

# Research on the integration of Excellent Chinese traditional culture into Ideological and Political education in Colleges and Universities

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**Abstract:** *Excellent Chinese traditional culture is the crystallization of wisdom of the Chinese nation. The ideological content contained in it is the spiritual pillar for the Chinese people to push ahead. Integrating excellent Chinese traditional culture into ideological and political education in colleges and universities is not only the need to inherit and carry forward the fine traditional Chinese culture, but also the inherent requirement of enriching the contents and teaching methods of ideological and political education in universities, helping students establish correct "three perspectives", shaping the humanistic quality of college students, and enhancing the effectiveness of ideological and political education in colleges and universities. By strengthening the curriculum construction of Chinese excellent culture, attaching importance to the construction of campus culture, strengthening the construction of teaching staff, and building new media and new positions, the excellent Chinese traditional culture can be better integrated into the ideological and political education in colleges and universities.*

**Keywords:** *Excellent Chinese traditional culture, Colleges and universities, Ideological and political education*

## 1. Introduction

Excellent Chinese traditional culture has a long history and broad and profound. It is the essence of the Chinese nation that has been accumulated over thousands of years in social activities. It is an important cultural foundation for promoting the continuous development of the society and an indispensable educational resource for ideological and political education in colleges and universities.

## 2. The Necessity of Combining Ideological and Political Education with Excellent Chinese Traditional Culture in Colleges and Universities

### 2.1. Realization of the Reality of "Cultural People"

Cultural people have the advantages of subtle influence and influence, which can make the ideological and political education in colleges and universities more affinity and appeal. It is the only way which must be passed in the ideological and political education work in colleges and universities in the new era. Excellent Chinese traditional culture is the root and soul of the Chinese nation and the cultural treasure of the Chinese nation. The focus of cultural people is the excellent Chinese traditional culture, the core is "culture", and the goal is "people". The goal of ideological and political education in colleges and universities is university students. To join the excellent Chinese traditional culture in the ideological and political education work in colleges and universities is the effective implementation of ideological and political education in colleges and universities under the new situation.

### 2.2. The Need to Enhance the Effectiveness of Ideological and Political Education in Colleges and Universities

With the impact of multiple ideological cultures and the development of network information technology, the mainstream ideology of university students is facing severe tests of invasion and

infiltration. This requires that ideological and political education in colleges and universities must be further innovated and innovated to meet the needs of the new era and the practical needs of college students. The combination of ideological and political education in colleges and universities with excellent Chinese traditional culture, on the one hand, is because it is their mission and responsibility to inherit and carry forward excellent Chinese traditional culture. Allowing college students to accept the breeding and nourishment of excellent traditional culture will help to improve college students' cultural consciousness. On the other hand, the integration of excellent Chinese traditional culture can make up for the deficiencies of ideological and political education in colleges and universities, such as strong theoretical content, strong political color, single teaching methods and means and so on.

### ***2.3. Inheriting and Carrying Forward the Due Meaning of Excellent Chinese Traditional Culture***

Inheriting and carrying forward the excellent Chinese traditional culture needs an implementation carrier. Adding excellent Chinese traditional culture to the ideological and political education in colleges and universities is to promote college students' independent inheritance and development of excellent Chinese traditional culture and help them establish a correct cultural view. Meanwhile, Excellent Chinese traditional culture needs continuous innovation from generation to generation to stimulate its internal vitality and maintain its lasting vitality. Join the excellent Chinese traditional culture in the ideological and political education in colleges and universities, combine the development needs of the times and the ideological reality of college students, give the excellent Chinese traditional culture a new connotation of the times, and present it in front of college students in a vivid, vivid and brand-new form and content.

## **3. The Important Value of Excellent Chinese Traditional Culture**

### ***3.1. Rich Educational Contents***

#### ***3.1.1. Patriotism and Mission***

The patriotism and mission bearing contained in China's excellent traditional culture are the precious wealth that China can stand on the top of the world and the spiritual driving force to effectively promote generations of Chinese people to forge ahead towards their goals. Zhuge Liang's life was "Dedicated and died", Fan Zhongyan's "Worry first and enjoy later". This spirit of taking the world as its own responsibility has been handed down from generation to generation. Zhou Enlai's "Reading for the rise of China", Deng Xiaoping's "I am the son of the Chinese people". All these show a valuable spirit of patriotism. From ancient to modern times, this patriotic spirit and national mission are deeply branded in the hearts of the Chinese people, and are the spiritual source of promoting the continuous progress of the Chinese nation.

#### ***3.1.2. Unremitting Self-Improvement and Enterprising Spirit***

The Chinese nation has endured hardships but is still tenacious and stands tall in the East. In the final analysis, it is the spirit of village head Liu's self-improvement and initiative in the thought of the Chinese nation. It has constantly inspired the Chinese people to forge ahead despite difficulties and obstacles. Yugong moved mountains unswervingly with the perseverance of his children and grandchildren, "Jing Wei Tian Hai", "Hou Yi She Ri", "Da Yu Zhi Shui" and other myths, "Long March Spirit", "Youyu spirit", "Hongqiqu spirit", "Saihanba spirit", etc. All these reflect the struggling spirit of the Chinese nation.

#### ***3.1.3. Be Hardworking and Thrifty***

In the historical process of the development of the Chinese nation, the emperors and the people have actively practiced the traditional virtues of hard work, diligence and thrift. Thrift is the only way to get a happy life. Only in this way can we get material and spiritual satisfaction. The book of history says, "Only if you work hard every day, you don't dare to relax". Zuozhuan quotes an ancient saying: "The people are diligent in life, and diligence is not a shortage". The book of changes puts forward the theory of "Frugality, virtue and difficulty". Mozi has the theory that "Frugality leads to prosperity, and loss leads to death". These discussions on hard work, diligence and thrift are the concrete manifestations of diligence and thrift advocated by the excellent traditional Chinese culture.

### **3.2. *Contains Many Educational Methods***

#### **3.2.1. *Teach by Precept and Example***

Since ancient times, there have been many ways to spread excellent Chinese traditional culture, especially teachers. Teachers should not only teach students knowledge, but also teach students the truth of life. Confucius, a Confucian master, has shaped a typical gentleman by teaching by example and speech. He has "Reflected on himself many times every day", "Kept the knowledge in his heart silently, studied hard but not satisfied, and taught others without burnout. What regret is there for me?" Such spirit and thought set an example for students. Ideological and political education in colleges and universities requires teachers to set an example and play an exemplary role, so as to establish a good image of teachers' morality in front of college students and influence college students with the personality of persuading others with morality.

#### **3.2.2. *Education According to Different Characteristics of Students***

Education according to different characteristics of students, as the name suggests, is to educate them in a planned and targeted way According to the different personality characteristics of different students, In ancient times, Confucius, a great educator, said "Don't worry about people who don't know themselves, just worry that they don't understand others.", "Don't know how to distinguish right from wrong, and can't understand others". He classified students according to their intelligence, personality characteristics and hobbies, and then grasped their specialties to implement education. Second sage Mencius advocates education according to students' talents, and divides students into those who become rain, those who become virtuous, those who reach wealth, those who answer questions, and those who are private.

#### **3.2.3. *The Essence of Self-Restraint and Introspection***

The Chinese nation is a nation of etiquette, with thousands of years of glorious history and culture, and attaches importance to the moral spirit of benevolence, righteousness, courtesy, wisdom and faith. The essence of self-restraint and introspection is a person's self-discipline, which restricts his words and deeds. Often sit still, reflect on what you have done and said, change what you have done, encourage what you have not done, and constantly sum up experiences and lessons, which is the spiritual connotation of excellent Chinese traditional culture.

### **3.3. *Enhance the Effectiveness of Ideological and Political Education***

#### **3.3.1. *Help College Students Establish Correct "Three Views"***

With the rapid development of China's economy, the social environment contains all kinds of multiculturalism. College students gradually lose themselves in it. Like a lost ship in the sea, they lack a lighthouse to point out the direction. Excellent Chinese traditional culture is like a guiding light, guiding college students' life and helping them establish a correct "Three Outlooks". Ancient sages' values such as "Knowing the truth in the morning and dying at night do not feel regret", "As a scholar and a gentleman, we must have broad and tenacious quality, because we have a great responsibility and a long road", which taught us to adhere to unswerving aspirations, beliefs and codes of conduct, and stick to the moral bottom line, so as to go further on the road of life. The guiding role of excellent Chinese traditional culture can be brought into full play in ideological and political education in colleges and universities, help college students to set lofty aspirations, develop good ideological and moral sentiments, and help college students establish correct "three views".

#### **3.3.2. *Help College Students Improve Their Humanistic Quality and Shape Their Ideal Personality***

Confucianism, the core of excellent Chinese traditional culture, advocates the cultivation of noble and perfect gentleman personality. Ji Xianlin, a master of Sinology, believes that the eternal ideological essence of excellent Chinese traditional culture is "patriotism" and "backbone". These two points are the source of power for inheriting and carrying forward the excellent traditional Chinese culture. Yue Fei's "Be loyal to your country", Wen Tianxiang's "A death befalls all men alike, I'll keep a loyal heart to make a name in history", Yu Qian's "don't be afraid of breaking up, but only leave innocence in the world" and so on, have killed their lives for the great national righteousness and sacrificed their lives for justice. That kind of fearless heroism and gentleman's personality are all concrete manifestations of "patriotism" and "backbone". When carrying out ideological and political education for students, colleges and universities should speak highly of heroic deeds, set up moral examples for college students, further study Chinese traditional fine culture, enhance their humanistic quality, and shape the

ideal personality of college students.

#### **4. The Path of Adding Chinese Excellent Traditional Culture to Ideological and Political Education in Colleges and Universities**

##### ***4.1 Strengthening the Curriculum Construction of Excellent Chinese Traditional Culture***

###### ***4.1.1. Compiling Excellent Chinese Traditional Culture Reader***

In the process of ideological and political education for college students, there are too few teaching contents involving history, culture and traditional Chinese knowledge, so we can try to compile excellent traditional cultural contents suitable for ideological and political education, and make college students have a comprehensive understanding and understanding of excellent Chinese traditional culture in the form of reading books. When compiling a reader, the writer should have a thorough understanding of the actual needs of college students, and select appropriate and appropriate content by category, depth and hierarchy, so as to meet the needs of different students.

###### ***4.1.2. Set up Compulsory and Elective Courses for Excellent Chinese Traditional Culture***

The contemporary college students' cognition of Chinese excellent traditional culture is still very insufficient. The reason is that there are deficiencies in the establishment of Chinese excellent traditional culture related courses. We can try to break the inherent curriculum system, set up compulsory and elective courses related to excellent Chinese traditional culture on the basis of fully understanding college students' knowledge level and interests, and use classroom teaching as the main position to teach college students' excellent Chinese traditional culture. In addition, combining the content of ideological and political education, we will explain the excellent traditional culture that echoes with it. Through this mode, the Chinese traditional culture can be widely disseminated among students, and more importantly, the effect of ideological and political education has been greatly enhanced.

##### ***4.2. Strengthening the Construction of Campus Culture***

###### ***4.2.1. Creating a Campus Atmosphere of Excellent Chinese Traditional Culture***

Campus atmosphere permeates and affects the thoughts and behaviors of college students all the time, so colleges and universities should actively create a good material and spiritual atmosphere for college students. In terms of creating a material atmosphere, colleges and universities can move the excellent Chinese traditional culture materials to students' study and life, and vigorously spread and carry forward the excellent traditional Chinese culture. Such as placing historical figures and posting cultural signs on the basis of hardware facilities such as teaching buildings, libraries, billboards and canteens. In terms of creating a spiritual atmosphere, colleges and universities can often carry out ideological activities related to excellent Chinese traditional culture, and encourage college students to actively participate in it. Such as cultural forum, college students' culture and Art Festival, reading and essay competition, etc.

###### ***4.2.2. Developing Various Forms of Campus Cultural Activities***

College students always maintain a high degree of participation and enthusiasm in various campus cultural activities. Colleges and universities have organized various forms of campus cultural activities to guide college students to learn Chinese excellent traditional culture. First, various activities with the theme of traditional festivals and folk culture can be held. Traditional festivals are the concrete embodiment of cultural inheritance, while folk culture contains rich ideological and political education resources. Second, encourage and support college students to establish excellent traditional cultural associations, promote students to accept and recognize the content of ideological and political education through community activities, and it can effectively improve the effectiveness of ideological and political education. Third, take the school rules and school motto as the propaganda theme, elaborate the essence of excellent Chinese traditional culture, and make it deeply imprinted in the hearts of students.

### ***4.3. Strengthen the Construction of Teachers***

#### ***4.3.1. Strengthen the Construction of Teachers' Morality and Style***

College teachers bear the important responsibility of spreading excellent Chinese traditional culture and are the guide for students to grow up. The effectiveness of ideological and political education in colleges and universities depends on Teachers' cultural literacy. Teachers should have excellent theoretical knowledge of traditional culture, correct and rigorous teaching attitude and rich and diverse teaching means in order to cultivate students with high humanistic quality. Therefore, colleges and universities should strengthen the quality construction of college teachers, require teachers to strengthen the research and learning of traditional cultural theoretical knowledge, strengthen self-cultivation, improve their own cultural quality, take learning as a teacher and integrity as a model, and set a good example for students.

#### ***4.3.2. Consolidate the Foundation of Teachers' Excellent Traditional Chinese Culture***

College teachers should strengthen their learning of excellent Chinese traditional culture, constantly expand their learning volume and scope, and improve their cultural self-cultivation. Knowledgeable teachers will be able to cultivate excellent students and are more likely to affect students' life. Therefore, teachers should lay a solid foundation of excellent traditional Chinese cultural knowledge and deeply understand its ideological connotation. We should extensively study philosophy, literature, ethics, history and other knowledge, and seriously study Confucianism, Taoism, Buddhism and other excellent traditional cultures. In addition, teachers should also strengthen the improvement of their teaching ability. It is far from enough to have extensive knowledge. Teaching means and methods are too single and traditional, and the teaching effect will not be improved. Teachers must consciously improve teaching methods and means, strive to innovate, and stimulate students' learning enthusiasm with simple teaching methods, interactive teaching methods between teachers and students, and novel and active teaching scenes.

### ***4.4. Building a New Front for New Media Communication***

#### ***4.4.1. Explore a New Way of "New Media + Excellent Chinese Traditional Culture Education"***

With the continuous breakthrough of science and technology, new media has become an important channel for college students to obtain all kinds of information. It is an essential part of college students' study and life. Their ideas are very easy to change under the influence of new media. Ideological and political education must make full use of new media, firmly grasp the ideological initiative of new media, make full use of new media to spread excellent Chinese traditional culture, and let more students accept and consciously inherit and carry forward excellent Chinese traditional culture. For example, build ideological and political education and learning websites rich in Chinese excellent traditional cultural elements, and build various excellent Chinese traditional culture learning platforms, so as to better provide excellent Chinese traditional culture learning resources for college students.

#### ***4.4.2. Strengthen Ideological Guidance and Innovate Ways and Methods***

While giving full play to the functions of new media in ideological and political education, university teachers should take part in it and guide students' value judgement appropriately. In the post bar, WeChat group, forum and other platforms, we should combine the discussions on traditional Chinese culture with ideological and political education and guide them. Colleges and universities can organize network activities focusing on Chinese traditional culture, such as carrying out the Chinese excellent cultural network learning contest, patriotic essay competition, and the great traditional Chinese culture discussion, and so on, to attract university students to participate. In addition, we can also use WeChat official account and QQ group to push students' daily pictures and materials related to Chinese traditional culture, so that students can feel the charm of Chinese traditional culture in their spare time.

## **5. Conclusions**

Ideological and political education is a long-term and complex educational project. Adding Chinese excellent traditional culture to ideological and political education in Colleges and universities can break through the limitations of the model of traditional ideological and political education. Through integration, we can enrich the content of education, broaden the ways of education and improve the

effectiveness of education. This is also the necessity of the development of ideological and political education in Colleges and universities in the new era.

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