and strengthen the attraction. In fact, many university teachers do their own microblogs before the interview. Teachers can also use these media platforms to interact with people interested in traditional culture online. This will enable many college students to have a deeper understanding of our traditional culture through the platforms they are interested in. This is very helpful to better promote national culture and further improve college students' ideological and political literacy [5].

7. Conclusion

College students' cultural self-confidence is an important spiritual vein of the Chinese nation. At the present stage, the invisible infiltration of foreign culture and the development and rise of traditional Chinese cyber culture have virtually seriously affected the ideological culture and cognition of the whole society. Because people's core values have been completely changed virtually, the ideological and belief problems of the whole college student society have become increasingly obvious. These belief problems have seriously affected the mental and ideological health of our college students and are not conducive to the good stability and development of our socialist college student society. Therefore, it is very important to improve the ideological, cultural and belief quality of socialist college students. A good socialist cultural environment and development in China requires every Chinese to safeguard and work together. Every Chinese must attach great importance to the cultivation of ideology and culture, study hard Chinese Marxism, and inherit and carry forward Chinese excellent ideological tradition and culture.

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