

Strengthening Chinese Excellent Traditional Culture Education in College Cultural Quality Education

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ABSTRACT. China's excellent traditional culture occupies a central position in the national cultural system. It can stimulate the spirit of college students to a certain extent, and it will create a sense of national pride and a sense of mission to build a great China. By adding traditional cultural elements to college cultural education, it can help college students to improve their personality, and at the same time, it is also an important condition for realizing their all-round development, and is a powerful measure to improve college students' cultural identity. Some colleges and universities have incorporated Chinese excellent tradition into education and teaching, but they have to deal with various problems such as the shortage of teachers, the low theoretical quality of teachers, and the weak foundation of traditional culture on campus. Based on the four perspectives of school, teachers, students and campus environment, exploring and exploring effective measures to implement and promote Chinese outstanding traditional culture education can provide a guarantee for the good development of Chinese excellent traditional culture education.

KEYWORDS: College cultural quality education; Chinese excellent traditional culture; Realization path

1. Introduction

At the 19th National Congress of the Communist Party of China, Xi Jinping made a government report and proposed: "Starting from the fields of thought, humanities, morality, etc., exploring the bright spots of Chinese excellent traditional culture, inheriting in innovation, innovating in inheritance, and constantly improving the fine traditions of China. The characteristics of the era of culture make it exude a long-lasting charm." [1] Nowadays, actively take the traditional Chinese culture education into the group of college students, and constantly improve its extensiveness, on the one hand, to deepen the implementation of the party's 19th National Congress spirit. On the one hand, it is a new requirement to meet the growth and development of college students in the new era. To this end, colleges

and universities in the new era should pay full attention to the effective measures to explore the implementation of Chinese excellent traditional culture education in the process of cultivating talents and improving the quality of talents.

2. Significance of Strengthening Chinese Excellent Traditional Culture Education in College Cultural Quality Education

2.1 Conducive to the formation of the correct “three outlooks” of college students and shaping the sound personality of college students

At the level of higher education, the foundation of the institution is Liede. “University is a place where people are established and talented”. Throughout the history of university development, although its functions have been continuously expanded with the development of society, the core mission of cultivating talents has not changed.[2] During the university period, college students are constantly establishing and perfecting their own “three outlooks”, and personal development tends to be mature. Therefore, this period is very important. A series of factors such as thinking style, moral conduct and values will profoundly affect the future of college students. development of. At this stage, the overall social atmosphere is positive and positive, but there are also many places where the pollution is ruined. For example, it is not uncommon for the phenomenon of rebellion, extravagance, follow-up, and hedonism. The above phenomenon will have a certain negative effect on the personality shaping and stereotypes of college students. Individuals who lack a firm sense of consciousness and a more prominent herd mentality are highly vulnerable to the temptation and attraction of squalor. In the absence of discrimination and resistance, lack of understanding of right and wrong, and the recognition of true and false, it is difficult to establish a correct sense of three observations. .As a gem of China's continuous development and inheritance, traditional culture is rich in content and profound in thought. Strengthening Chinese excellent traditional culture education for college students can not only expand the students' spiritual motivation, but also enrich the theoretical basis. Colleges and universities popularize Chinese excellent traditional culture education for college students. The purpose is to deepen the understanding, learning and promotion of traditional cultures such as patriotism, filial piety, charity and integrity, and further promote college students to establish a correct “three outlooks” and comprehensively develop their ideological character.

2.2 Conducive to college students to enhance cultural identity and strengthen national cultural self-confidence

After the 18th National Congress of the Communist Party of China, the Party Central Committee closely surrounding Comrade Xi Jinping made new important instructions for the Chinese traditional culture. This is a new development of socialism with Chinese characteristics in the new era, and a comprehensive and profound understanding of it. For the fundamental task of implementing the “Lide

Tree People” under the new situation, we will guide university students to enhance “four self-confidence”, especially cultural self-confidence, establish and implement socialist core values, deepen the great rejuvenation of the Chinese nation, strive to achieve the Chinese dream, and play a strategic role. Value and key meaning.^[3] According to “cultural self-confidence”, the emphasis on Chinese traditional culture in the higher education stage, the ultimate goal is to enable students to master and inherit the fine culture of our country, to be the inheritor and successor of the culture, to enhance cultural self-confidence and to stimulate its production culture. The master of the inheritance asks for consciousness and translates this consciousness into external action and supports the road of socialism with Chinese characteristics. In contemporary society, the world culture is stirring and the civilization is becoming more and more diverse, and it is accompanied by a silent battle for the purpose of cultural field. The “Western Cultural Center Theory” is intensifying, making Chinese traditional excellent cultural education in the higher education stage. Constantly playing an increasingly important role. College students in the new era must possess the ability of cultural identification, establish dialectical thinking, profoundly identify and correctly promote the Chinese traditional culture, and through the development path of inheritance and innovation, the traditional culture of the Chinese nation will continue to renew its vitality and vitality.

3. Some problems that restrict the education of Chinese excellent traditional culture in colleges and universities

3.1 Some colleges and universities have weak teachers, and some teachers have low theoretical literacy.

The development of Chinese excellent traditional culture education in colleges and universities mainly takes the classroom as the main position, and the teachers bear the important responsibility that affects the direction of the classroom. The excellent traditional Chinese culture is a gem that has been precipitated and tested in practice, and it has raised high demands on recognized teachers from the perspectives of thought and culture. However, as far as the status quo is concerned, some colleges and universities are seriously lacking teachers in the process of carrying out the excellent traditional Chinese culture education. Even the interdisciplinary teaching, the academic foundation is not stable enough, and it is difficult to provide students with sufficient learning conditions. In the education around the development and implementation of the excellent traditional Chinese culture, individual schools simply select counselors or ideological and political teachers to serve as educational workers. These teachers have limited energy and are busy with their own work. The teaching results are quite coping, and there are even individual in the absence of teachers, colleges and universities “teaching what they have learned”, and the teaching effect is hard to say.

3.2 Tool rationality leads to a lack of college students' learning motivation

Higher education is mainly for college students. Similarly, Chinese culture education at this stage is mainly aimed at college students. However, because the knowledge of such courses is rarely used for important examinations or assessments, some students fail to form a full understanding of them. Pay attention to it. Under the influence of instrumental rational thinking, undergraduates continue to lose sight of or neglect the study of Chinese excellent traditional culture. They simply aim at examinations or related certificates, and have not made long-term plans for future work. The thinking is too narrow and embarrassing.

3.3 The atmosphere of Chinese outstanding traditional culture in some colleges and universities is not strong

The humanistic environment is one of the manifestations of value pursuit. At this stage, some colleges and universities have an imbalance in the construction of campus culture, and the balance of material and spiritual is seriously inclined. Some colleges and universities do not hesitate to supply campus material culture with rich resources. Although this is conducive to improving the environmental experience of teachers and students, the material and cultural level is shallower, and more attention should be paid to the development of spiritual level. The excellent Chinese traditional culture and culture education implemented by some colleges and universities is on the surface, lacking a profound and rich cultural atmosphere, and does not provide attractive and appealing cultural atmosphere to college students. Therefore, students cannot fully grasp the connotation of Chinese culture. For colleges and universities, in the process of traditional cultural education practice, the most common methods are to hold lectures, pull banners, organize exhibitions, etc., and participate in sexual practice activities are relatively scarce, college students can hardly feel the same, can not produce the desired effect, over time College students will continue to lose the initiative and enthusiasm for understanding China's fine culture because their spiritual needs cannot be met.

4. The realization of the Chinese traditional culture education in the cultural quality education of colleges and universities

4.1 Strengthening the construction of the teaching staff of Chinese excellent traditional culture education

As we all know, the teaching force plays a key role in the education system of colleges and universities. Its quality directly determines the effect of education. Therefore, building a high-level faculty is a necessary task for colleges and universities. In view of the shortage of teachers, colleges and universities can use a variety of methods such as selection, training or introduction to enrich the composition of personnel, optimize the structure of personnel, and establish a specialized team of traditional cultural education teachers. In view of the weak

theoretical foundation of some teachers, colleges and universities can use professional training, expatriate training, academic conferences and other forms to provide necessary guarantees for the consolidation and development of university teachers' educational strength, and fully enhance and improve teachers' theoretical and practical abilities.

In addition to the above measures, colleges and universities need to focus on improving the improvement and development of education funds and education systems. On the one hand, the long-term effect of full improvement, colleges and universities to support the research activities of teachers to support and encourage attitude, through the establishment of China's excellent traditional culture education special research funding, consolidate the foundation of research and continue to stimulate the power of education research to ensure the scientific research process orderly and effectively. On the other hand, we constantly improve and improve the content of the textbooks. The textbooks are required to be both intellectual and interesting. The teachers should reverse the practices of "filling ducks" and "irrigating" in the traditional teaching methods, realize the innovation of teaching methods, dig deep into the value of Chinese excellent traditional culture, and creatively design flexible classrooms to create a good classroom atmosphere promotes the smooth development of cultural education and determines good teaching results.

4.2 Improving the awareness of college students to consciously study Chinese excellent traditional culture

Nowadays, the development of society is becoming more and more demanding for talents. From the initial professional talents to the comprehensive talents, it is required to develop in technology, morality and theory. Chinese traditional culture is a typical ethical culture with profound moral resources, which can produce a spiritual wash on human development and progress.^[4] For college students, in the future development process, we must balance scientific and cultural knowledge with Chinese excellent traditional culture, and fully realize the two-way development of culture and spirit. Institutions of higher learning should pay attention to building a learning atmosphere of Chinese excellent traditional culture, and cultivating active ideas in a subtle way, so as to reverse the passive position of college students in the learning process and take the initiative by strengthening the understanding and cultivating the path of interest.

To carry out and implement the excellent traditional Chinese culture education, we must adhere to the simultaneous implementation of theory and practice. It is necessary for universities to make every effort to achieve relevant practical activities and life, and to be in close contact with students, and to persist in innovation. The educational practice of Chinese traditional excellent culture cannot be carried out in isolation. It is necessary to closely link with various disciplines, actively establish and develop an educational structure centered on Chinese excellent traditional culture, and continuously deepen the understanding, understanding and application of Chinese traditional culture of excellence, and make the spirit and The profound

connotation of the behavioral branding culture ensures that students unanimously recognize that “the Chinese traditional culture is an important condition for realizing self-worth”. Starting from reality and contacting the requirements of the development of the times, colleges and universities should actively enrich the forms of education and educational measures. It is the national culture that constantly deepens the minds and consciousness of college students, promotes the establishment and development of national culture consciousness and self-confidence, and makes college students continue to be inherited and innovate. The main force of excellent traditional culture.

4.3 Actively creating a good campus culture atmosphere

Through the campus culture, China's excellent traditional culture can be better publicized and developed.[5] The strong campus culture atmosphere contributes to the subtle influence of Chinese excellent traditional culture education. First of all, in the process of campus construction, colleges and universities can consciously increase the design and application of Chinese excellent traditional culture in scenery, architecture, etc., and connect the Chinese excellent traditional culture with the daily life environment of college students through concrete and sensible forms. Secondly, universities can be active. Organize and carry out a variety of activities, with the “Chinese Poetry Conference” and “Classic rumors” as the blueprint, so that folk songs, opera, calligraphy, painting and other cultural content and program forms are linked, as well as a direct cultural education base. Visiting, special cultural viewing activities, etc., creative organization and implementation of the combination of Chinese excellent traditional culture education and school education practice. Once again, colleges and universities can take the lead in setting up the “Chinese Traditional Festival Revitalization Project”, based on key traditional festivals, to stimulate and mobilize the curiosity of college students on folk customs, reaffirm and emphasize the connotation of the program, and innovate the festival customs to show the unique charm of Chinese culture. Use classical ritual education activities, such as raising the national flag to sing the national anthem, learning Lei Feng, various ceremonies, etc., using metaphor or metonymy as a medium to convey cultural will to the individual. Finally, universities should actively deepen the integration and development of Internet technology and Chinese traditional excellent cultural education, give full play to the positive role of the Internet in the education process, and use cultural resources, cultural development, and cultural videos through a series of channels such as website construction and column setting. Different forms of development and construction activities are put into practice, comprehensively deepen the construction of “two micro-ends”, realize the diversification of organizational forms, enrich the content structure, fully promote the new development of traditional culture, and deepen the new progress of Chinese excellent traditional culture.

In order to achieve the goal of improving the quality of Chinese students' excellent traditional culture education, in addition to the realization of knowledge transfer and wisdom accumulation, it is more important to fully meet the spiritual

needs of all Chinese children. In the new era, socialist education with Chinese characteristics continues to generate new demands. As the main force and main position of education, colleges and universities must fully shoulder the heavy responsibility of inheriting and carrying forward the excellent traditional Chinese culture in the new era, and uphold the cultural and educational talents. idea. Promote the roots of Chinese culture and education, and continue to bloom the flowers of national culture and enrich the traditional national culture.

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