

# Research on the Integration of Excellent Traditional Chinese Culture into Moral Education in Universities under the Background of Network Culture

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**Abstract:** In the new era, moral education in universities is crucial. Promoting the creative transformation and innovative development of excellent traditional Chinese culture is an important aspect of contemporary cultural development. In this context, integrating excellent traditional Chinese culture into moral education in universities is of great significance. It should be noted that with the development of the times, online culture is gradually prevailing, and contemporary college students are one of the mainstream groups of internet users. Therefore, when studying the integration of excellent traditional Chinese culture and moral education in universities, it is necessary to pay attention to the positive and negative effects brought by online culture.

## 1. Research status

At present, relevant research is divided into two parts. The first part is the integration of excellent traditional Chinese culture into moral education in universities. For example, Cui Xianqiang and Li Hui believe that vigorously promoting excellent traditional Chinese culture can help contemporary college students strengthen their cultural confidence. However, when carrying out ideological and political education in universities, traditional culture is constrained by campus culture and environment, making it difficult to fully meet the cultural infiltration needs of young college students. We should start with the requirements, carrier, environment and system of integrating traditional culture into college ideological and political education, enrich the content of integrating traditional culture into college ideological and political education, innovate the methods of integrating traditional culture into college ideological and political education, realize the educational value of traditional culture, and make traditional culture become an important support for cultivating the successor of socialism with Chinese characteristics<sup>[1]</sup>. Chen Xintian believes that as a precious spiritual wealth of the Chinese nation, excellent traditional Chinese culture is the crystallization of the wisdom and spiritual source of the Chinese nation. In the new era, the significance of integrating excellent traditional Chinese culture into moral education in universities is very significant. It can not only cultivate more people with both morality and talent for society, but also promote and carry forward traditional Chinese culture. The excellent traditional Chinese culture has a good guiding and shaping effect on the development of students, and can provide rich materials for higher education. Therefore, it is particularly important to play a role in the infiltration of excellent traditional Chinese culture in moral education in universities. Teachers must actively explore their strategies to make the infiltration of excellent traditional Chinese culture more reasonable and scientific in moral education in universities<sup>[2]</sup>.

The second is related research on network culture and moral education. For example, Yu Haibo believes that facing the severe challenges posed by online culture to moral education in universities, it is difficult to rely solely on innovation in classroom moral education in universities. It is necessary to start from multiple aspects such as the background of university moral education network culture, campus network culture, and the main channel of university moral education. We should use advanced culture to seize the position of network culture, make use of rich network cultural resources and media means, increase the classroom appeal of the "main channel" of moral education, rely on the Internet, build a long-term mechanism of "whole-person education" and

"whole-person education", and use the innovation of moral education in colleges and universities in the era of network culture to meet a series of severe challenges brought by network culture<sup>[3]</sup>.

There are many and solid studies on the integration of excellent traditional Chinese culture into moral education in universities. Researchers generally believe that the integration of excellent traditional Chinese culture with moral education in universities is of great significance, but there are still many practical problems. For example, some studies suggest that there is currently a single teaching content and method, which is not easy to arouse student interest. Teachers need to use various forms to promote the integration of excellent traditional Chinese culture and moral education. There are also many studies on the relationship between online culture and moral education, with a focus on how online culture can achieve moral education. Some of these studies also analyze the impact of online culture on moral education. However, there is not much specialized research on the integration of excellent traditional Chinese culture into moral education in universities under the background of online culture, and it should be given attention.

## **2. The significance of integrating excellent traditional Chinese culture into moral education in universities**

There are many meanings of culture, and the meaning with high recognition is the sum of spiritual wealth. Chinese excellent traditional culture has thousands of years of historical accumulation, which is the spiritual support, precious spiritual wealth, and spiritual source of the Chinese people. The composition of excellent traditional Chinese culture is very rich, involving various aspects such as spirit, ideology, life, and faith, such as Confucianism and Taoism in ideological education culture, traditional instruments and local operas in music and opera culture, as well as traditional Chinese medicine, clothing, etiquette, etc., which can be said to be colorful. The integration of excellent traditional Chinese culture into moral education in universities is of key significance, mainly as follows:

### **2.1. Benefit for strengthening the cultural confidence of college students**

Firstly, integrating the ideological essence of China's excellent traditional culture into moral education can help college students have a comprehensive understanding of China's excellent traditional culture. In the era of self media, there is a lot of information and complexity, and many college students have incomplete and insufficient understanding of China's excellent traditional culture. Therefore, integrating the ideological essence of China's excellent traditional culture into moral education is beneficial for contemporary college students to learn about China's excellent traditional culture. Secondly, having a comprehensive understanding of excellent traditional culture is conducive to strengthening the cultural confidence of contemporary college students. Excellent traditional Chinese culture is an important source of cultural confidence. It fully affirms the value of excellent traditional Chinese culture for college students and lays a solid foundation for promoting their active practice. In addition, as a cultural force, excellent traditional Chinese culture can help college students establish correct cultural views<sup>[4]</sup>.

### **2.2. Benefit for the Inheritance and Dissemination of Excellent Traditional Chinese Culture**

As mentioned above, the excellent traditional Chinese culture is vast and profound, and requires young people to inherit and spread it. Firstly, the courses related to moral education in universities almost run through the entire university life. In the process of moral education, actively integrating Chinese excellent traditional culture, showcasing Chinese excellent traditional culture, and promoting Chinese excellent traditional culture is very beneficial for the inheritance and dissemination of Chinese excellent traditional culture. Secondly, college students will be the backbone of society, the future of the country, and the backbone of the nation. The high recognition and active inheritance of excellent traditional Chinese culture by college students is conducive to promoting the creative transformation and innovative development of excellent traditional Chinese culture in the entire society.

### **2.3. Benefit for enhancing the attractiveness of moral education classrooms in universities**

At present, there are some problems in moral education in universities, such as single content and form, low student interest, etc. One important reason is that some teachers do not pay attention to the integration of relevant cases in moral education in some universities. Chinese excellent traditional culture has rich connotations, a wide range, deep historical accumulation, and a rich variety of cases. Therefore, integrating Chinese excellent traditional culture is conducive to enhancing the attractiveness of moral education classrooms in universities. In addition, there are many thoughts and cultures in the excellent traditional Chinese culture, such as Confucian culture, Taoist culture, etc. Integrating the essence of these thoughts and cultures into moral education is conducive to increasing the theoretical depth of moral education, thus improving students' interest in learning.

### **3. The Influence of Network Culture on Moral Education in Universities**

Shen Jie believes that "Internet culture is the sum of the activities, values, and social attitudes formed by people working, learning, communicating, and leisure on the Internet. In universities, Internet culture is a new form of culture carried by the Internet, which is the sum of material and spiritual wealth created by students and faculty in the process of using it in learning, life and work."<sup>[5]</sup> The impact of online culture on moral education in universities is mainly as follows:

#### **3.1. Positive impact**

Firstly, online culture and its dissemination media provide a platform and resources for moral education in universities. In the new era, the dissemination of online culture provides a platform for moral education in universities, enriches teaching methods, and is beneficial for teachers to achieve the goals of moral education. Secondly, online culture and its dissemination media also provide rich educational resources for moral education. Currently, many classroom cases are derived from online culture, which is very beneficial for teachers to get close to students, interact with students, form a dual subject teaching, and improve the efficiency of moral education.

Secondly, online culture is beneficial for promoting the diversification of moral education methods in universities. There is a problem of a single teaching method in moral education in universities, which makes it difficult to increase students' interest. This makes moral education twice the result in many cases. Using network culture and its internet carriers for teaching can promote a more diverse range of moral education methods and enhance students' interest.

#### **3.2. Negative impact**

Firstly, online culture has impacted the current main moral education models. The current main mode of moral education still relies mainly on teachers' words and deeds. Teachers serve as theoretical authorities to guide students, while also demonstrating their moral character, enabling them to receive advanced ideological and theoretical education as well as systematic moral and value education. In the process of moral education, teachers are not only the lecturers of moral education content, but also the practitioners and demonstrators of advanced ideological theories, bearing the mission of theoretical and moral authority. However, in this era of information explosion and new media, the channels for students to accept ideas have greatly expanded, the authority of teachers has declined, and traditional mainstream moral education work has been challenged to a certain extent<sup>[6]</sup>.

Secondly, the prevalence of online culture has brought about various complex thoughts. In the relatively closed environment of universities, college students have less life experience and need to improve their independent thinking ability. It is difficult to distinguish some negative online cultures and students are easily influenced by extreme thoughts. This not only has a negative impact on the formation of ideal beliefs and the establishment of moral concepts among college students, but also has a negative impact. It has also caused certain difficulties in the moral education work of universities.

## **4. The Principles of Integrating Excellent Traditional Chinese Culture into Moral Education in Universities under the Background of Network Culture**

### **4.1. Avoiding the negative impact of online culture and strengthening moral education management**

In the process of moral education, it is necessary to strengthen moral education management, form a tripartite cooperation among students, teachers, and schools, and resist negative ideas in online culture. In addition, it is necessary to cultivate students' independent thinking and analytical abilities, avoid addiction to negative online culture, strengthen multi-party promotion, inherit excellent traditional Chinese culture, and establish firm ideals and beliefs.

### **4.2. Leveraging the advantages of online culture**

We should utilize the advantages of online culture and its media, vigorously tap into the excellent traditional Chinese cultural elements and moral education resources in online culture, and use the spiritual wealth created by the Chinese nation to carry out moral education. In addition, it is necessary to utilize online culture to promote the diversification of moral education methods by integrating excellent traditional Chinese culture, and improve the attractiveness of relevant classrooms.

### **4.3. Pay attention to moderate utilization**

In the process of moral education in universities, attention should be paid to moderately introducing elements of excellent traditional Chinese culture and not citing too many cases of excellent traditional Chinese culture, otherwise it is easy to squeeze out normal teaching. In addition, if too many relevant cases are cited or too much online culture is borrowed, it is not only easy to make students feel tired, but also not conducive to the promotion of moral education.

### **4.4. Pay attention to matching**

Chinese excellent traditional culture has rich connotations, and the current online culture is also diverse. In the context of online culture, in order to integrate excellent traditional Chinese culture into moral education in universities, relevant cases should be carefully selected, and attention should be paid to the compatibility between moral education goals and excellent traditional culture.

## **5. Conclusion**

Moral education in universities is one of the important tasks of universities, and at the same time, young people also shoulder the mission of promoting excellent traditional Chinese culture. In the new era, the influence of online culture is increasing. Therefore, it is important to pay attention to integrating excellent traditional Chinese culture into the research of moral education in universities under the background of online culture. At present, relevant research is divided into two parts: one is the integration of excellent traditional Chinese culture into moral education in universities, and the other is the related research on network culture and moral education. There are not many studies specifically focused on the integration of excellent traditional Chinese culture into moral education in universities under the background of network culture, and attention should be paid to strengthening research. The integration of excellent traditional Chinese culture into moral education in universities is conducive to strengthening the cultural confidence of college students, inheriting and disseminating excellent traditional Chinese culture, and enhancing the attractiveness of moral education classrooms in universities. Network culture has both positive and negative impacts on moral education in universities. Therefore, it is necessary to avoid the negative impact of network culture, strengthen moral education management, and utilize the advantages of network culture and its media to vigorously explore the excellent traditional Chinese cultural elements and moral education resources in network culture.

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