

College Ideological and Political Innovation Strategy Based on Xi Jinping's Traditional Cultural View

Jiaru Zhang

Shihezi University School of Political Science and Law, Xinjiang 832003, China

ABSTRACT. *Xi Jinping's traditional cultural concept contains many new theoretical achievements of Marxism in China, with three distinct characteristics of richness, comprehensiveness and innovation. Therefore, based on the traditional cultural concept put forward by Xi Jinping, this paper outlines Xi Jinping's traditional cultural view and puts forward the innovative countermeasures of traditional culture integration of ideological and political education in colleges and universities.*

KEYWORDS: *Xi Jinping; Traditional cultural view; Ideological and political innovation*

1. Overview of Xi Jinping's traditional cultural concept

1.1 Historical Position of Chinese Traditional Culture

The Chinese culture has shaped the “deepest” spiritual pursuit of the Chinese nation's self-improvement and new virtues, and endowed the Chinese nation with endless vitality. It emphasizes that Laozi, Confucius and other people's thoughts contain many truthful understandings that correctly reflect the harmonious development of people, people and society, and between man and nature. It undoubtedly reflects the essence of our party's excellent culture of Chinese tradition. New understanding[1]. Based on his extensive and in-depth understanding of traditional culture, Xi Jinping profoundly pointed out the “harmony”, that is, the idea of harmony, harmony and neutrality. It is pointed out that “this kind of noble monk, kindness, ability, morality, and tolerance” is a cultural concept pursued by our nation.

1.2 Discussing the Value of the Era of Excellent Traditional Culture

Today's China is the continuation and development of history in China. Only by well understanding and grasping China's history and culture can we better

understand and select the development characteristics and development path of contemporary China, and thus enhance cultural self-confidence and road confidence[2]. The excellent traditional culture contains the “deepest spiritual pursuit” of the Chinese nation and “the deepest cultural soft power”, which can unite and build a strong Chinese spirit and Chinese power. Taking the promotion of Chinese excellent traditional culture as an important ideological resource for building socialist core values, and systematically requiring leading cadres to learn Chinese traditional culture, as an important means to strengthen the building of leading cadres.

1.3 Scientifically Clarify the Attitude of Promoting Traditional Culture

Xi Jinping stressed that it is necessary to adhere to the inheritance of sublation, combined with the practice of the times, organically integrated into the culture of the times, and integrated into the shaping of the spirit of the times and the spirit of the nation. Schools of all types and at all levels should increase the proportion of Chinese traditional culture; they should actively use traditional festivals to promote traditional culture. Comrade Xi Jinping’s idea of inheriting and carrying forward the fine traditional Chinese ideology and culture is profound and systematic. It has elevated our party’s theoretical practice of attaching importance to the use of excellent traditional culture to promote party building and socialism with Chinese characteristics to a new height and formed Chinese characteristics. The concept of socialist traditional culture.

2. Ideological Level Integration Education

Since the introduction of foreign advanced production technology, science and technology, and theoretical knowledge since the reform and opening up, Western political systems and values have followed. Some Western countries have spread in China through information technology, media platforms, and public opinion. “Universal values”, “final conclusions of society”, “the theory of superiority of Western culture”[3], etc., to erode the ideology of college students. The Chinese traditional culture is rooted in the culture of the Chinese mainland. It is produced by the Chinese people in the practice of 5,000 years of production and life, reflecting the good wishes of the Chinese people. In the work of ideology, the role of Chinese excellent traditional culture is irreplaceable. The Chinese excellent traditional culture and ideological and political theory courses have always been compatible in thinking. For example, both advocate individual level of self-cultivation, family, governance, “Ping the world”, the “benevolence” at the social level, the “people’s and nobles” at the national level, etc., the integration of the two will help guide the students to distinguish the essence and harm of the Western thoughts, and further strengthen the basic views of Marxism. Stand and consciously practice the core values of socialism.

The civilization that has developed for thousands of years has a deep-rooted influence on the sons and daughters of the Chinese nation. From Confucianism to

the core values of socialism, China's excellent culture has never been interrupted[4]. The Chinese excellent traditional culture contains a rich history of revolutionary struggle, socialist reform and construction. The history of development, the history of the Chinese Communist Party, the history of Chinese civilization, etc., should make full use of the fertile soil of China's excellent traditional culture, and use the thickness and depth of culture and the practical experience of the Chinese nation to interpret the new era. What flag do we take and what path to take? . Guide college students to strengthen their road self-confidence, theoretical self-confidence, institutional self-confidence, cultural self-confidence, strengthen the scientific socialist road, strengthen the socialist road with Chinese characteristics, and firmly “this road can go, go far” and be able to “in the 21st century China” In exchange for a prosperous life, thus resolutely believe in Marxism, strengthen the loyalty to the party, and love the country.

3. Practice Level Mining Transformation

General Secretary Xi’s traditional cultural concept gives us a good enlightenment for ideological and political workers. In the course of integrating Chinese excellent traditional culture into the ideological and political theory of colleges and universities, we must focus on the philosophical views and moral concepts contained in Chinese excellent traditional culture. And combine the three levels of the 2018 version of the “Ideological and Moral Cultivation and Legal Basis” textbook: further integration of ideological education, moral education and rule of law education. Always insist on a Marxist standpoint in content transformation, The great ideals and beliefs of communism must be inherited and developed when Chinese excellent traditional culture is integrated into ideological and political theory. The ideological and political theory lesson is closer to student life, more humanistic connotation, and more cultural heritage, as General Secretary Xi pointed out[5]. “We must be good at organically unifying the promotion of excellent traditional culture and developing realistic culture, closely combining them, developing in inheritance, and inheriting in development.” In the transformation of the situation, we must use the “three laws” of ideological and political work in colleges and universities: the law of ideological and political work, the law of teaching and educating people, the law of student growth, and the complementarity of political education and humanities education to reduce the indoctrination in the ideological and political theory class. Advise and teach, “to serve people with morality, to be cultural people”, and to give students a full “nutrition” with a deeper teaching method.

4. Teacher Qualification Optimization

The optimization and promotion at the teacher level includes two aspects. First, theoretical optimization and improvement. In order to digest and absorb existing resources, we must continue to learn to accumulate other materials. We must deepen the processing of knowledge while learning knowledge and turn it into a “tool” for our teaching[6]. Second, formal optimization and improvement. We can optimize the

teaching effect of ideological and political theory courses by appreciating poetry, interpreting classic cases, and carrying out cultural practice classes. At the same time, we should also avoid problems such as deviation of teaching focus, hard copy of teaching content, and formalization of practical courses. The optimization and promotion of the social level also includes two aspects. First, the introduction and cultivation of teachers. All colleges and universities should conduct an all-round inspection of teachers' comprehensive quality, teaching ability and learning ability when introducing ideological and political theory teachers. Second, the help at work. Teachers, evangelism is also confusing, schools and society have the responsibility to train qualified and excellent ideological and political theory teachers, and provide them with high-quality teaching resources and teaching conditions. For example, the "Ten Red Culture" jointly written by the Education Committee of the Jiangxi Provincial Party Committee, the Provincial Department of Education and the Education Development Research Center of the Ministry of Education provided excellent materials for the first-line teachers in Jiangxi, and encouraged Jiangxi colleges to carry out red culture education. Combined with practice, it has given teachers a lot of help and support.

5. Educational Environment Fits Innovation

The ideological and political education environment includes the internal environment and the external environment. There is an independent and unified relationship between each environment. It is necessary to comprehensively create a good environment for the integration of Chinese excellent traditional culture into the ideological and political theory class and establish a large propaganda work. The concept makes the various environments closely integrated, so that college students can be continuously improved in the cultivation of Chinese excellent traditional culture, and personal ideology and patriotism are consciously integrated into the struggle to build a socialist modernization power and realize the great rejuvenation of the Chinese nation. For example, we are familiar with the "Dream" series of public service advertisements, and the dreams with Chinese characteristics have adopted seven thematic movements to advocate "the country is the home, the good soul, the diligence-oriented, the ethics, the honesty, the filial piety, and It is expensive, the whole cartoon is rich in color and vivid in appearance. It conveys the main content of socialist core values in a concise, cheerful and vivid way, and combines Chinese excellent traditional culture with ideological and political work to make a new era. The ideological and political work underneath has more temperature and closeness to life, plays a role in improving the external environment of ideological and political theory courses, and also provides good materials for ideological and political theory courses.

6. Conclusion

Comrade Xi Jinping inherited the fine tradition of the party and attached great importance to the promotion of Chinese outstanding traditional culture. He believed

that the Chinese traditional culture is the spiritual home of the Chinese nation and the survival wisdom of human civilization. Integrating traditional culture into the ideological and political teaching of colleges and universities to improve the effectiveness of education.

References

- [1] Li F (2018). Research Method Innovation of College Students' Ideological and Political Education Based on Cognitive Neuroscience. *NeuroQuantology*, vol. 16, no.5, pp. 194-200.
- [2] Wen-Bo Z, University S (2017). Research on the innovation of college students' ideological and political education in the new era. *Journal of Jiamusi Vocational Institute*, vol. 28, no. 1, pp. 594-596.
- [3] Yanning L (2017). Research on the Innovation in College Ideological and Political Education under the Guidance of Scientific Development View. *Journal of Guangxi Radio & Tv University*, vol. 35, no.2, pp. 416-419.
- [4] Sumin S, Lanyu L, Likun L, et al (2019). An Exploration of Innovation of College Ideological and Political Education in New Era. *SHS Web of Conferences*, vol. 62, no. 4, pp. 477-480.
- [5] Jiaqian, Zhang (2016). Research on the Reform Orientation of College Ideological and Political Course System under Background of Chinese Dream and New Normal. *International technology management*, vol.18, no.1, pp.19-22.
- [6] Matsunagaudagawa R, Fujita Y, Yoshiki S, et al (2018). New Thought on the Ideological and Political Education of College Students. *Journal of Taiyuan University of Science & Technology*, vol. 285, no. 10, pp. 781-786.