

# Reflections on the Integration of Ideological and Political Education and Traditional Culture in Colleges and Universities

**Xuejun Xiong**

*Jiangxi Vocational College of Industry & Engineering, Pingxiang, 337000, China*

**Abstract:** *Traditional culture has become the key factor to infuse the soul of Chinese people. The integration of ideological and political education in colleges and universities with traditional culture can effectively promote the quality of ideological and political education in colleges and universities, and improve the cultural literacy of colleges and universities. It is a turning point and a new opportunity to help reform the ideological and political curriculum in colleges and universities. This paper makes a comprehensive feasibility analysis on the integration of traditional culture into ideological and political education in colleges and universities, summarizes the problems existing in the process of ideological and political education and traditional culture in colleges and universities, and formulates effective optimization strategies to improve teaching quality.*

**Keywords:** *Ideological and Political Education; Traditional Culture; Education Policy*

## 1. Introduction

In view of the importance of "cultural confidence" to the national development of our country emphasized by the Chinese at the 19th National Congress, especially in the field of education, we should constantly improve the position of traditional culture in the development of schools. Only true cultural confidence can shoulder the heavy responsibility of national development. The traditional culture of China is an effective way to help people understand the world correctly, feel the world and actively create the world. In the ideological and political education curriculum in colleges and universities, the integration of traditional culture is conducive to helping contemporary college students establish a correct "three outlooks". While enriching cultural literacy, it improves the practicality of ideological and political education.

## 2. The significance of the integration of traditional culture into ideological and political education in colleges and universities

### 2.1. Having the same values

As a product of the Chinese nation's historical accumulation, traditional culture is a huge intangible asset, which promotes the nation's continuous progress. The core significance of carrying forward traditional culture lies in guiding each individual nation to have a positive and optimistic attitude, so as to keep pace with the national development and achieve common progress. In addition, it is mentioned in the traditional culture that there are very high similarities between the national spirit and the concept of governance and the teaching objectives of ideological and political education in colleges and universities in China. Therefore, integrating traditional culture into ideological and political education in colleges and universities is conducive to helping contemporary college students establish correct and positive values, so that traditional culture can go deeper into the ideological and political education curriculum in colleges and universities, and play its educational significance to the utmost.[1]

### 2.2. Consistent with the goal of ideological and political education

The main purpose of setting up ideological and political education in colleges and universities is to use professional teaching methods and content to interfere with the thoughts of contemporary college students, help them improve their ideological and moral standards to a certain extent, and ensure that

college students have more accurate value judgment and self-control in the face of numerous temptations in society, so that they can get more comprehensive development. At the same time, with the help of a large number of traditional cultures in China, we can display educational resources about politics, guide college students to treat political issues at a deeper level, and improve the sensitivity of ideological and political aspects.

### ***2.3. Helping contemporary college students understand the meaning of the strategy of cultural power***

In the process of carrying out ideological and political education, different types and forms of education for students are determined by educational objectives, which reflects the important significance of the integration of ideological and political education and traditional culture.[2] As universities are the national high-quality talent pool, college students are the main force of the builders and successors of China's socialist cause, and are the future and hope of the country. Through scientific teaching methods, students can accept the influence of traditional culture and constantly improve their comprehensive quality, so as to improve the overall quality of the Chinese nation in the future.

## **3. The existing problems of the Integration of ideological and political education and traditional culture in colleges and universities**

### ***3.1. Inadequate understanding of traditional culture***

On the basis of the country's vigorous promotion of traditional culture, most college students recognize the value of traditional culture, but their understanding is superficial, not in-depth and specific. In addition, the social pressure faced by college students has increased year by year, which has led to college students' more utilitarian choice of things, too hasty behavior and lack of peace of mind. This has led to a lack of time and energy in spiritual and cultural construction for a long time.

### ***3.2. The form of the integration of ideological and political education and traditional culture is single***

In combination with the actual curriculum of ideological and political education in contemporary colleges and universities, the form of integrating traditional culture teaching is too simple, which is mainly achieved through the following three aspects. First, through the teaching mode; Because the teaching process of traditional culture in the classroom teaching mode is too general, it is not conducive to planning the corresponding learning mode according to the students' own development characteristics, thus hindering the development potential of college students and affecting the teaching effect. Secondly, it is carried out through the teaching content; When the ideological and political education is integrated with traditional culture to effectively improve the ideological and moral level of contemporary college students, the whole teaching process is biased towards theorization, and there is a serious lack of practical links, resulting in students' superficial understanding of traditional culture, which is not easy to show a better teaching effect.

## **4. The implementable strategies of the integration of ideological and political education and traditional culture in colleges and universities**

### ***4.1. Integration of practical teaching links and traditional culture in ideological and political education in colleges and universities***

With the continuous improvement of the education system, the traditional teaching mode has been completely changed in the teaching activities. Instead of focusing on theoretical teaching, more attention has been paid to the combination of practical teaching and theoretical teaching. In the teaching activities of ideological and political education in colleges and universities, the traditional culture has been integrated into the practical teaching link to help ideological and political education in colleges and universities achieve qualitative innovation. Teachers organize students to carry out systematic practical teaching activities, and purposefully cultivate college students' ideological, cultural and moral content, and grasp their specific analytical ability and solving ability according to actual problems, thus demonstrating the value of integrating traditional culture into practical teaching links. Therefore, as far as the actual teaching situation is concerned, the integration of traditional culture and the practice of ideological and political education in colleges and universities has a subtle impact on students. Only when students continue to accept ideological values can they have a deeper understanding. In addition,

in the process of strengthening the study of traditional culture, promoting excellent traditional Chinese virtues is also in line with the development goal of China's national culture construction. Through self collection share and transmit materials related to traditional culture, it can influence each other to achieve the goal of improving their own ideological and moral level, and establish ideological and moral model teachers in schools, so as to gain more reference from them. In addition, the teaching content related to moral quality can be added in the practical teaching link. Students can be led to visit the local historical hero memorial hall to deeply feel the great and brave spirit of sacrifice and dedication while remembering the revolutionary heroes to enrich their spiritual construction.

#### ***4.2. Reducing the difference between traditional culture and campus culture***

The moral education level built by the school is closely related to its own campus culture. Through the campus culture, the moral quality of all teachers and students in the school is fully displayed and strengthened. The campus culture is an indispensable part of the school's educational work, and is the main basis for testing the school's ideological and moral quality education for all teachers and students. In addition to being the key to showing the spirit of all teachers and students of the school to others, campus culture is more important to make the most accurate judgment with the help of its own campus cultural level, which plays a positive role in the later adjustment and optimization. The traditional culture itself involves many fields. The increase of ideological and political education on campus and the integration of traditional culture should first consider whether the values of traditional culture are consistent with the practical direction of campus culture on campus, in order to ensure that traditional culture plays a positive role in promoting ideological and political education. In the specific implementation process, the school can lead teachers and students to participate in the planning of activities related to traditional culture, set themes and successfully hold activities, so that all teachers and students in the school can intuitively feel the charm of traditional culture, and consciously combine it with the content related to ideological and political education. Ideological and political education can show more cultural details, the spiritual outlook of all teachers and students in the school can be nourished, and deeply experience the great spirit of our national culture. Creating teaching activities related to traditional culture can strengthen the communication between students and share their own experience of national culture. In this way, a strong national cultural atmosphere can be carried out on campus, students can be proud of the great Chinese national cultural spirit and understand their sense of mission at the same time.

#### ***4.3. Propaganda of traditional culture through network platform***

In the era of advanced science and technology, information can be spread more quickly, widely and conveniently through the Internet. Therefore, the Internet, as the main platform for contemporary college students to obtain and share information, and is also a new information carrier of social concern and popular appeal. In the educational concept of strengthening the integration of ideological and political education and traditional culture in colleges and universities, it is necessary to correctly recognize the importance of network platforms, and through the effective application of information platforms, integrate traditional culture with modern ideological and political teaching content, so as to make teaching work twice the result with half the effort. A professional teaching website can be set up inside the school to publish teaching theories and real-time trends related to the school on the website platform, and a specially assigned person can regularly maintain the platform and release information. At the same time, on the network platform, college students' views on ideological and political education, traditional culture and other related content can be obtained in a timely manner, providing a more convenient communication platform for students and teachers. Teachers can share through students. In order to improve the teaching quality, students can learn the basic situation of students' learning in a timely manner, and students can also get answers from teachers.[2] Not only that, teachers can also record teaching materials into videos in a timely manner and share them on the website platform for students to learn in a timely manner when they get relevant knowledge about the combination of ideological and political education and traditional culture, so that traditional culture can enter students' daily life, enrich their own spiritual civilization construction, and effectively expand learning resources.

#### ***4.4. Gradually excellent ideological and political teachers, to ensure that the teaching level of ideological and political education***

As the saying goes, "the master leads the door, and the practice is in the individual". In the process of developing ideological and political teaching, teachers are particularly important as a guide. The

significance of its existence is not only to ensure the smooth development of ideological and political education in colleges and universities, but also to help colleges and universities to form a team of ideological and political teachers, which determines the teaching level of ideological and political education. As people gradually strengthen the importance of traditional culture, teachers pay attention to their ideological education teaching level, or should pay attention to the cultivation of the Chinese traditional culture, increase the traditional culture, and integrate it into the ideological teaching, help to carry out ideological education and the traditional culture of both teaching work. With traditional culture to edify their own cultural literacy, through the continuous accumulation of excellent traditional culture of the Chinese nation, increase the level of Chinese traditional culture appreciation of teachers, interpret the deeper meaning of traditional culture, and share their own interpretation with students, lead students to complete the study and understanding of the traditional culture of the Chinese nation. In the process of teaching, teachers clearly define the significance of participating in the study of traditional Chinese culture, master the entry point of the connection between ideological and political teaching content and traditional culture, and improve their own teaching level in practice. Only by ensuring that they have enough understanding of traditional culture, can teachers help to improve their excellent traditional cultural quality, so as to influence the content and methods of ideological and political teaching. It is particularly important to cultivate a person's cultural literacy, which is the key factor to integrate ideological and political education with traditional culture in colleges and universities. Teachers skillfully use their own knowledge reserve, enrich their own cultural literacy, and establish positive educational concepts, to give contemporary college students the correct educational influence, let students take the initiative to participate in the study of the traditional culture of the Chinese nation.[3] In teaching activities, teaching evaluation is an important part of it, teachers go to pay attention to the creation of a scientific and reasonable teaching evaluation system, according to the feedback information, combined with their own actual situation, to make correct adjustments for teaching. Because of the existence of teaching evaluation, we help teachers to standardize their teaching behavior in time, put themselves into the teaching work with more enthusiasm, promote the healthy competition among teachers, mutual learning, and establish an excellent team of ideological and political teachers.

## 5. Conclusion

To sum up, it is of great guiding significance to integrate traditional culture into the private education of colleges and universities in China. Through the rich traditional cultural heritage, we can improve the ideological and moral level of contemporary college students in China, and at the same time strengthen the value judgment ability of college students, so that their body and mind will develop in a positive and sunny direction. Through our unique national cultural characteristics, we can effectively awaken the traditional cultural awareness of contemporary college students, and improve the teaching effect of ideological and political education while deeply understanding the connotation of traditional culture.

## Acknowledgement

Fund Project: Jiangxi University Humanities and Social Sciences Research Project, Project No: MKS17204.

## References

- [1] Sun M. *Teaching strategies of ideological and political education in colleges and universities based on traditional culture* [J]. *Business Information* 2020; 000(011):258,134.
- [2] Wang X. *Reflections on the integration of ideological and political education of students in private colleges and Chinese traditional culture* [J]. *Chinese off campus education* 2019; (33):32-33.
- [3] Zuo Y. *Rethinking on the integration of excellent Chinese traditional culture and ideological and political education in colleges and universities* [J]. *Rural staff* 2019; (17):268.