

# Research on the Path of Integrating Traditional Culture into Ideological and Political Education in Colleges and Universities

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**Abstract:** Contemporary college students generally have a low sense of identity with excellent traditional culture. In today's increasingly open society, they are blind to foreign culture and lack dialectical thinking. This paper makes an in-depth study on the path of integrating Chinese traditional culture into ideological and political education, strengthens the external publicity of excellent traditional culture at the national level, and enhances the external influence; Strengthen the communication ability of excellent traditional culture at the social level and create a strong atmosphere; Cultivate students' awareness of traditional culture at school level, strengthen internal driving force, and thus enhance cultural self-confidence and national identity.

**Keywords:** traditional culture; Ideological and political education; Path research

## 1. Introduction

In recent years, China's economy has flourished and its comprehensive national strength has improved, and it has gradually gained a firm foothold on the international stage; however, the cultural soft power needs to be further improved. Excellent Chinese traditional culture is the "root" and "soul" of the Chinese nation. Therefore, it is the duty and mission of colleges and universities to combine Chinese excellent traditional culture with ideological and political education and cultivate college students with cultural confidence in the new era with Chinese excellent traditional culture. Traditional culture, as an important part of culture, needs the development and inheritance of young people in the new era.

## 2. Current college students' understanding of traditional culture

Although college students affirm traditional culture, they generally pay insufficient attention to it. Take Wenzhou Vocational and Technical College as an example, our research group carried out a survey on the Questionnaire of Cognition of Chinese Traditional Culture, and sent out 1000 questionnaires, among which arts and sciences and men and women accounted for half. According to the survey, 78.29% of the students think that traditional culture is worth inheriting and developing, and 77.14% say they like or even love our traditional culture. However, only 29.79% said they would always pay attention, 63.89% said they didn't take the initiative to pay attention, and 6.32% said they relied entirely on coercion.

College students are blind to foreign cultures and lack dialectical thinking. Although most of the students affirmed the traditional culture, when asked "Are you more interested in foreign cultural festivals?", 57.88% of the students said "Yes", 27.48% said "No", and 14.64% said "Not clear". When asked, "Do you prefer to participate in traditional festivals such as Spring Festival or western festivals such as Christmas?", 67.58% of the students said they prefer western festivals, 17.78% said they prefer traditional festivals, and 14.64% said they didn't care. In the conversation with students, they found that they liked western festivals more. First, they felt that western festivals were fashionable, lively and interesting. Second, they felt that everyone had been there, but they seemed to be unable to keep up with the times. It can be seen that contemporary college students not only have a blind understanding of foreign cultures, but also generally have herd mentality.

The way for college students to understand traditional culture is relatively simple, and the educational effect needs to be strengthened. In the question of "the main way for you to understand Chinese traditional culture", 71.59% of the students said that they got it from the relevant courses or

books in the school, 41.57% said that they heard it from their parents and elders, 34.18% said that they learned it through Internet TV, etc., while there were few other options. On the education effect of traditional culture, only 24.94% of students said that the effect was obvious, while 75.06% did not choose obvious. When asked, "If there is a lack of traditional culture education in China at present, what do you think are the reasons?", "Students lack interest in traditional culture" accounts for 52.73%, "schools do not pay enough attention to it" accounts for 20.02%, and "traditional culture is neglected in the society" accounts for 27.25%. Therefore, it is necessary to expand the educational approaches of traditional culture and enhance the educational effect.

### **3. The close relationship between excellent traditional culture and ideological and political education**

The report of the 19th National Congress of the Communist Party of China pointed out: "The excellent Chinese traditional culture bred by the civilization history of the Chinese nation for more than 5,000 years is the root and soul of socialism with Chinese characteristics". The fundamental goal of ideological and political education is to cultivate people by virtue, integrate traditional culture into ideological and political education and build a national pillar with cultural self-confidence, so as to inspire college students to join in the construction and development of socialist cause.

Excellent traditional culture is the source of ideological and political education. "Ideological and political education is a kind of social practice activity based on people, with solving people's thoughts, positions and viewpoints as the core. Its fundamental purport lies in educating and inspiring people, solving people's positions, viewpoints and ideological problems, improving people's cognitive ability, and establishing correct world outlook, outlook on life and values by using culture as the carrier" [1]. When General Secretary Xi Jinping held a symposium with Peking University teachers and students, he once said: "Chinese excellent traditional culture is the gene of the Chinese nation, rooted in the hearts of Chinese people, and exerts a subtle influence on the Chinese way of thinking and behavior." It can be seen that Chinese excellent traditional culture not only contains abundant educational resources, but also can enhance the cultural self-confidence of education. In the current highly open society, how to lead the thoughts of outstanding young people in the new era, so that they can not be assimilated by various western thoughts in the cultural trend of letting a hundred flowers blossom and a hundred schools contend, correctly recognize Chinese excellent traditional culture, treat foreign cultures with dialectical thinking, and give full play to their own efforts to carry forward and inherit, the key lies in integrating traditional culture into ideological and political education and improving the cultural self-confidence of contemporary college students.

Ideological and political education is the "spring" of excellent traditional culture. The development and prosperity of excellent traditional culture needs the vigorous promotion and inheritance of young people in the new era. Carrying out ideological and political education and cultivating contemporary college students with cultural self-confidence can better carry forward and inherit excellent traditional culture, enhance their cognition of excellent traditional culture and form a correct attitude towards foreign culture, thus further strengthening their recognition and self-confidence in their own national culture. Integrating excellent traditional culture into ideological and political education and carrying out ideological education to cultivate young people with cultural self-confidence in the new era, so as to better carry forward excellent traditional culture, have a mutually complementary and causal relationship. The historical culture, patriotic culture and indomitable spirit spread from traditional culture are transmitted to every college student through internalization of ideological and political education theory and moral education. Only by internalizing excellent traditional culture in the heart and externalizing it in the line can national confidence and cultural confidence be disseminated; Only the young people with national confidence and cultural confidence in the new era can carry forward and inherit the excellent traditional culture and practice the great "Chinese Dream" of the Chinese nation in their study and work.

### **4. The main path of integrating excellent traditional culture into ideological and political education**

Only by integrating China's excellent traditional culture into ideological and political education, enhancing contemporary college students' awareness and recognition of traditional culture, as well as their resistance and analysis of foreign cultures, and enhancing their inner sense of cultural identity and national pride can they contribute to the great cause of building socialism with Chinese characteristics.

#### ***4.1 At the national level, strengthen the external publicity of excellent traditional culture and enhance external influence***

In the questionnaire survey of our research group, when asked, "What do you think is the best way to make more people understand and accept Chinese traditional culture at the national level?", 74.50% of the students chose to "use the Internet, TV, newspapers, magazines, etc. to vigorously publicize", 58.27% chose to "carry out relevant practical activities to regain the tradition of the ancients, such as enjoying the moon in Mid-Autumn Festival", and 40.95% chose ". It can be seen that propaganda work is very important. Since the reform and opening up, China's economy has developed rapidly, its comprehensive national strength has been continuously improved, and people's living standards have been improving day by day. However, its international influence and voice have not kept pace with economic development, and China's voice is not loud.

Therefore, at the national level, it is necessary to strengthen the publicity of excellent traditional culture. "We should mobilize all parties to do ideological and public opinion work together, strengthen overall coordination, integrate all kinds of resources, promote the integrated development of internal propaganda and external propaganda, play symphonies and chorus, tell Chinese stories more and more brilliantly, and make Chinese voices louder and louder". Show the excellent traditional culture by telling the story of China well [2]. Therefore, to enhance a country's comprehensive strength, it is necessary not only to vigorously develop its economy, but also to further enhance its cultural soft power, increase its international influence, strengthen the propaganda and dissemination of excellent traditional culture, give a good voice to China, tell a good story about China, and attach importance to both spiritual and material civilization, so as to have its own place on the international stage.

#### ***4.2 At the social level, strengthen the ability to spread excellent traditional culture and create a strong atmosphere***

Strengthen the propaganda of governments at all levels, and make efforts to render traditional culture on television, newspapers, magazines and various new media. Some contemporary college students' intellectuals are proud of having a foreign festival, and even advocate various western lifestyles and think that all western cultures are more advanced than China's [3]. How to create the social atmosphere of Chinese traditional culture, make contemporary college students prefer to love Chinese excellent traditional culture, and strengthen the dissemination of excellent traditional culture through various channels is very important.

Strengthen the integration of excellent traditional culture and enterprise culture. Most college students work in enterprises after studying in universities, and they spend most of their lives with their jobs. Therefore, enterprises can be said to be an important part of cultural communication. Combine excellent traditional culture with enterprise culture, combine enterprise spirit with national spirit, and integrate traditional culture into all business and management activities and processes of enterprises; Integrate excellent cultural concepts into the work and tasks of all employees; Guide and promote the healthy and benign development of the enterprise, and let the employees of the enterprise bear the brand of Chinese excellent traditional culture.

Implement the practice and dissemination of excellent traditional culture in the community. Community is the place where people live. Through the community to carry out various traditional cultural practice activities, such as Mid-Autumn Festival to enjoy the moon, Qingming Festival to worship ancestors, Tanabata Cowherd and Weaver Girl story interpretation and other traditional cultural practice activities with various forms and rich contents, it is very important for children, teenagers, college students and the elderly to experience the profoundness of traditional culture and feel the strong atmosphere of traditional festivals in their lives.

#### ***4.3 At the school level, cultivate students' awareness of traditional culture and enhance internal driving force***

Strengthen the construction of campus culture, let excellent traditional culture infiltrate students' minds and thoughts. Campus culture is a value system composed of values and institutional contracts formed by the historical accumulation of school development, which determines the school's value pursuit and development goals. Chinese excellent traditional culture is integrated into ideological and political education in colleges and universities, and campus culture construction is an important link [4].

First, strengthen the hardware construction of campus environment, form an environment of "educating people by culture", and show the humanistic atmosphere. Good humanistic environment not only has the function of educating people, but also can conserve temperament and make people's emotional experience better. In ancient times, Meng Mu moved three times in order to choose a good educational environment. For example, building a garden-style school with humanistic atmosphere can not only create a harmonious and leisurely cultural atmosphere, but also play a role in educating people. How to make every wall, grass and even flowers and trees on campus 'talk', and make them create an 'atmosphere' which can produce educational effect, is a higher level education. Although environmental education is not the main body of school education, its role in the process of school education cannot be replaced by other educational contents, and its role is not dispensable. We should try our best to create a campus environment suitable for subject education and give full play to the special role of environment in educating people.

Secondly, the traditional cultural content should be integrated into the main channel of specialized courses, so as to give full play to the ideological and political role of courses. "Chinese excellent traditional culture should not only exist in a few separate cultural courses, but also be continuously immersed into the teaching of professional courses, and fully dig out the elements of Chinese excellent traditional culture in different professional courses, so that Chinese excellent traditional culture can be integrated with professional courses while carrying out ideological and political education for college students" [5]. Secondly, most of the teaching methods are "indoctrination" teaching, while students prefer interesting educational and teaching activities such as games and sitcoms. Therefore, it is necessary to innovate educational and teaching methods and pay attention to the use of various forms, such as micro-movies, online dramas, animation, on-site visit teaching and other activities that students like to see and hear, which can stimulate students' interest and motivation in learning.

Third, increase the general education courses of traditional culture, and enhance the breadth and depth of the course content. The general education course of culture is mainly to improve college students' cultural accomplishment and cultivate cultural emotion. First of all, increase the general education courses such as local culture and enhance the breadth of the courses. One aspect of promoting excellent traditional culture is to vigorously promote local culture and make them love local culture, so as to attract more talents to stay in the local area and serve the local society. Secondly, dig deep into the inheritors of local traditional culture, and enhance the depth of traditional culture general education course through school-local cooperation. Assemble academic resources of colleges and universities to provide training and publicity for traditional culture managers, representative inheritors and social inheritors, so as to ensure the "live transmission" and open up a "window" for college students to enter the excellent traditional Chinese culture [6]. At present, the teaching objectives of the general education courses of culture are not very clear. The general education courses of traditional culture in many colleges and universities are basically offered by professional teachers with their own interests and hobbies, and education and teaching often stay on the surface. Invite the inheritors of local traditional culture to teach in the school, and establish a traditional culture education and teaching mode of "mentoring system", so that students can get in touch with master figures personally and learn knowledge and skills with them. At the same time, it is necessary to strengthen the research-based teaching of cultural general courses and improve the theoretical depth of the courses.

Fourth, enrich the campus activities of excellent traditional culture. First, increase the proportion of traditional cultural associations in student associations. Encourage students to establish theoretical knowledge-based societies such as "Classic Reading" and "Golden Forum"; Skills-based societies such as "Calligraphy Society" and "Paper-cut Society", and melodrama-based societies such as "I'll play the classic story" enable students to experience the connotation of excellent traditional culture and enhance the inside information of traditional culture. Secondly, carry out rich and colorful traditional culture education practice activities to cultivate the confidence and determination of contemporary college students to carry forward traditional culture. Through traditional festivals, such as making zongzi in Dragon Boat Festival, making moon cakes in Mid-Autumn Festival, making jiaozi in New Year's Day, poetry contest, talking about hometown dialect, etc., the distance between traditional culture and students will be narrowed, the good experience and feeling of traditional culture will be established, and the interest in traditional culture will be enhanced.

Fifth, strengthen the construction of educational practice base of traditional culture inside and outside the school. General Secretary Xi Jinping pointed out in his speech that all knowledge must be put into practice if it is to be transformed into ability. We should adhere to the unity of knowing and doing, pay attention to learning true knowledge and realizing the true meaning in practice, strengthen training and increase our ability. First of all, through the summer social practice activities, we enter the

traditional cultural education practice base to carry out activities and strengthen the ability of "practicing and educating people". For example, students are encouraged to participate in the creation of campus culture, culture going to the countryside, establishing long-term contact with government cultural venues such as Wenzhou Folk Museum and Hair Embroidery Museum, and taking students to visit and study regularly to further enhance students' cultural autonomy and cultural identity. Secondly, through daily volunteer service activities to enhance students' experience, at the same time, improve students' awareness of traditional culture, and better serve the society, such as regularly arranging volunteers to go to the traditional culture education practice base to carry out explanation and reception services, training language expression ability and reception level, and at the same time understanding, understanding, learning and disseminating excellent traditional culture.

Sixth, strengthen the dissemination and education of traditional cultural network positions. Contemporary college students are highly dependent on the Internet, and the development of new media has brought new challenges to the traditional ideological and political education. First of all, we should be good at using new media, occupy a good network position and grasp the initiative. Through micro-movies, micro-videos, public service advertisements and splendid H5 pages, the ideological and political education and teaching are promoted to complement each other with the excellent traditional Chinese culture in a form that students like to see and hear, and they are highly integrated to enhance the sense of the times and appeal. Secondly, cultivate a group of student cadres with high theoretical level, dialectical thinking, good party spirit and good use of new media, do a good job in guiding opinions and spreading culture in the network position, cultivate students' innovative thinking and critical consciousness, grasp the correct development direction of social mainstream culture, and closely combine the cultivation of traditional culture with ideological and political education to improve cultural self-confidence.

## 5. Conclusion

To sum up, it is of great practical significance to fully develop and deeply integrate Chinese excellent traditional culture education in the ideological and political education of college students. Chinese excellent traditional culture is an important resource for developing and innovating ideological and political education at present, and it is also the strength support for enhancing socialist cultural self-confidence. The excellent traditional culture should be fully developed in the ideological and political education of college students from three levels: the state, the society and the school, so that the Chinese excellent traditional culture can be revitalized, integrated into the study life of college students in a way that students are willing to accept, and a healthy and educational learning atmosphere should be created, thus carrying out the ideological and political education of students in the process of cultural communication. Correctly guide college students in the new era to take Chinese excellent traditional culture as an important guide to improve their cultural literacy and ideological level, cultivate their cultural self-confidence, and strive to be faithful successors, promoters and practitioners of Chinese excellent traditional culture. The integration of Chinese excellent traditional culture into ideological and political education is a key project, and every work should be carried out in a down-to-earth manner, so that the outstanding spiritual elements in traditional culture can be internalized in the heart, manifested in benefits and solidified in practice.

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