

Exploring the Integration of Chinese Traditional Culture and Ideological and Political Education in Colleges and Universities

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Abstract: The integration of traditional culture and ideological and political education in colleges and universities is an important direction in the study of ideological and political education, traditional culture contains rich resources of ideological and political education, enriches the teaching content of ideological and political education, and builds up the value leading role of ideological and political education. In the new era, incorporating traditional culture into the ideological and political education teaching system can utilize modern information technology to expand the way of realizing the modern integration of traditional culture and ideological and political education in colleges and universities.

Keywords: Ideological and Political Education; Chinese Traditional Culture; Integration Path.

1. Introduction

With the climax of the study of traditional culture once again, strengthening the traditional culture education of the Chinese nation has become a unified cognition. The Chinese nation, with its 5,000 years of civilization and long history, has accumulated a profound and unique cultural heritage and spiritual character. Chinese traditional culture is not only known for its long and splendid, profound and broad, but also for its distinctive characteristics of the times, becoming an indispensable spiritual pillar for the development of contemporary society. To promote traditional culture, we need not only to respect the tradition, but also to innovate in the light of the actual situation of our country, and make good use of all the spiritual wealth created by the people to educate people through culture and literature, and integrate traditional culture with ideological and political education.

2. The Reality Basis of Integrating Traditional Culture into Civics in Colleges and Universities

All the activities of human society can not leave the cultural environment and exist alone, ideological and political education in colleges and universities as a social activity, its process and content, everywhere not permeated by the influence of the culture contained in the environment. Traditional Chinese culture has a rich spiritual deposit in Chinese society, and its organic integration with ideological and political education is not only an inevitable requirement for the development and transformation of cultural modernity, but also an intrinsic requirement for the long-term progress of the cause of ideological and political education.

2.1. Inherent in the Development of Ideological and Political Education

Since modern times, the Chinese nation has found Marxism as its guiding ideology after a long period of hard work and exploration, and the cause of ideological and political education in China must adhere to the guiding direction of Marxism, which is the fundamental nature of ideological and

political education in China. However, as a theoretical doctrine born outside China, although Marxism has transcended the limitations of ethnicity and geography and has become a "universal" truth, it cannot directly provide specific routes, guidelines and policies for China's revolution and construction, and needs to be continuously developed in the course of practice. In the more than a hundred years since the introduction of Marxist thought into China, how to realize the Chineseization of Marxism has been the central theme of continuity. The Chinese nation, after thousands of years of development, has brilliant cultural creations and deep historical deposits, which have an important influence on the development of Chinese society and the shaping of its environment. Only by finding a point of convergence and synergistic development with traditional Chinese culture, guiding the successive development of traditional Chinese culture with Marxist thought, and nourishing the practice of the Chineseization of Marxist thought with the rich connotation of traditional Chinese culture can the essence of Marxist thought truly thrive in the fertile field of China's vast society. Ideological and political education work should respect the relevance of the traditional culture of the Chinese nation, incorporate traditional culture into the system of ideological and political education work in accordance with the principle of critical inheritance, innovate the thinking and mode, and look for the practical ways and contents of combining ideological and political education with the excellent traditional culture of China, the newest elements and characteristics of the development of the social environment.

2.2. The Necessary Requirement of "Cultural Consciousness" and "Cultural Confidence"

"Cultural self-awareness" means that people living in a certain culture should be self-aware of that culture, knowing its origin and formation, as well as its characteristics and direction of development. [1]The promotion of "cultural self-awareness" requires a conscious cultural awareness, the ability to see the best parts of a culture and to develop them creatively. Over the past thousands of years, Chinese

civilization has endured hardship and continuity, the Chinese nation has suffered a lot of suffering but more courageous, one of the important reasons lies in the Chinese people on the Chinese outstanding traditional culture of conscious identity and inheritance. [2] And "cultural confidence" refers to a country and nation to be able to fully affirm their own traditional culture, to recognize the value embedded in traditional culture, to firmly believe that these excellent culture can be for the development of the country and the nation to inject power, produce thrust. Only when one is confident in one's own culture can one have self-respect in the forest of world cultures, and can one affirm one's own cultural values and practice them consciously and voluntarily. On the basis of arousing cultural self-awareness, cultural self-confidence at the national and ethnic levels can be established through the critical inheritance and development of traditional Chinese culture, and by carrying forward and drawing on the best parts of traditional Chinese culture. In order to promote Chinese traditional culture, we should fully affirm the positive value it shows, and we should fully excavate the excellent core content of Chinese traditional culture, and transform it into an important content of ideological and political education in colleges and universities with the viewpoint of Marxist thought. [3] To have strong cultural confidence in Chinese traditional culture, to correctly recognize the Chinese characteristics of cultural development and world comparison, to fully recognize its unique and important position in the world cultural system, to make clear its high degree of advancement in the process of the development of the world cultural system, to deeply excavate the essence of the excellent traditional Chinese culture with a high degree of practical value and practical significance, and to be able to be applied in the current development of social practices We will dig out the part of the essence of the excellent traditional Chinese culture that has high practical value and significance and can be applied to the development of the current social practice, and realize the transformation and upgrading of the modern value of traditional culture.

3. The Value of Ideological and Political Education Embedded in Traditional Culture

Every country in the world cannot develop on its own without traditional culture. In the ideological and political education of colleges and universities, the integration of traditional Chinese culture is a necessity of the times and the development of the country and society. The integration of traditional Chinese culture in ideological and political education in colleges and universities is not only an enrichment of the teaching content of ideological and political education, but also can play a role in promoting the value leadership of current ideological and political education.

3.1. Enrichment of the Teaching Content of Ideological and Political Education

At present, the ideological and political education in some colleges and universities is still mainly carried out through classroom teaching. As the main channel of ideological and political education, classroom teaching can effectively centralize educational resources, strengthen educational effects and highlight educational priorities. But at the same time, it should be seen that with the continuous development of ideological and political education classroom teaching,

many problems and contradictions have gradually come to the fore. In the process of classroom teaching, the education mode is gradually rigid, the teaching content is thin and boring, the teaching method is simple, faceted and superficial to solve the problem temporarily. Ideological and political education classroom teaching, which should be colorful and in-depth, has gradually become a simple and mechanical, single-item indoctrination sermon, and the teaching effect has been greatly reduced. In addition, the teachers themselves are not deep enough in the study of traditional culture, to varying degrees, there is the combination of ideological and political education and traditional cultural education entry point digging is not in place, there is no formation of traditional culture into the ideological and political classroom teaching design system, ideological and political teachers can only according to their own preferences and the degree of accumulation of knowledge, try to integrate the two, the combination of the two often do not fully explore the cultural heritage and the charm of the Chinese traditional culture, even if it is not a good combination. This combination often fails to fully explore the cultural heritage and show the charm of traditional Chinese culture, even with the help of traditional Chinese culture to start teaching, most of them adopt the traditional didactic teaching method for one-way instillation. Therefore, if we want to combine traditional Chinese culture and ideological education to achieve integration, the most important thing is to expand the proportion of traditional Chinese culture in a series of ideological teaching process, and constantly expand, innovate and improve the teaching methods and approaches to improve the quality of classroom teaching, focusing on the effectiveness of teaching.

3.2. Enhancing the Value-Led Role of Ideological and Political Education

The development of network and information technology makes college students come into contact with more and more popular ideas, and all kinds of ideological concepts are mixed, with different merits and demerits, which will inevitably bring a great impact on the ideological attitude of college students. At present, college students are experiencing an important stage of growth, their outlook on life, values, worldview is not yet fully formed, the discernment of many trends and concepts is still insufficient, and it is very easy to be swayed by some undesirable ideological concepts. Many students do not have a thorough understanding of the essence of China's traditional culture, and in the conflict between different cultures, their ideological concepts are more likely to go to extremes. Integrating the excellent traditional Chinese culture into the ideological and political work of colleges and universities, supported by the excellent traditional culture, can greatly improve the depth and breadth of the ideological and political work of college students. This has an important educational leading value for cultivating college students in their formative years to establish correct values and worldviews, socialist ideals, and cultural awareness and cultural self-confidence with Chinese characteristics. [4]

4. The Realistic Path of the Integration of Traditional Culture and Ideological Politics in Colleges and Universities

Colleges and universities should combine the new

requirements for ideological and political education in the new era and the new journey, and constantly think about the selection of the content of ideological and political education, the adjustment of the direction of education and the innovation of education and teaching methods, which can be started from the three aspects of the excellent traditional Chinese culture into the teaching program of the ideological and political courses, the application of modern information technology to expand the way of the education of the excellent traditional culture and the strengthening of the construction of the teaching staff and the enhancement of the teachers' cultural literacy.

4.1. Incorporation of Chinese Outstanding Traditional Culture into the Teaching Program of Civic and Political Science Courses

Examining the curriculum of ideological and political education in Chinese colleges and universities, it is found that, so far, the ideological and political courses in China are divided into elective and compulsory parts, and the systematic courses about China's traditional culture are not reflected in the compulsory courses uniformly stipulated by the Ministry of Education, and the elective courses about China's traditional culture are not offered by every university, and the content related to it is not systematically reflected, and the construction of the curriculum is lagging behind. On the basis of the theoretical courses of ideological and political education, mandatory courses related to China's traditional culture can be added, which will help to integrate China's excellent traditional culture into ideological and political education, and then promote the further innovative development of ideological and political education. In addition, it is necessary to increase the content of Chinese traditional culture in teaching materials. In the process of ideological and political education for students in colleges and universities, teaching materials are an essential and important part, and the current teaching materials in colleges and universities mainly adopt the unified teaching materials of the Ministry of Education of the People's Republic of China. As the textbook has the characteristics of general introduction and outline, it is difficult for it to reflect the connotation of China's excellent traditional culture. Therefore, when preparing lessons, teachers should consciously incorporate the excellent contents of our traditional culture into the lesson plans and use it as the materials of the textbooks, so as to make the atmosphere in the teaching process seem more energetic and lively, and to further incorporate the excellent traditional culture of our country into the ideological and political education classroom. [5]

4.2. Application of Modern Information Technology to Expand the Mode of Education on Outstanding Traditional Culture

With the revolution of information technology and the accelerated pace of modern life, the new media technology of mobile Internet has become the only choice for many people to obtain information. One of the advantages of new media is the accuracy of content delivery. Based on the analysis of big data, new media can accurately categorize the target audience according to occupation, age and gender, and produce publicity content that suits their characteristics, so that the

appropriate publicity content can be delivered to the right audience, maximizing the degree of acceptance of the audience. At the same time, well-produced and accurate content can stimulate the resonance of the target audience, so that cultural communication is not just superficial, but actually affects everyone. Colleges and universities should seize this rare historical moment, grasp the opportunities and challenges brought by technological development to cultural communication, and make full use of the communication power and multi-faceted forms of network media to push the dissemination of traditional Chinese culture to a whole new level, becoming a delightful and accessible life learning content for young students. [6] The use of new media to promote the development of traditional culture should grasp the actual role of new media in the development of traditional culture. For example, with the help of WeChat, microblogging new media to push the classic readings, works of art, historical allusions and other traditional culture, organizing microfilms, short videos, promotional videos or public service advertisements to promote excellent traditional culture, such as filming activities, to enhance the knowledge of traditional culture, to create a network of public opinion atmosphere for the promotion of traditional culture, so that the excellent traditional culture is close to life, close to reality, and to form an era of traditional culture to educate people in the network environment.

4.3. Strengthening of the Teaching Force and Enhancement of Teachers' Cultural Literacy

In order for teachers to become exemplary teachers, they must "set an example by internalizing the essence of the excellent traditional Chinese culture and the core socialist values, which contain values and moral norms, into their hearts and minds, as well as externalizing them into their actions." [7] In order to optimize the combination of ideological and political education in China with traditional culture, every country in the world cannot develop on its own without traditional culture. To optimize the combination of ideological and political education and excellent traditional culture in China, every country in the world cannot develop on its own without traditional culture. In the ideological and political education in colleges and universities, the integration of Chinese traditional culture is made by the times and the development of the country and society. The integration of traditional Chinese culture in ideological and political education in colleges and universities is not only an enrichment of the teaching content of ideological and political education, but also can play a role in promoting the value leadership of current ideological and political education. Therefore, we must strengthen the construction of the faculty in this field, first of all, the authorities in various fields should provide teachers or teaching staff in this field with more targeted teaching and lectures, and strengthen the comprehensive quality of teachers in the field of ideological and political education and traditional culture; secondly, it is necessary to set up more academic exchanges and scientific research activities in the relevant fields to strengthen the exchanges with other fields and strengthen the mutual integration of the two during the process of in-depth academic communication; finally, it is necessary to set up additional academic exchanges and scientific research activities in the relevant fields to strengthen the exchanges with other fields and strengthen the mutual integration between the two; finally, ideological and

political teachers should be assessed in multiple dimensions, such as cultural concepts, aesthetic interests, teaching art, and language expression ability, so that teachers can dialectically use teaching materials, unify teaching behaviors with educational concepts, innovate the view of curriculum resources, and relate to the students, and then build a nurturing concept that unifies knowledge of teaching materials and cultural life.

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