

# Research on Inheritance and Reference of Excellent Traditional Culture in University Cultural Construction

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**ABSTRACT.** *The construction of university culture is an important measure for the construction of university ethos, the core and soul of universities, and the important foundation for universities to fulfill their social responsibilities. However, in the open environment, many foreign cultures have poured into the campus, which has impacted the ideological values of contemporary college students and has a huge impact on the construction of university culture. China's excellent traditional culture is the foundation of our country and a precious spiritual wealth left by our forefathers. It has a positive effect on the construction of university culture. This article first reviews the achievements made by China's outstanding traditional culture in the transition period, analyzes the role of traditional culture in the construction of university culture, and finally discusses the path of traditional culture in the construction of university culture.*

**KEYWORDS:** *University culture construction, Excellent traditional culture, Cultural heritage*

## 1. Introduction

Culture is the soul of a nation. Without a high degree of cultural self-confidence, there can be no national rejuvenation. Colleges and universities, as the cradle of talent cultivation, must also bear the important mission of cultural construction and inheritance while imparting knowledge. Colleges and universities need to pay attention to the inheritance and reference of excellent traditional culture in running schools to provide support for university cultural construction. However, most college students do not know enough about China's outstanding traditional culture, and gradually lose their cultural confidence. In this context, the inheritance and reference of excellent traditional culture in the construction of university culture is urgent.

This article first reviews relevant research at home and abroad, and summarizes the achievements of China's excellent traditional cultural heritage in the transition period based on previous studies and online data. After that, the role of excellent traditional culture in university culture was analyzed, and it was considered that it had a positive effect on the establishment of college students' correct moral values and the construction of a harmonious campus culture. Finally, it discusses in detail the inheritance path of traditional culture in the construction of university culture.

## 2. Achievements in the Transmission of China's Excellent Traditional Culture in the Transition Period

After the reform and opening up, under the impact of advanced western science and technology and culture, Chinese culture has gradually been at a disadvantage, and many people lack cultural confidence. In recent years, with the continuous improvement of China's economic development level, the international voice has also become greater and greater. Many intellectual elites have proposed the slogan of rebuilding the confidence of Chinese culture. They have continuously proposed new ideas and directions for the construction of China's outstanding traditional culture, and consciously assume the responsibility of promoting excellent traditional culture. With the deepening of the cause of socialism with Chinese characteristics, the party and the state in the cultural construction continue to improve the entire party and nation's understanding of outstanding traditional culture and strive to increase self-confidence in national culture. In recent years, under the great attention of the Party Central Committee and the State Council, governments at all levels have continuously increased their investment in cultural construction. According to data, the national per capita cultural undertaking cost in 2006 was only 11.91 yuan, and the national per capita cultural undertaking cost reached 49.68 in 2015[1-2]. Yuan (see Figure 1). The per capita cost of cultural undertakings across the country increased by over 70% during the "Twelfth Five-Year Plan" period, as shown in Figure 2, which provided a basic guarantee for improving the cultural taste of the masses [3].

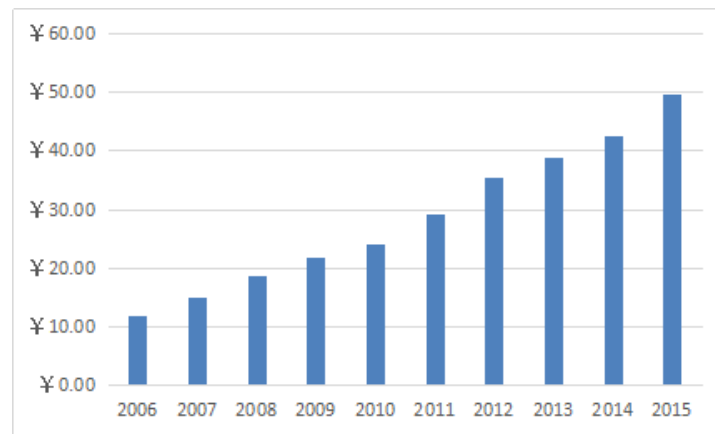


Fig.1 National Cultural Per Capita Expenditure from 2006 to 2015



Fig.2 National Cultural Undertaking Fees and Growth Rate during the Twelfth Five-Year Plan

While the state attaches great importance to the promotion of excellent traditional culture, it also continues to innovate the inheritance method in accordance with the trend of the times. Among them, colleges and universities' cultural venues have become an important carrier for inheriting excellent traditional culture.

### 3. The Role of Excellent Traditional Culture in University Cultural Construction

Under the impact of foreign culture, the construction of university culture is facing difficulties. Excellent traditional culture is deeply rooted in the blood of the nation. It has a positive effect on the construction of university culture. On the one hand, excellent traditional culture is good for college students. Establish correct moral values. With the popularization of modern Internet technology, college students have more channels to access information, and under the influence of negative thoughts such as money worship, some students have gradually lost their beliefs and moral decline. Traditional excellent culture has rich connotation and has tenacious vitality. Both it and the construction of university culture emphasize the establishment of correct moral values. Infiltrating excellent traditional culture in the teaching of professional courses can enable contemporary college students to subconsciously accept the moral concepts in excellent traditional culture during the learning process, and gradually enable students to establish correct moral values.

On the other hand, excellent traditional culture has a positive effect on the construction of a harmonious campus cultural atmosphere. The thought of benevolence is an important part of China's outstanding traditional culture. This thought has lasted for thousands of years. Contemporary college students are open-minded and communicative, and guiding college students to learn how to take care of themselves and others, has a positive effect on the construction of a harmonious campus, which is also one of the foundations of the construction of university culture. Increase the promotion of traditional excellent culture on campus, and actively infiltrate the

excellent traditional culture such as benevolence in teaching [4]. It can create a loving, harmonious and mutually beneficial campus cultural environment for contemporary college students. This is also the excellent traditional culture on the university campus. inherited.

#### 4. Inheritance Path of Excellent Traditional Culture in University Cultural Construction

The inheritance of traditional culture in the construction of university culture needs to be realized at the level of consciousness, system, and cultural activities, as shown in Figure 3.

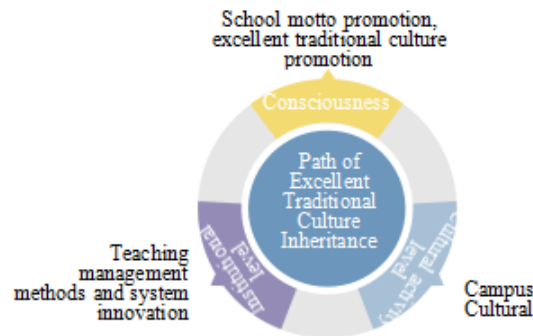


Fig.3 Inheritance of Traditional Culture in the Construction of University Culture

##### 4.1 Attaching Importance to the Construction of School Motto Culture

University motto is an important part of university culture. It reflects the university's independent ideology and characteristics of running a school, and has a guiding effect on the behavior of teachers and students. University mottos are often neatly arranged, sentences are well-proportioned, and they read well. Many university mottos use rhetorical methods, and they are often cited as classics in content. For example, Xiamen University's motto "self-improvement and end to perfection" is based on the Yijing, and the second sentence is from the university; the Beijing Institute of Clothing Technology's motto "Hongyi Rixin, Yijin Tianxia" is taken from "Hongyi" and "Yijin Tianxia". Since "The Analects of Confucius" and "I Ching"; Tsinghua University's motto "self-improvement, good morals" is from "Zhou Yi". These school mottos, which are based on excellent traditional culture, have been deeply rooted and long-lasting. These school mottoes use the excellent school atmosphere as a carrier to carry on the tradition. In the construction of university culture, universities can use the school motto as a starting point and use new channels to publicize the school motto to promote and inherit the excellent Chinese traditional culture. In addition to posting school mottos in school gates, classrooms and other places, colleges and universities can also use new media platforms to use more fun, more artistic, and more acceptable to students, so that the school motto and excellent traditional cultural essence can be brought into the vision of college students. For example, comic books can be used. The form interpretation of the school motto connotation can also be taken as a micro-film to promote the school motto story. The counterpart is more in line with the psychological rhythm and aesthetic taste of contemporary college students, allowing students to further perceive the beauty of the school motto, the soul of the school motto and the charm of excellent traditional culture.

##### 4.2 Innovating Teaching Management Methods in Colleges and Universities

The inheritance of excellent traditional culture in the construction of university culture needs to further optimize the cultural resources inside and outside the university, which requires a good system as a guarantee. As one of the daily management systems of colleges and universities, the teaching management system can provide favorable conditions for the transmission of excellent traditional culture [5-6]. In fact, the process of university culture construction is also a process of university teaching management. In order to better integrate excellent traditional culture into the construction of university culture, colleges and universities should innovate teaching management methods, change the past rigid management thinking, adopt humanized management and flexible management methods, and understand the inner heart of the management in management work. Needs, respect the individual development of students and teachers, and carry out management work from the perspective of the managed person. In terms of student management, managers should also practice a

people-oriented management philosophy. Managers can go to student dormitories to communicate with students on a regular basis, and understand the views and suggestions of students and curriculum teaching, teaching evaluation, and teaching plans. At the same time, managers can also occasionally invite student representatives or youth league committees to have face-to-face conversations to discuss the problems exposed in the education management work, and change from managing students to serving students. In the management process, we should also pay attention to the emotional communication with students and teachers, improve the understanding of both sides of management, and use positive words and expressions to stimulate and mobilize the positive emotional factors of the managers, so as to promote the healthy development of college students and make them affect the university. In cultural construction, provide a good environment for the transmission of excellent traditional culture.

#### ***4.3 Carrying out Diverse Campus Cultural Activities***

Campus activities, as a carrier for the construction and inheritance of campus culture, are deeply loved by contemporary college students. To better integrate excellent traditional culture into the construction of university campus culture and to better inherit excellent traditional culture, colleges and universities should use their spare time and actively Organize campus cultural activities.

First of all, to strengthen the construction of student societies. At present, many college students have established student societies such as photography clubs, folk music clubs, poetry clubs, and Hanfu clubs. Colleges and universities should actively play the role of student associations, provide the necessary venues and equipment for student association activities, and provide suggestions for student association activities, so that more college students can feel the charm of excellent traditional culture and cultivate sentiment through community activities.

Second, colleges and universities can also make full use of traditional festivals to host cultural events and promote excellent traditional culture. Traditional festivals are an important carrier of national traditional culture and record the development of national culture. Chinese traditional cultural festivals are rich in connotation and there are many festivals, that is, not only the celebrations on the material level, but also the spiritual content. Therefore, colleges and universities may wish to use traditional festivals to promote traditional culture, such as organizing cultural activities such as Baozizi competitions and drama creation competitions during the Dragon Boat Festival. Actively promote outstanding traditional cultures in the activities and cultivate students' traditional cultural sentiments. Campus cultural atmosphere.

In addition, colleges and universities can also actively organize students to participate in social practice activities, and expand students' horizons through various methods such as in-school training and out-of-school social practices. To make up for the shortcomings of traditional excellent cultural education through practical methods, improve the contemporary university students' understanding of excellent traditional culture, guide college students to properly handle the relationship between ancient and modern, and in this way virtually shape the university cultural environment, so that the traditional excellent culture can be inherited and promoted.

### **5. Conclusion**

Inheriting and promoting excellent traditional culture is the mission entrusted to universities by history, and the only way to realize the great rejuvenation of the Chinese nation. Colleges and universities as the cradle of talent training need to re-examine the importance of university culture and excellent traditional culture, recognize the role of excellent traditional culture in the construction of university culture, actively promote the integration of excellent traditional culture and campus culture, and inherit in the construction of university culture. With the promotion of excellent traditional culture, taking the construction of school motto culture as the starting point, teaching management methods as the guarantee, and campus cultural activities as the way, actively infiltrate the thought of benevolence in teaching and show the modernization value of excellent traditional culture.

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