

Countermeasures Research on the Enhancement of College Students' Regional Cultural Identity—Taking Huaihe River Culture as an Example

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Abstract: Huaihe River culture is one of the regional cultures with a long history in China, with rich history, cultural traditions, and unique characteristics, which is not only an important element of cultural inheritance but also can have a positive impact on students' cultural identity. The purpose of this paper is to explore the reasons why Huaihe culture affects students' sense of cultural identity and the methods to improve students' sense of Huaihe cultural identity. Firstly, it analyzes the importance of improving the sense of identity of college students along the Huaihe River; secondly, it analyzes the reasons why college students do not pay enough attention to the culture of the Huaihe River based on the results of the survey and finally, it puts forward a plan to improve the sense of identity of college students towards the culture of the Huaihe River.

Keywords: Huaihe River Culture, Colleges and Universities, Cultural Identity, Regional Culture

1. Introduction

Regional culture is a collection of traditions, values, history, language, customs, and other cultural elements specific to a region. Students' sense of identity is their identification with and belonging to their self-identity and the group to which they belong. At present, all regions are in full swing to create their own regional culture as an indispensable part of China's excellent traditional culture, and to promote, disseminate, inherit, and understand it to strengthen "cultural confidence". The Huaihe River Basin region has rich historical and cultural deposits, and these historical and cultural heritage can be an important source for students to understand and identify with their cultural roots. By fully utilizing the cultural elements of the Huaihe River, colleges and universities can help students better understand and experience local cultural traditions, thus promoting their sense of cultural identity and identity. This will help cultivate students with cultural confidence and a sense of social responsibility, help continue the Chinese cultural lineage, promote the creative transformation and innovative development of the excellent traditional Chinese culture, promote the prosperity of cultural undertakings and cultural industries, and provide strong cultural conditions for the construction of a modern socialist country[1].

2. Value Implications of Enhancing the Regional Cultural Identity of College Students

2.1 It helps to improve the traditional cultural cultivation of college students and enhance their cultural self-confidence.

By studying Huaihe River culture, students can have a clearer understanding of the regional culture of their area and thus develop a sense of identity with their local culture. The cultural characteristics and traditions of the Huaihe River region represent a specific cultural identity, and this sense of identity helps to build students' pride in and identification with their cultural traditions. Education on Huaihe River culture enables students to understand and experience the traditional culture, folk customs, and values of the region, thus stimulating their interest in local culture, promoting their active participation in local cultural activities, and respecting and passing on this valuable cultural heritage.

2.2 Contribute to the enrichment of campus culture and the promotion of campus development.

As part of the Huaihe River Basin region, colleges and universities should pay attention to the

inheritance and development of Huaihe River culture, and incorporate it into campus culture construction so that it can become an important part of school development. Huaihe culture has a subtle influence on students' thoughts and behaviors, and incorporating Huaihe culture into campus culture construction, can further enhance students' spiritual outlook and cultivate their national sentiment and regional self-confidence. In addition, courses about Huaihe culture offered by the school, etc., help to enrich the campus culture and at the same time enhance the connection between students and Huaihe culture. By integrating Huaihe culture into campus culture, the school can create a richer and more diversified cultural and nurturing atmosphere, which helps to enhance the school's reputation, attract more students and staff, and thus promote the prosperity and development of campus culture[2].

2.3 Helping to promote industrial development and economic growth.

The improvement of the Huaihe River's cultural identity can have a positive impact on the development of tourism and cultural industries along the Huaihe River. Improving the sense of Huaihe cultural identity can better publicize Huaihe culture, and attract more tourists and culture lovers to play along the Huaihe River, thus promoting the prosperity of the local cultural and creative industries and tourism, which in turn will promote the local economic growth, create employment opportunities and improve the quality of life.

2.4 To help promote cultural inheritance innovation and cultural prosperity.

Improving the cultural identity of college students not only promotes the protection of local traditional values, customs, historical inheritance, and cultural heritage but also stimulates creative and innovative thinking. When college students have a strong sense of identification with Huaihe culture, they will participate more actively in culture-related activities and provide more vitality and innovativeness to the cultural field, which makes Huaihe culture inherited among the new generation, who will also be more inclined to look for innovations within this cultural framework, thus promoting the emergence of new cultural expressions and art forms. At the same time, it also provides a strong ideological guarantee, powerful spiritual force, and favorable cultural conditions for the comprehensive construction of a modernized socialist country and the comprehensive promotion of the great rejuvenation of the Chinese nation[3].

In general, college students' identification with the Huaihe River culture is an important driving force for cultural innovation, economic development, and social progress, and has a far-reaching impact on the cultural prosperity and development of the Huaihe River Basin region and even the whole country.

3. The Current Situation of Huaihe River Cultural Identity among College Students Along the Huaihe River

College students are the future of our motherland, and the extent of their knowledge and understanding of Huaihe culture will largely determine the concern of the people in the Huaihe River Basin area about Huaihe culture. Generally speaking, most college students have some knowledge about Huaihe culture and affirm the important position of Huaihe culture in society. However, we can't ignore some problems that still exist in it.

3.1 The construction of Huaihe culture is not paid much attention in universities

Huaihe culture lacks due attention in the cultural construction of college campuses, colleges, and universities the cultural construction of the promotion of Huaihe culture activities is fewer, and the form of activities is relatively single, can not effectively attract students to participate, resulting in the lack of Huaihe culture in the university campus culture of due influence and value.

3.2 There are few courses related to Huaihe River culture in colleges and universities

The courses in Huaihe culture are relatively few, accounting for a low proportion of the courses in ideological and political education. The enthusiasm of colleges and universities in carrying out the courses of Huaihe culture is insufficient, the relevant curriculum is not perfect, the quality of the courses is uneven, and the teachers are teaching according to the book and not combining the Huaihe culture with the classroom teaching, etc., which has bound the dissemination of Huaihe culture in the colleges and universities.

To summarize, the dissemination of Huaihe culture in colleges and universities may have multifaceted problems, which in turn restricts the real play of the role of Huaihe culture in college and university education[4]. In view of these problems, it is necessary to formulate and implement relevant policies and measures to promote the deep integration of Huaihe culture and ideological education in colleges and universities, so as to better promote cultural construction and talent cultivation[5].

4. The analysis of the reasons for the problem of Huaihe cultural identity in colleges and universities

4.1 Lack of inheritance and publicity of Huaihe culture.

The inheritance and publicity of Huaihe culture is the basis for improving the sense of identity of Huaihe culture, and if the influence of Huaihe culture is not enough, then the process of improving students' sense of identity of Huaihe culture will also be limited.

4.2 Lack of effective policy support and financial input.

If there is a lack of relevant policy and financial support, colleges and universities may find it difficult to carry out activities to improve the sense of identity of Huaihe culture, which affects the dissemination of Huaihe culture.

5. Conclusions

5.1 Strengthening the publicity and inheritance of Huaihe culture

Cooperation between the state and universities can largely cultivate college students' sense of identity and understanding of Huaihe culture. To strengthen the promotion and inheritance of Huaihe culture, the following measures can be taken: setting up Huaihe culture research centers or projects, offering courses related to Huaihe culture, organizing thematic activities on Huaihe culture, cooperating in the construction of Huaihe culture education bases, and financing research and teaching projects on Huaihe culture. Opened by the school and supported by the state, it guides college students to understand Huaihe culture, stimulates their interest in Huaihe culture, and allows them to experience the charm of Huaihe culture more deeply. At the same time, it provides a good learning environment for college students and strongly supports them to carry out the inheritance and research of Huaihe culture, to enhance their emotional identity and cultural self-confidence in Huaihe culture in a subtle way.

5.2 Promoting reforms in the form of teaching and learning

The State and universities could work together to provide teacher training programs specifically focused on Huaihe culture, which could include the history, art, literature, and innovative teaching methods of Huaihe culture. Such training could help teachers better understand Huaihe culture and integrate these elements into their courses, using interactive teaching tools such as multimedia to make the lessons more interesting and enhance the learning experience for students. Encouraging interdisciplinary integration is another key step. Teachers can incorporate elements of Huaihe culture not only into cultural courses, but also into art, practice, and other related courses, so that Huaihe culture can be presented in a multifaceted and multilevel way, helping students to understand the culture more comprehensively, and thus enhancing their cultural self-confidence and sense of cultural identity.

5.3 Strengthening policy support and financial investment in Huaihe culture

The State can encourage and guide colleges and universities to incorporate Huaihe culture into their daily education by formulating policies that include cultural heritage protection and education system reform. At the same time, financial support will be provided to assist in the development of Huaihe culture inheritance work, which will include the construction of cultural halls, the organization of related activities, and the funding of research projects. Through policy and financial support, the integration of Huaihe River culture into university education will be deepened, and students' sense of cultural identity will be further enhanced.

Through these comprehensive initiatives, the state and high efficiency can work together to improve

the attractiveness of the curriculum, deepen students' understanding of and identification with Huaihe culture, and cultivate students with a greater sense of cultural identity and emotional links to promote the inheritance, development, and innovation of Huaihe culture.

Acknowledgement

Funded project: National college students' innovation and entrepreneurship plan project, (No. 202210378251); Project of enhancing ideological and political work ability in colleges and universities in Anhui Province, (No.sztsjh-2022-6-8).

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