

Research and Practice on the Connotation Construction of Excellent Traditional Chinese Culture “Innovation” and Specialized Education “Dualism”

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Abstract: General Secretary Xi Jinping stressed at the National Conference on Ideological and Political Work in Colleges and Universities that “we should integrate moral education, cultural knowledge education and social practice education into the whole teaching process and constantly deepen curriculum ideological and political reform and innovation”. From the point of view of spreading excellent traditional Chinese culture, the major of this course is to combine excellent traditional Chinese culture with professional teaching. Traditional culture contains rich ideas, humanistic spirit and moral norms, which is an important part of the theoretical system of socialism with Chinese characteristics.

1. Introduction

The problem of traditional culture education in colleges and universities is that it is of great importance to the improvement of students' comprehensive quality and the realization of their personal values. However, from the current education of traditional culture in colleges and universities, there are still many problems and shortcomings, mainly reflected in the following aspects:

1.1 The Understanding is Not in Place

Because of the strong value of the times and practical significance of traditional culture itself, some colleges and universities lack the correct understanding of traditional culture education.

1.2 The Top Design is Not Perfect

Although traditional culture courses have been set up in some colleges and universities, there are still some problems such as simple curriculum, boring teaching content and single teaching method.

1.3 Teachers Are Not Strong

With the continuous development and progress of education in our country, the training of excellent traditional culture talents has been intensified. However, from the current situation of talent training in colleges and universities, there are still some problems such as weak teachers and single teaching methods.

From the current situation of personnel training, the research and practice of the connotation construction of the excellent traditional Chinese culture of “double creation” and “double attainments of professional education” have great room for improvement in many aspects, mainly embodied in such aspects as incomplete understanding, imperfect top-level design, weak teachers and inadequate utilization of resources. The existence of these problems has brought great challenges to the education of traditional culture in colleges and universities, and put forward higher requirements for the development of traditional culture education.

2. In Order to Promote the Education of Traditional Culture in Colleges and Universities

Instruct the students to take part in the professional competition. Professional teachers in their professional field for many years, has a rich accumulation of academic research, to guide students to participate in subject skills competition, skillful. Through participating in competitions, students

can not only exercise their ability of time management and stress resistance, but also improve their ability of practice and innovation [1].

2.1 The “Entrepreneurship and Innovation” Orientation of Excellent Traditional Chinese Culture

the top design of colleges and universities has formed the “1 + N” orientation of “Entrepreneurship and Innovation” of excellent traditional Chinese culture with the service of local cultural industry as the goal and the transformation of excellent traditional Chinese culture as the support. “1” refers to a system, namely, a work system of “entrepreneurship and innovation” with the goal of serving the local cultural industry and supported by the transformation of excellent traditional Chinese cultural achievements; “N” refers to a platform, namely, a collaborative innovation platform serving the development of regional cultural industry by relying on the national-level group innovation space and school-level group innovation centers. Through talent training, project incubation, team building, industrial transformation and other platform building, to create an exclusive Chinese excellent traditional culture “entrepreneurship and innovation” production-oriented local cultural industry development model. The practice shows that the “1 + N” model of Chinese excellent traditional culture is worth popularizing and can adapt to the construction and development of applied media universities.

2.2 Is the Connotation Construction Mode of “Double Optimization” of Professional Education

one is project package, the other is “exhibition and broadcast”. Project-based package is a kind of innovative teaching mode, which can make professional courses become curriculum system and guarantee the connection between professional courses and professional relevance. Students through learning, not only to complete the professional courses of learning, but also to clear the relationship between courses, more conducive to student curriculum creation. The mode of “Exhibition Match Broadcast” is to prove the course results in the form of “Exhibition Match Broadcast” in the course of teaching. Students can effectively work through a variety of ways to show the results. The Twentieth National Congress of the CPC points out the importance of innovation to national rejuvenation. Based on this, colleges and universities should cultivate students to be talents of Entrepreneurship and Innovation. Artistic and cultural “innovation” refers to the use of humanistic elements in the field of art to achieve the goal of innovation and entrepreneurship. Strengthening “mass entrepreneurship and innovation” based on art education is conducive to the revival of excellent traditional Chinese culture, the promotion of modernization in all regions, the enhancement of students' national centripetal force, the help for students to resist the erosion of extremism, separatism and other negative ideological trends, the enhancement of the appeal of humanism, the creation of a healthy and upward humanistic atmosphere, and the maintenance of national cultural security. Teachers in colleges and universities may organize art education activities, guide students to plan “entrepreneurship and innovation” projects based on art and culture, and embed various cultural elements in the projects, such as Su Xiu, dialect, Henan opera, soft pen calligraphy, etc. Meanwhile, special discussions shall be strengthened based on cultural elements, so as to achieve the goal of “entrepreneurship and innovation” by making full use of cultural materials. In this process, students' cultural pride and national self- confidence shall be strengthened, so as to make students become talents of “entrepreneurship and innovation” and realize the goal of cultivating talents by colleges and universities[2].

2.3 Is the Team Design of University Teachers, Which Constructs the Concept and Model of “Double Giant” Professional Curriculum Teachers' Team

adopts “tutorial system” management and implements “double teacher and dual ability” teacher training plan. The “three ones” (that is, attending at least one important international academic conference, presiding over one important research project and publishing one high quality academic paper each year) were put forward, that is, attending at least one important international academic conference each year, presiding over one important research project, and publishing one high

quality academic paper in high quality academic journals. Formed a professional curriculum “team-based, tutorial system, professional, standardized” - oriented teacher team building mechanism.

Based on the teacher training program of “Double Teachers and Double Abilities”, a team of teachers has been set up, which is mainly composed of “Innovative and Entrepreneurial Team of Chinese Traditional Culture”. Team members have a master's degree and above, teachers have a strong theoretical foundation, rich practical experience and innovation and entrepreneurship, has formed a full-time teachers teaching team, part-time teachers as a supplement, and part-time teachers title for associate professor or above, “double optimism” team of teachers. Implement the “dual teachers and dual ability” teacher training program, participate in various training at all levels. At the same time, experts, scholars and enterprise elite were invited to give special lectures to team members.

In addition, measures such as building a platform for “mass entrepreneurship and innovation”, implementing the “Three Ones” (participating in at least one important international academic conference every year, hosting an important research project, and publishing a high-quality academic paper in a high-quality academic periodical) have provided a strong guarantee for the construction of a team of “dual teachers and dual competence” teachers.

2.4 The Establishment of National Cultural and Creative Studio

As the carrier of cultural communication, colleges and universities have the advantages of natural protection and inheritance of traditional culture, especially in art design. We can make full use of the professional advantages, innovation advantages and modern technical means of this discipline to set up a creative studio of national culture, set up a high-quality team of teachers, gather professional teachers, designers, inheritors and other people from all walks of life to jointly research and develop creative products of national culture, which can not only protect and inherit national culture, but also enhance the creativity and cultural diversity of art disciplines [3]. Personality education has a far-reaching impact. When carrying out innovation and entrepreneurship education, application-oriented colleges and universities should attach great importance to the cultivation of college students' innovation and entrepreneurship[4]. Double integration of “E&I” studios and professional education can fully stimulate teachers to enhance the content of curriculum construction. From the students' point of view, the students have certain intension and research depth on the connotation and theme of artistic works, and strengthen the students' deep exploration and study of national culture, so as to enhance the level of artistic aesthetics and artistic forms of artistic works.

2.5 Non-Hereditary Inheritance Does Not Fall on the Ground of Local Universities

At present, many colleges and universities still have some problems such as difficulty, pain point and blocking point in inheriting education idea, goal orientation, educating value, carrier, audience and educating effect. Although some colleges and universities have carried on the non-legacy teaching, but lacks the scientific method, causes the student to the non-legacy cognition lacks, the approval flaw, the innovation power flaw [5]. For the country, To cultivate high quality talents for the protection and inheritance of intangible cultural heritage, and further implement the goal of improving the inheritance system by 2035 set forth in the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage[6]. Intangible cultural heritage enters colleges and universities from the perspective of professional education, especially the professional courses in art colleges and universities. On the one hand, it solves the problems of the inheritance and innovation of intangible cultural heritage, on the other hand, it strengthens the understanding of intangible cultural heritage.

3. Conclusion

In a word, the research and practice of the connotation construction of excellent traditional Chinese culture and specialized education is a systematic project. At the same time, it can also help

the development of higher education in our country. To sum up, there are some problems in the course of the development of Chinese traditional culture, such as talents training goal, teaching system, teaching content and teaching mode. In order to solve these problems, colleges and universities need to further strengthen the understanding and understanding of the excellent traditional Chinese culture, give full play to the role of professional education, combine the actual situation of colleges and universities, continuously explore the connotation construction research and practice of the “double giant” of the excellent traditional Chinese culture and professional education, integrate the “double creation” education of the excellent traditional Chinese culture with professional education, and establish a scientific “double creation” education system of the excellent traditional Chinese culture. Through active exploration, we can construct an effective educational model of “Entrepreneurship and Innovation” for the development of higher education in China. The key to the development of cultural digitization strategy lies in technology and people, which is inseparable from professional education. Every cultural project and every technology has its own characteristics and defects. It needs the R&D personnel who understand both technology and culture to develop the advantages and avoid the disadvantages. Cultural digitization is a long-term process that needs to be explored constantly. The digitalization of cultural industry is inviting the public, scientific researchers and enterprises to participate in it through various cultural products [7].

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