

# An analysis of the three-dimensional integration of intangible cultural heritage into ideological and political education in colleges and universities

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**Abstract:** *The ideological and political course is the key course to carry out the fundamental task of cultivating morality and cultivating people, and shoulders the heavy responsibility of training builders and successors for the socialist cause of the country. Intangible cultural heritage is the wisdom of the working people of our country, showing the working people's life form and customs, containing the working people's aesthetic taste and moral concept, and is a high-quality resource for ideological and political theory courses in colleges and universities. This paper explores the feasibility and value of integrating intangible cultural heritage into ideological and political theory courses in colleges and universities from theoretical and value dimensions, and explores the effective path of integrating intangible cultural heritage into ideological and political theory courses in colleges and universities, giving full play to the role of intangible cultural heritage in ideological and political education in colleges and universities, which is not only conducive to the inheritance and protection of intangible cultural heritage. Moreover, it is of great significance to improve the educational effect of ideological and political theory courses in colleges and universities and to better exert the educational function of ideological and political theory courses.*

**Keywords:** *intangible cultural heritage, ideological and political education, colleges and universities, integration, three-dimensional analysis*

## 1. Introduction

During the centennial celebration of the Communist Party of China (CPC), Chinese introduced the concept of the second combination, which combines the fundamental ideas of Marxism with exceptional traditional Chinese culture. In order to give Marxism a deeper cultural heritage, the report of the 20th CPC National Congress also discussed the need of fostering cultural self-confidence and self-empowerment, allowing oneself to become ingrained in one's own culture, and fusing Marxism with the superior traditional Chinese culture. The Chinese outstanding traditional cultural heritage should be a source of strength, ideas, and assistance for our ideological and political activities. We should investigate the worth of this heritage in the modern era and make use of its.

The current research mostly focuses on the integration of traditional culture and ideological and political education, but the innovation in this study is that it chooses the more specific intangible cultural heritage part of traditional culture. Under the background of deepening reform and opening up and market economy system, there are many new changes in contemporary ideological and political education. Based on this background, This paper explores the feasibility and value of integrating intangible cultural heritage into ideological and political theory courses in colleges and universities from the theoretical and value dimensions, and explores the effective path of integrating intangible cultural heritage into ideological and political theory courses in colleges and universities.

## 2. Theoretical dimension: analysis of the ideological and political function of intangible cultural heritage

### 2.1 Overview of intangible cultural heritage resources

Because Chinese traditional culture is so rich and complex, it provides a wealth of resources for ideological and political work, which is the foundation for the merger of Chinese traditional culture

with these fields [1], the Chinese nation has a long history of 5,000 years, and the Chinese ancestors have created countless precious cultural wealth, including a rich and colorful intangible cultural heritage. Intangible cultural heritage has a long history, contains rich folk culture, and retains positive content through time and historical precipitation, reflecting history and reality, and has a very important educational function. Intangible cultural heritage is created by the working people of the government university in the practice of labor, and is closely related to people's daily life, and is a kind of culture that the people like to see. Intangible cultural heritage culture contains specific ideas, which not only have entertainment and aesthetic functions, but also have the functions of moral education and knowledge popularization [2].

Obviously, both "tangible cultural heritage" and "intangible cultural heritage" fall under the category of cultural heritage, and cultural heritage in this article refers to the latter. By elaborating on the meanings of "intangible", "cultural" and "heritage", we can understand the concept of "intangible cultural heritage" more comprehensively. First of all, "heritage" has two interpretations, one is as a legal term to refer to the legal property of a natural person left behind at the time of his death. The second is the precious material wealth or spiritual wealth left over from ancient times and preserved to this day. The interpretation of cultural heritage in this article falls into the latter category. Secondly, cultural heritage is one of the categories of heritage, and cultural heritage has "material mode of existence" and "intangible mode of existence", of which the latter form exists is intangible cultural heritage. Such as Chinese calligraphy, folk song, opera, Spiritual wealth such as the 24 solar terms. In short, intangible cultural heritage does not refer to a single object or a person, but at the same time it is transmitted through a person or object. Although various scholars may hold differing definitions regarding the characteristics of intangible cultural heritage, it can generally be ascribed to the trio of "inheritance, vitality, and sociability" [3]. It is precisely these characteristics that make intangible cultural heritage play a particularly important role as "evidence" or "proof" for relevant cultural groups. At the same time, intangible cultural heritage has rich resource content, such as historical, cultural, educational, aesthetic, economic resources, etc., corresponding to historical, cultural, educational, aesthetic, economic and other functions, which have laid a solid foundation for the multi-faceted value of intangible cultural heritage.

Ideological work cannot be relaxed or weakened for a moment, with the deepening of globalization, foreign cultures continue to enter China, which also contains some decadent and backward cultural concepts and phenomena of the West. The younger generation has a strong desire to try new things, but because their ability to distinguish between right and wrong is not strong enough, they are easily influenced by the bad culture and ideas of the West, resulting in a weak national consciousness and a low moral consciousness. Intangible cultural heritage is one of the important parts of China's excellent traditional culture, which can meet people's growing spiritual needs, improve people's ideological and moral awareness, and adapt to the needs of the development of the times. In-depth excavation of the relevant content of intangible cultural heritage and its multiple values to integrate it with the ideological and political theory courses of colleges and universities, can bring the national characteristics, cultural genes, national spiritual pursuits, moral level and aesthetics contained in the intangible cultural heritage into the ideological and political theory classroom, imperceptibly affect the values of college students, and better play the goal of ideological and political courses to cultivate morality and cultivate qualified builders and successors of the socialist cause [4].

## ***2.2 Analysis of the ideological and political functions of intangible cultural heritage resources***

It is necessary to strengthen the protection and utilization of cultural relics and the protection and inheritance of cultural heritage, so as to become a profound nourishment for strengthening the construction of socialist spiritual civilization. Most of the intangible cultural heritage is created by the working people in practice, and has experienced the baptism of time, and is an excellent cultural form that keeps pace with the times. Intangible cultural heritage has a profound heritage of Chinese culture, and it also has a unique ideological and political education function.

First of all, the rich content and value of intangible cultural heritage can enhance the political quality of college students. First, culture can cultivate college students' patriotic feelings and enhance cultural self-confidence. With the in-depth development of economic globalization and the increasing popularity of the Internet, the impact of some erroneous trends of thought has also led to the rise of national nihilism and historical nihilism. The characteristics of intangible cultural heritage, such as "inheritance, liveness, sociality", can effectively resist the destructiveness of national nihilism and historical nihilism. Second, intangible cultural heritage is conducive to helping college students

establish lofty ideals and help them become adults and talents. At the same time of rapid social development, the informatization and commercialization of the market economy have impacted the minds of college students. There are confusion, anxiety, impetuosity and other phenomena in the college students, which also cause some young students to have weak beliefs, lack of integrity, enhance individualistic thinking, be content with the status quo, do nothing, and lack the spirit of struggle. The character and function of non-material culture can effectively overcome these negative thoughts and cultivate traditional virtues such as honesty and trustworthiness, positivity and optimism, and hard work.

Secondly, the rich content and value of intangible cultural heritage can improve the cultural literacy of college students. Cultural literacy mainly refers to a person's literary, historical, theoretical and other aspects of literacy. Literary literacy is difficult to form spontaneously, and the subject needs to actively learn relevant theories and knowledge, and gradually cultivate them in practice. When college students are exposed to the rich forms and contents of intangible cultural heritage, they can expand their own knowledge and increase their theoretical knowledge. At the same time, intangible cultural heritage mainly relies on oral transmission by the inheritor and the inherited, which provides a rich practice space for college students. Learn the knowledge contained in intangible cultural heritage from practice, further test and expand the original knowledge paradigm in practice, improve their own knowledge reserves, and continuously develop their own innovation awareness and ability.

Finally, the rich content and value of intangible cultural heritage can help college students develop a sound personality. Intangible cultural heritage is a special cultural form, containing national feelings, reflecting the emotions of the working people, intangible cultural heritage in the process of generation, it contains the national regional culture and national customs of the working group, in the inheritance can also enable the inheritors to understand the wisdom of their predecessors, enhance the love for national life. Therefore, through the integration of intangible cultural heritage into the teaching practice of ideological and political education in colleges and universities, it can cultivate college students' love for life and help them form a sound personality. At the same time, college students can find their own personality from the rich and colorful intangible cultural heritage, meet their own hobbies, and improve their aesthetic ability and artistic atmosphere.

In short, the fundamental task of ideological and political theory courses in colleges and universities is to establish morality and cultivate people, and its teaching content includes patriotic education, helping students form a sound personality, and through the study of intangible cultural heritage, it can enhance college students' understanding of intangible cultural heritage and cultivate the spirit of patriotism, which is of great significance for realizing the goal of establishing morality and cultivating people in ideological and political theory courses.

### **3. Value dimension: the value implication of integrating intangible cultural heritage into ideological and political courses in colleges and universities**

#### ***3.1 Empower ideological and political classrooms and enrich teaching content***

Intangible cultural heritage is rich in connotation, mainly including traditional customs, folk literature, folk opera, folk songs and dances, etc., which can greatly enrich the content of ideological and political education in colleges and universities [5]. Traditional cultural heritage has been baptized by countless years and has endless cultural wealth. As a kind of cultural heritage, its dregs and essence exist together. Ideological and political work is a series of cultural and spiritual guidance work carried out in the ideological and political field of China since the founding of New China. In recent years, many scholars have studied the integration of traditional culture and contemporary ideological and political work.

##### ***3.1.1 Take traditional folk customs and etiquette as important contents***

Traditional folk customs and etiquette include ethics and morality, national spirit, family and country feelings, etc., which are fully presented in the intangible cultural heritage and play a very important role in the teaching of ideological and political theory courses in colleges and universities. For example, on Chinese New Year's Eve in China, customs such as setting off firecrackers, making dumplings, and eating reunion dinners are the expression of people's joyful feelings of saying goodbye to the old and welcoming the new, and reuniting with families. Another example is the Dragon Boat Festival, eating rice dumplings, and racing dragon boats, which is to commemorate Qu Yuan and inherit the embodiment of patriotism. Holding the Confucius Festival ceremony reflects the ancients'

pursuit of self-cultivation, family harmony, governing the country, and leveling the world. The 5,000-year history of China has left countless valuable intangible cultural heritages, which have played a great role in enriching the content and form of ideological and political education, and are conducive to enabling college students to harvest the spiritual wealth contained in the intangible cultural heritage culture under the specific intangible cultural heritage environment and atmosphere, practice the excellent traditional Chinese virtues, internalize the traditional virtues of the Chinese nation in their hearts, externalize them in their actions, and truly transform them into their daily norms.

### ***3.1.2 Folk literature and drama are important materials***

Chinese folk literature and drama are rich in variety and quantity. From the slave society, to the feudal society, and then to the modern era, it has been passed down from generation to generation, which has a very important education and influence on the working people, and is also a very vivid content of ideological and political theory courses in colleges and universities. Taking Chinese drama as an example, there are many types of drama, including Peking Opera, Henan Opera, Huangmei Opera, Kunqu Opera, etc, which are very flexible in form and have their own characteristics in terms of singing, costumes and music. As one of the five major Chinese operas, Huangmei Opera is an important part of Chinese traditional culture and the most influential opera in Anhui province. The well-known "Heavenly match", "husband and wife view lamp" and "female emperor's son-in-law" show the family concept, the joy of harvest and the concept of active official. The integration of Huangmei Opera into college ideological and political education can make students feel the charm of national culture in education, which plays a very important role in enhancing students' cultural self-confidence and inheriting and developing Huangmei Opera.

### ***3.1.3 Folk music and fine arts are important resources***

Most of the folk music is created by the working people and folk artists in practice, and the content and form of folk music have also changed greatly with the integration of ethnic groups. Folk songs and dances can be performed on the stage, and in the performance, the relationship between traditional cultural art and art forms is displayed. In the process of disseminating folklore, folk objects have a very specific performance method and image, which can simply and conveniently display their own cultural values, and at the same time can critically absorb other forms of literature and art, which is conducive to providing students with an equal performance platform and is an important content of ideological and political education.

## ***3.2 Strengthen the ideological foundation and make it more effective to establish morality and cultivate people***

The foundation of educating people lies in morality. The purpose of higher education is to educate talents for the country, and it is necessary to adhere to the principle of morality and cultivate socialist successors who are loyal to the party, the state, and the people. The integration of intangible cultural heritage resources into the ideological and political theory courses of colleges and universities is conducive to improving the ideological level of students, helping to shape correct values, strengthening historical and cultural self-confidence, and forming a good spiritual outlook. First, integrating intangible cultural heritage into the ideological and political theory courses of colleges and universities is conducive to helping students form correct values [6]. In the adolescent stage, the process of shaping values is crucial, and college is an important stage for it, and the values that college students receive in college have an important impact on their perception of things in the future. Intangible cultural heritage contains abundant educational resources to help college students establish correct values. For example, the patriotic spirit of "the humble does not dare to forget the country, and the matter must still be closed", and the spirit of integrity of "a gentleman's word, the horse is difficult to chase", "The road is long, I will go up and down and seek the spirit of struggle the harmonious spirit of "the unity of man and nature, the unity of all things", etc., all guide and help college students to form correct values. Secondly, the integration of intangible cultural heritage into the ideological and political theory courses of colleges and universities is conducive to improving students' cultural self-confidence. Cultural self-confidence is the most basic, deepest and most enduring force in the development of a country and a nation, Culture has an important traction for a nation. Cultural self-confidence is gradually cultivated in the process of learning and understanding history and culture. As the main cultural gathering place, it is also the main front of ideological and political education. Intangible cultural heritage has a distinct national character and inheritance, contains rich cultural education resources, promotes the better integration of intangible cultural heritage into the ideological and political theory courses of colleges and universities, allows students to fully understand the value of intangible cultural heritage resources

in the process of contacting intangible cultural heritage, and helps college students establish cultural self-confidence, which plays an important role in resisting the idea of national nihilism and historical nihilism. Finally, the ideological and political courses of intangible cultural heritage colleges and universities are conducive to the formation of a good Tao for students Moral spirit.

In today's rapid development of informatization and digitization, culture and its values are diversified, and how to correctly play the role of intangible cultural heritage, use the excellent traditional ethics and morality contained in intangible cultural heritage, and lead college students to form correct moral concepts is an important problem that ideological and political workers in colleges and universities face and must solve. The intangible cultural heritage itself contains and promotes the spirit of respecting the old and loving the young, loving and dedicating to work, being loyal to the monarch and patriotism, willing to contribute, and working hard, and deeply educating generations of Chinese sons and daughters. For example, Pangu opened the world and used the body to transform the creative spirit and dedication of all things, Kong Rong let the pear embody the spirit of filial piety and respect for the elders in traditional Chinese morality, and the mother-in-law's tattoo character is pinned on Yue Fei's patriotic expectations, etc., under the influence of this intangible cultural heritage, it helps college students resist the influence of bad culture and helps students become talents with moral, intellectual, physical, aesthetic, labor and all-round development. Colleges and universities should strengthen intangible cultural heritage education, make good use of intangible cultural heritage resources, and make intangible cultural heritage a bright background for cultivating people with virtue.

The organic integration of traditional cultural heritage and ideological education not only expands the channels of ideological and political education, but also allows more young college students to deepen their understanding and awareness of their own national and regional cultures in the process of learning and understanding traditional cultural heritage, and also injects a new source of motivation into the inheritance of traditional cultural heritage, which makes the ideological and political education in the new era more "grounded". It also injects a new power source for the inheritance of traditional cultural heritage, makes the work of ideological education in the new period more "grounded", and plays an important role in promoting the education of ideals and beliefs and social practice. Through such a process, the public can understand more about traditional cultural heritage and the Chinese spirit, so as to cultivate patriotic feelings, integrate the ideals of the self into the social ideals, and create greater value for the country and society.

### ***3.3 Inherit intangible cultural heritage and strengthen ideals and beliefs***

Ideals and beliefs are the calcium of the spirit, an indispensable spiritual pillar in the life of college students, and a spiritual driving force that motivates students to keep forging ahead, and plays an important guiding role in the pursuit of their own life path. Intangible cultural heritage resources are the common spiritual wealth of the Chinese nation, which plays an important role in cultivating national character, enriching national emotions, and enhancing national cohesion, and can provide important spiritual support for building a common spiritual home for the Chinese nation, forging a strong sense of community for the Chinese nation, and realizing the Chinese dream of the great rejuvenation of the Chinese nation.

On the one hand, intangible cultural heritage reflects people's pursuit and desire for a better life, and on the other hand, intangible cultural heritage reflects people's efforts and struggles to realize the life they yearn for, which are important resources for colleges and universities to carry out ideal and belief education. For example, in 2008, the Yellow River trumpet was selected into the second batch of national intangible cultural heritage list, which is one of the oldest and most primitive folk arts in China. The Yellow River is full of the local people's longing for a better life, and also shows the fighting spirit and heroic spirit of the working people who are not afraid of wind and rain in the treacherous natural environment. The Yellow River Trumpet contains the simple ideals of that generation, as well as the strength to fight for the ideals, and this spirit of persistent pursuit of ideals is the most important significance of inheriting intangible cultural heritage today. The national spirit and ideas contained in the intangible cultural heritage are the reflection of the vitality and creativity of the Chinese nation. Making full use of the educational resources contained in the intangible cultural heritage, such as diligence and bravery, facing difficulties and persistent pursuit of ideals, can help college students feel the charm of intangible cultural heritage and help them establish correct ideals and beliefs. Guide college students to integrate their personal ego into the realization of the great rejuvenation of the Chinese nation, and become "four youths" with "ideals, morality, culture, and discipline", and contribute their own strength to the realization of the Chinese dream.

China's cultural legacy is significant since it is the only nation that has not experienced a break in its own civilization. The Internet is extremely advanced in the modern period, and there are a growing number of channels available to anyone seeking information. This tendency presents significant problems to college students' political and ideological education in addition to greatly facilitating people's access to information. College students possess distinct advantages when it comes to the channels and methods via which they can access knowledge, as well as their own distinctive viewpoints when it comes to processing and understanding it.

The idea of combining political and ideological education with traditional cultural legacy can then better convey traditional cultural heritage while making appropriate use of both fields of expertise. In addition, in order to fulfill the social function, ideological and political work must obey and serve the requirements of "cultural power". The essence of "strong culture" is to adhere to the premise of China's road, guided by Marxism, through the continuous cultivation of cultural self-awareness, carry forward the Chinese spirit, focus on the development of advanced culture, enhance the cultural strength, in order to realize the "two hundred years" goal. We will set the standard for guidance and solidarity, maintain stability and promote peace. Strengthening ideological and political work and promoting excellent traditional culture can enhance national cultural identity, establish national subject consciousness, strengthen cultural soft power and international influence, and provide an important driving force for building a strong socialist culture.

#### **4. Practical dimension: analysis of the path of integrating intangible cultural heritage into ideological and political courses in colleges and universities**

##### ***4.1 Integrate into the theoretical classroom and build a solid ideological foundation***

Ideological and political theory courses are compulsory public elective courses for students in colleges and universities, which are both knowledgeable and valuable. In the teaching of ideological and political courses in colleges and universities, the value and knowledge of ideological and political theory courses should be organically combined, and values education should be infiltrated in the teaching of knowledge. Intangible cultural heritage is an important material for values education, and it is also an important cultural resource for ideological and political theory courses in colleges and universities, so the conscious use of intangible cultural heritage is not only conducive to the inheritance and protection of intangible cultural heritage, but also conducive to giving full play to the role of intangible cultural heritage resources, so that knowledge transfer and value guidance complement each other. Therefore, teachers of ideological and political theory courses can choose appropriate intangible cultural heritage content according to the characteristics of the teaching course, so as to realize the mutual promotion of the two.

For example, teachers can integrate intangible cultural heritage resources into Ideology, Morality and the Legal System, and when teaching the chapter on the Chinese spirit, they can list the rich cultural stories contained in the intangible cultural heritage, explain the rich connotation of the Chinese spirit, and encourage students to inherit the Chinese spirit. In the course of "Basic Principles of Marxism", when teaching "the people are the main body of social history", the case teaching method can be used to list the rich intangible cultural heritage created by the working people in production practice, guide students to understand the important role of the people in promoting historical development, experience the wisdom of the working people, and establish the feelings of the people. When talking about the "three major transformations" in "Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics", students can be told about the process of folk artists in the old society being transformed into socialist literary and artistic workers, and help students strengthen their ideals and beliefs in being builders and successors of the socialist cause. When teaching the content of the "Anti-Japanese National United Front" in the "Outline of Modern Chinese History", the cases of the contributions made by folk artists to the anti-Japanese mobilization work in the process of the nation's all-out war of resistance against Japanese aggression are told, so that college students can understand the spiritual integrity of folk artists who love the motherland and establish patriotic feelings.

##### ***4.2 Integrate into the practical classroom to improve practical ability***

Intangible cultural heritage is produced by the people of all ethnic groups in their practical activities, has a distinct national character and inheritance, and relies on cultural treasures passed down from

generation to generation by the people. Through practical activities inside and outside the school, students can cultivate their ability to solve practical problems and achieve the purpose of integrating knowledge and action.

Effectively strengthen on-campus practice, the main way of inheriting intangible cultural heritage is through words and deeds, and it is very practical and participatory. Therefore, colleges and universities should create more practical opportunities for students to participate in the inheritance and protection of intangible cultural heritage. For example, colleges and universities are led by teachers or community organizations, and students are the main body to carry out classic recitation activities, reciting ancient poems and classic articles, so that students can experience the rich spiritual genes contained in the intangible cultural heritage culture in the recitation.

Students are encouraged to participate in social practice activities. For example, colleges motivate students to participate in the "Three Rural" social practice activities, organize students to conduct social surveys outside the campus. In the meantime, universities should encourage students to participate in science and technology competitions, explore the status and function of intangible cultural heritage, and delve into the spiritual connotations contained within it. Colleges also encourage students to create for the people and innovate for the country in activities such as the Internet+ Youth Red Dream Journey and the Challenge Cup Red Special, and personally understand and experience the unique charm of intangible cultural heritage.

#### ***4.3 Integrate into the online classroom and expand the learning platform***

Traditional ideological and political education classroom to tell the traditional cultural heritage is mostly "picture + text", the whole teaching process is boring and lack of interest, students are not interested, which directly affects the integration of traditional cultural heritage and ideological and political education. In recent years, with the further development of the Internet, artificial intelligence, 5G and other high-tech, we have been able to borrow these new technologies to better promote ideological and political education, and promote the integration of traditional cultural heritage and ideological and political education. For example, by utilizing emerging technologies and artificial intelligence, we are able to better collect and integrate as well as sort out non-heritage culture. Through the establishment of 3D panoramic classroom, we innovate the traditional classroom form to create an immersive classroom experience, using animation, video, sand table simulation, immersive viewing and other Hong Kong style to make the traditional culture more vivid and vivid to convey the connotation of ideological and political education, and also to let more people understand the traditional cultural heritage, fall in love with the traditional cultural heritage, and pass on the traditional culture.

"In the "Internet+" era, network technology and traditional industries are deeply integrated, which represents a new trend that ideological and political education in universities cannot avoid" [7]. In the context of the continuous development of information technology, new communication carriers have emerged. Compared with the traditional carrier of ideological and political education, The Internet has more advantages in terms of breadth, speed and even effect, and students are more welcome. Therefore, colleges and universities need to keep up with the trend of technological development, actively use Internet technology, and carry out multi-channel and multi-style intangible cultural heritage education through the construction of intangible cultural heritage education websites and the recording of MOOCs. Internet + ideology and politics is an unavoidable trend of ideological and political education in colleges and universities. College students have strong learning ability and are quick to accept new things, and use the Internet platform to bring intangible cultural heritage into the campus and create intangible cultural heritage education websites or applications. The content of the website or app should include the main columns such as the project list, inheritors, inheritance dynamics, and historical continuation, Realize the sharing of virtual resources of intangible cultural heritage on the Internet. At the same time, it is necessary to create online boutique MOOCs. Colleges and universities should make good use of the intangible cultural heritage resource library, such as the "China Intangible Cultural Heritage Digital Museum", "China Intangible Cultural Heritage Gene Database", "Intangible Cultural Heritage Big Data Platform", etc., to develop and build a number of high-quality "intangible cultural heritage" academic and educational resources. On this basis, the second classroom model was innovated, and the "intangible cultural heritage" cloud classroom was opened. The integration of intangible cultural heritage into ideological and political education in colleges and universities is not only conducive to the inheritance and protection of intangible cultural heritage, but also holds significant importance for enhancing the educational function of ideological and political theory courses in universities.

## 5. Conclusions

Intangible cultural heritage is of great significance to the ideological and political theory courses of colleges and universities, and it is a witness of the 5,000-year-long history of the Chinese nation, which contains a unique spiritual connotation and has a good educational function. This paper discusses the feasibility and value of integrating intangible cultural heritage into ideological and political education in colleges and universities from the theoretical and value dimensions, and explores the practical path of integrating intangible cultural heritage into ideological and political theory courses in colleges and universities from the practical dimension. Giving full play to its ideological and political education function is not only conducive to the inheritance and protection of intangible cultural heritage, but also has great significance for improving the effectiveness of ideological and political theory courses in colleges and universities, and better playing the role of ideological and political theory courses in educating people.

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