

Exploring innovative paths for the integration of local cultural inheritance and ideological and political education in universities

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Abstract: *This paper explores the innovative approach of integrating local cultural heritage with ideological and political education in universities. It proposes several strategies, including strengthening curriculum design, enhancing local cultural teaching, introducing practical components, and providing diverse teaching resources. By implementing thematic education, such as organizing exhibitions, experiencing traditional handicraft production processes, and actively participating in local cultural activities and customs, a deeper exploration of the essence and development of indigenous culture can be achieved. Conducting academic research helps cultivate students' academic research abilities and improves their comprehensive understanding of local culture. In addition, organizing social practice activities and encouraging student involvement in voluntary services promote their participation in the protection and inheritance of local culture. Lastly, by strengthening the development and practice of the teacher team, teachers can offer more specific guidance and practical experiences to students, reinforcing their role as mentors and exemplars.*

Keywords: *Local culture; Cultural inheritance; Ideological and political education in universities; Integration; Path innovation*

1. Introduction

In the era of globalization, cultural diversity has been increasingly valued. Local culture, as an important component of national culture, is particularly significant in terms of inheritance and development. With the blending of world cultures, more and more countries and regions have begun to pay attention to the inheritance and development of their local cultures. Local culture is not only a unique identifier for a region but also an important carrier of national spirit [1]. In this process, higher education ideological and political education also bears an indispensable responsibility. However, the inheritance of local culture faces many challenges in modern society, such as the loss of inheritance content, the absence of inheritors, and low social awareness. At the same time, higher education ideological and political education also faces some challenges, failing to effectively achieve the integration of local culture inheritance and the improvement of the effectiveness of higher education ideological and political education. Therefore, how to integrate the inheritance of local culture with higher education ideological and political education, and fully exert the synergistic effect of the two, has become an urgent issue that needs to be addressed. The integration of local culture inheritance and higher education ideological and political education can not only enrich the connotation of ideological and political education, but also enhance students' interest in learning, and provide new platforms and opportunities for the inheritance and development of local culture. This integration has important practical significance and theoretical value for the inheritance of local culture and the development of higher education ideological and political education. Therefore, this paper aims to explore the innovative path of integrating the inheritance of local culture with higher education ideological and political education, in order to provide new ideas and directions for the construction of national cultural soft power and the development of higher education ideological and political education. This article will explore specific strategies for integrating the inheritance of local culture and higher education ideological and political education from the perspectives of strengthening curriculum design, conducting themed education, carrying out academic research, organizing social practices and volunteer services, as well as enhancing the construction and practice of the teacher team.

2. Strengthening Curriculum

By strengthening curriculum design, higher education ideological and political education can better integrate with local culture, helping students to better understand the local culture of their region and draw wisdom and strength from it to have a better understanding of society and serve society. This educational approach not only promotes the inheritance and promotion of local culture but also cultivates a younger generation with stronger beliefs, patriotism, and a sense of social responsibility, thereby contributing to the development of the socialist cause. The specific measures are as follows:

2.1 Strengthen teaching arrangements for local culture

The curriculum should pay attention to balancing national and local content, while also emphasizing the cultivation of students' sense of local cultural identity. Teachers who teach local culture should have good professional knowledge and research abilities, be able to introduce the background, characteristics, and influence of local culture in a simple and profound manner, and compare and analyze it with the socialist core values.

2.2 Introduce local cultural cases

By selecting representative local cultural cases, such as traditional handicrafts, local festivals, and local celebrities [2], students can be exposed to and gain an understanding of the local culture, as well as recognize its inseparable relationship with real life. Through case studies, students can directly experience the unique charm of the local culture and use it as a guide for their daily behavior, fully integrating it into their own real life and practices.

2.3 Providing Diverse Teaching Resources

To enhance the integration of local cultural inheritance and higher education, it is crucial to provide diverse teaching resources. Utilize modern technological means such as multimedia and the internet to provide students with rich local cultural teaching resources, including pictures, videos, literature materials, etc. These resources can include but are not limited to:

Access to local cultural materials: Universities should establish partnerships or collaborations with local cultural institutions such as museums, libraries, and archives to provide students with access to a wide range of cultural materials. This could involve digitizing cultural artifacts, creating online databases, or organizing field trips to relevant cultural sites.

Multimedia resources: Incorporating multimedia resources into the curriculum can enrich students' learning experiences and make the study of local culture more engaging. This can include audiovisual materials, documentaries, virtual reality experiences, and interactive online platforms that allow students to explore different aspects of local culture.

By presenting diverse resources, we can stimulate students' interest in local culture and enhance their participation in activities related to the inheritance of local culture. This will promote a deeper understanding of local culture among students and encourage self-reflection.

2.4 Introducing Extracurricular Practical Activities

In addition to classroom learning, it is essential to introduce extracurricular practical activities to facilitate the integration of local cultural inheritance and higher education. These activities can be designed to: organizing visits to local cultural heritage sites, traditional music performances, art exhibitions, or cultural festivals can provide students with firsthand experiences and immerse them in the local cultural context. This will broaden their perspective and deepen their connection with local culture. By organizing students to visit local cultural heritage protection units and participate in practical activities such as local festival celebrations, students can get up close to local culture, experience the charm and historical origins of local culture firsthand, and deepen their understanding and cognition of local culture. Encouraging students to actively participate in community-based projects, such as cultural preservation initiatives or volunteer services, can help them develop a sense of responsibility and contribute to the preservation and promotion of local culture. It also enables students to interact with local residents, fostering mutual understanding and appreciation. Organizing entrepreneurial workshops, cultural entrepreneurship competitions, or innovative design challenges

related to local culture can inspire students' creativity and entrepreneurship. Through these activities, students can develop innovative ideas that contribute to the sustainable development and commercialization of local cultural resources.

3. Carry out theme Education

When conducting themed education, schools should focus on cultivating students' love and pride for local culture, as well as their critical thinking and inclusive mindset towards local culture. Through these activities, students can personally experience the charm of the local culture, deepen their understanding and appreciation of it, and thereby enhance their ideological and political literacy as well as cultural literacy [3]. At the same time, it also cultivates a responsible and creative young generation who contributes to the inheritance and development of local culture.

3.1 Planning of local cultural exhibitions

Schools can invite local cultural experts, scholars, and relevant institutions to collaborate and plan local cultural exhibitions. Exhibitions can include local history, traditional handicrafts, cultural relics exhibitions, and local specialty cuisine. Students can learn about the rich connotations, unique traditions, and development changes of local culture by visiting exhibitions, thereby stimulating their interest and love for local culture.

3.2 Experience the production process of traditional handicrafts

Schools can organize students to participate in the production process of traditional handicrafts, such as pottery, weaving, Paper Cuttings, etc. Through firsthand experience, students can feel the exquisite craftsmanship and inheritance value of traditional handicrafts, and appreciate the charm of traditional culture. This not only cultivates students' hands-on ability and creativity, but also increases their sense of identification and pride in local culture.

3.3 Actively participate in local folk activities

Schools can organize students to participate in various local folk and traditional activities, such as temple fairs, dragon and lion dances, and traditional festival celebrations. By participating in these activities, students can personally experience the joy and liveliness of local folk customs, understand the cultural connotations and people's spirit behind them. Such activities can not only increase students' understanding and recognition of traditional culture, but also enhance their sense of teamwork and social responsibility.

3.4 Organize forums and lectures

Through interactive communication with experienced local cultural inheritors, students can gain a more intuitive and in-depth understanding, and better understand the importance and significance of local culture. Such symposiums and lectures can provide a platform for academic exchange, promote interaction and ideological collision between students and professionals, not only broaden their horizons, but also stimulate their enthusiasm and sense of responsibility for local cultural inheritance.

3.5 Organize cultural and creative competitions and performances

For example, local cultural works creation competitions can be organized on campus to encourage students to express their thoughts and emotions about local culture through literature, art, and other means; Can organize local cultural music and dance performances to showcase students' artistic talent and love for local culture; Local cultural photography exhibitions can be held to showcase the beautiful moments of local culture captured by students through cameras. Through these forms of display and communication, students can more intuitively demonstrate their understanding and understanding of local culture, and contribute to the inheritance and development of local culture.

4. Conducting Academic Research

Academic research is an effective approach to explore local culture in depth. Through academic

research, students can critically reflect on the value and roles of local culture and understand and respect its diversity. In the process of research, students not only enhance their academic literacy and research abilities but also contribute to the inheritance and development of local culture [4]. In this process, schools should provide necessary guidance and support for students' independent research, offer excellent academic resources and practical opportunities, and encourage students to make contributions to the inheritance and development of local culture through academic research.

Schools can encourage students to choose local culture as a research topic and carry out relevant studies under the guidance of instructors. The research can cover aspects such as the origin, development, and changes of local culture, as well as the symbolic symbols and their meanings. Through literature review and in-depth research, students are able to comprehensively analyze and interpret local culture at a theoretical level, providing a theoretical basis for the inheritance of local culture. Schools can organize field research for students to conduct on-site investigations of local culture, enabling them to experience and explore the true nature of local culture by immersing themselves in local communities, museums, cultural heritage sites, and other places. During the field research, students can understand the current status of local culture inheritance, related issues, and conservation measures by interviewing residents and observing local cultural activities. Based on these findings, they can propose specific suggestions and measures to promote the inheritance and development of local culture. Since local culture involves knowledge from multiple disciplines, including history, art, sociology, etc., schools can facilitate interdisciplinary collaboration among teachers to assist students in conducting local culture research projects, promoting communication and integration among different disciplines and enhancing students' comprehensive cognitive abilities towards local culture.

5. Organizing Social Practices and Active Participation in Volunteer Services

Through social practices and volunteer services, students can gain a deeper understanding of the unique charm and value of local culture and cultivate a sense of responsibility and mission towards it. They will gradually develop awareness and take actions to love and inherit local culture, becoming strong advocates and guardians of the inheritance of local culture. Schools should play an active leadership role by providing students with opportunities, resources, and guidance to support their active engagement in the practice of local culture protection and inheritance, and encourage them to contribute their experiences and achievements to the school and community, promoting the prosperous development of local culture.

5.1 Actively participating in the preparation activities for local traditional festivals

Traditional festivals are an important component of local culture and serve as significant platforms for inheriting local culture. By organizing students' participation in festival planning, stage performances, food preparation, and other activities, their understanding of the unique traditional festival culture in the region can be deepened, thereby strengthening their sense of identity and pride in these traditions. In the preparation process, students not only enhance their teamwork and organizational skills but also gain firsthand experience, immersing themselves in the charm and historical accumulation of local culture.

5.2 Organizing students' involvement in the protection and inheritance of local cultural heritage

Local cultural heritage serves as a crucial carrier for the inheritance of local culture. Schools can assist relevant institutions or social organizations in carrying out practical projects for the protection and inheritance of cultural heritage. Students can participate in the inspection, documentation, and organization of cultural heritage, helping to protect and pass on the precious cultural heritage of the locality. Through active engagement in heritage protection and inheritance work, students can gain a deeper understanding of the historical continuity, craftsmanship inheritance, and cultural value of local culture, fostering respect and a sense of responsibility towards local cultural heritage.

5.3 Encouraging students to participate in community volunteer service activities

The local community is the basic unit for the inheritance of local culture. Engaging in volunteer service activities in the community not only helps students understand and integrate into the cultural environment of the local community but also provides substantial support for the inheritance of local

culture. Students can participate in the organization and planning of community activities, engage in the daily lives, communication, and interaction with community residents, gaining practical knowledge and experiences about local cultural lifestyles, humanistic spirits, and community-building concepts. Through volunteer service, students can demonstrate their love and concern for local culture while cultivating their sense of social responsibility and civic consciousness.

5.4 Cultivating students' sense of participation

Teachers should guide students to understand the purpose and significance of participating in social practices and volunteer services, and ignite their enthusiasm and proactiveness towards protecting and inheriting local culture. At the same time, it is important to strengthen guidance and training for students, improving their professional skills and service capabilities, so as to better contribute to the protection and inheritance of local culture.

6. Strengthening the Development and Practice of the Teacher Team

Teachers, as role models for students, should actively engage in the inheritance of local culture in order to better understand students' thoughts and perspectives during this process. Based on students' intuitive experiences, teachers can adjust their teaching strategies accordingly. Schools should continuously strengthen the development and support of their teaching teams, providing teachers with better resources and opportunities to stimulate their exemplary role. By strengthening the development and practice of the teacher team, teachers can gain a profound understanding of the importance and significance of local cultural heritage, explore and pass on local culture from both academic and practical perspectives, and actively participate in practical activities related to the inheritance of local culture, making contributions to the prosperity and development of local culture.

6.1 Encouraging Teachers to Publish Relevant Academic Papers

In-depth research and theoretical support are needed for the inheritance of local culture. As professionals, teachers need to have rich research experience and knowledge accumulation. In order to enhance teachers' enthusiasm and initiative in participating in academic research, universities can establish specific research projects or funds to encourage teachers to conduct academic research related to the inheritance of local culture and ideological and political education by providing research funding, resources, and guidance. Universities can also strengthen the construction of the academic research support system, provide resource support such as libraries and archives, and create a convenient research environment and conditions for teachers. Additionally, organizing academic seminars, research training sessions, and other activities can promote academic exchanges and cooperation among teachers. The establishment of incentive mechanisms, such as financial rewards, honor recognition, or promotion, can encourage teachers to publish academic papers in relevant fields, thus stimulating their participation in academic research activities and improving the quantity and quality of their publications.

6.2 Encouraging Teachers to Actively Participate in the Preservation of Local Culture

Local cultural preservation institutions play an essential role in the inheritance of local culture by promoting its prosperity and development through the preservation and transmission of cultural heritage. Teachers can actively contribute to these institutions in the forms of professional advisors and mentors, providing practical guidance and sharing experiences with students. For example, teachers can lead students in participating in the preservation and restoration of cultural heritage, organize research studies and on-site visits, and engage in practical activities related to cultural preservation. Through their direct involvement in cultural preservation practices, students can gain deeper insights into specific issues and challenges related to local culture, as well as hone their practical abilities.

6.3 Collaborating with Local Cultural Institutions to Organize Symposiums

To strengthen the integration of local cultural heritage with ideological and political education in universities and enhance the academic competence and practical level of teachers, collaboration between the university and local cultural institutions is necessary to organize symposiums. These symposiums provide a platform for educational professionals and experts from the academic

community and cultural institutions to come together and discuss various aspects of local culture. It is possible to invite experts and scholars who have conducted research or have practical experience in these fields to share their insights and expertise

7. Conclusion

Local culture is a precious asset of the Chinese nation, and the inheritance and development of local culture are crucial for enhancing the country's cultural soft power and satisfying people's spiritual life. As a place to cultivate future social elites, universities bear important responsibilities and should actively explore the integration and innovation path of local cultural inheritance and ideological and political education. Strengthening curriculum design, conducting thematic education, promoting academic research, organizing social practice and volunteer services, and enhancing teacher team development and practice are effective ways to enhance students' cultural literacy and foster their sense of social responsibility. These efforts aim to stimulate students' enthusiasm and instill in them a sense of responsibility towards local culture. It is hoped that universities can play a greater role in the inheritance and development of local culture, making contributions to the inheritance and innovation of China's outstanding traditional culture.

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