

# *The Carrier and Development of the Traditional Culture in the Ideological Education in Colleges and Universities*

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**Abstract:** Since China steps into the new era comprehensively, with the development of the time, traditional culture cannot be lost. Integrating traditional culture into the process of ideological education in colleges and universities can be more conducive to the inheritance and development of traditional culture, and more conducive to the socialist values to be fully practiced. As an important place to train talents for the society, colleges and universities can better promote the growth and development of students on the basis of strengthening ideological education by means of integrating culture into education. Therefore, this paper first describes the significance of integrating traditional culture into ideological education in colleges and universities, and then further discussed how to carry forward and inherit traditional culture in ideological education.

As our culture passes on for thousands of years, cultural connotation is not only profound, but also has a long history. In the process of cultural inheritance, profound cultural essence has been formed. We can say that the rapid development of our society and the prosperity of our country are closely related with cultural accumulation. Outstanding traditional culture is full of the core idea which our country highlights in the development[1-2]. For modern college students, they are the key talents cultivated by our country and even society. In addition to cultivating the professional ability of talents, more attention should be paid to educating their ideological concepts. However, as far as the current situation of cultural integration into ideological education is concerned, the educational value of traditional culture has not been reflected at all. However, how to give full play to the educational function of traditional culture in ideological education in colleges and universities to make culture carry and develop comprehensively in education is an important issue that the majority of college educators need to focus on[3].

## **1. The Significance of Integrating Traditional Culture into College Ideological Education**

### **1.1 Improve Students' Cultural Literacy**

Cultural literacy mainly refers to the inner self-cultivation and cultural knowledge of individuals. Therefore, integrating traditional culture into ideological education in colleges and universities can not only provide students with opportunities to learn traditional culture[4], but also expand their

ways to learn traditional culture[5]. At the same time, in the process of implementing ideological education in colleges and universities, students can better understand the essence and connotation of traditional culture, and lay a good foundation for inheriting and carrying forward traditional culture in the future while improving their cultural literacy[6].

### **1.2 Enhance Students' Cultural Confidence**

While carrying out ideological education for students in colleges and universities, increasing the input of traditional culture can help students better understand the local culture. Some students may only know about the "dross" culture in modern China, but they do not understand the "four ancient civilizations" in the world today, which leaves only Chinese culture. It can be said that traditional Chinese culture has brought far more spiritual and material achievements. The "fresh blood" of traditional culture injected into ideological education in colleges and universities can help students better understand, recognize and identify with traditional culture, and further enhance their cultural confidence, so as to better increase college students' trust and respect for the country[7].

### **1.3 Cultivate Students' Moral Sentiment**

Now our country is accelerating the construction of the new era society with socialist core values. In the process of continuous development, the society must absorb valuable resources from the traditional culture[8]. With the support of traditional culture, society can have more influence on people. Starting with college education, ideological education, as an existence not inferior to professional education, has been paid more and more attention by teachers and students. In ideological education, traditional culture is integrated into the form of moral norms drawn from the culture, which is widely applied to the requirements of moral norms. In this way, students can better cultivate their moral sentiments while receiving ideological education[9].

## **2. The Importance of Combining Traditional Culture with Ideological Education in Colleges and Universities**

### **2.1 Inherit Traditional Chinese Culture**

Our traditional culture has received some shock under the premise of continuous global development. College students' identity and perception of the traditional culture, has also been affected. In order to eliminate the effect of foreign culture on the erosion of college students' patriotic feelings and national spirit[10], it is necessary to effectively combine traditional culture with ideological education, fully understand the richness and advance of traditional culture, and accurately find the combination point between traditional culture and modern culture. To do a good job in ideological education in colleges and universities, it is necessary to take traditional culture as the carrier and treat it from the perspective of development. By inheriting and carrying forward traditional culture, college students can more firmly take socialism with Chinese characteristics as the development road, and adhere to the development power of Chinese culture in the process of promoting socialist construction, so as to inject traditional culture into the ideological education of colleges and universities and better promote the development of colleges and universities[11].

### **2.2 Promote Social Values**

Socialism core values concepts have certain cultural force and life force, which comprehensively displays our country cultural strength. It is the key point of construction culture in colleges and

universities. In the traditional culture elements to practice the socialist core values, it is necessary to combine the ideological education in colleges and universities to carry out the combination of traditional culture in the process of work. In this way, it is more conducive for college students to absorb excellent traditional culture and integrate moral spirit, humanistic spirit and ideological spirit into one[12], so as to better sort out the correct three views. In addition, the integration of traditional culture into ideological education in colleges and universities can better carry out patriotism education and humanistic quality education, so as to provide a corresponding reference for the construction of socialist core values, enhance students' patriotic consciousness, and improve the practical role of ideological education in colleges and universities. Fundamentally, the promotion of traditional culture has become an important basis for the construction of socialist core values.

### **2.3 Promote the Growth of Students**

As the main carrier of social culture and ideology, traditional culture is also the important standard to measure college students' ideological and moral quality. The effective combination of ideological education and traditional culture in colleges and universities not only edifies students' ideological sentiment and makes them more passionate about traditional culture, but also expands students' ideological space and enables them to have more abundant cultural imagination ability. In addition, it also guides students to grow up correctly. After clarifying the personal development plan and enhancing the sense of personal mission, colleges and universities can comprehensively improve the comprehensive quality and moral quality of students by carrying out ideological education, and help them grow up better. Through the use of traditional culture, students can be better guided and educated. At the same time, it can awaken the patriotic feelings of college students, let them be an aspiring youth as the goal, so as to promote their own better growth and success.

## **3. The Dilemma of the Inheritance and Development of Traditional Culture in Ideological Education in Colleges and Universities**

### **3.1 Colleges and Universities Lack the Inheritance and Inspiration of Traditional Culture**

In the process of development, colleges and universities pay too much attention to themselves, but ignore the inheritance and development of traditional culture. Through research, it is found that most colleges and universities focus on practicability in the course teaching process. In addition, the curriculum is more professional, mainly aiming at the employment of students, so the dissemination of traditional culture is largely ignored. From one aspect, although some colleges and universities set up some elective courses on traditional culture in addition to professional courses, the elective courses are carried out without the support of excellent teachers, which leads to the limited and narrow scope of knowledge of traditional culture that students have access to. In addition, because the teaching method of traditional culture elective courses is relatively simple, just like professional courses, it still adopts the method of "teachers speak and students listen", which lacks basic practice, leading to unsatisfactory learning effect. Because colleges and universities lack a certain degree of inheritance and enlightenment of traditional culture, it is impossible to achieve comprehensive cultural education.

### **3.2 Students Lack Initiative in Learning Traditional Culture**

With the advent of the global information age, students can understand the news in China and around the world simply through the Internet. However, it has been found that in most universities,

except for the culture major, students of other majors hardly take the initiative to understand the traditional culture. Because they tend to spend most of their time on learning professional knowledge and cultivating professional skills, they lack interest in the traditional culture. However, it should be known that traditional culture is of great significance to every college student. However, due to students' lack of initiative in learning traditional culture, the real value of integrating traditional culture into education cannot be realized.

### **3.3 The Educational Environment of Traditional Culture is Complex and Changeable**

Nowadays, modern culture permeates many western ways of thinking and values in modern society. Although it broadens the vision of young people in the new period, it will also fundamentally affect their value orientation and moral aesthetics. Chinese college students lack certain discrimination ability to traditional culture, and are unable to draw the essence from traditional culture to establish the correct three viewpoints. On the other hand, the way of integrating traditional culture into ideological education in colleges and universities is more one-sided and single. Most of the cultural integration places are limited to the course teaching, so as to ignore the integration of traditional culture in practical activities, environmental atmosphere, etc., which will inevitably affect the comprehensive integration of traditional culture into the ideological education of colleges and universities, but also affect the educational effect of traditional culture.

## **4. The Realization Path of Inheritance and Development of Traditional Culture in Ideological Education in Colleges and Universities**

### **4.1 Develop Cultural Campus Activities to Enhance Students' Cultural Awareness**

The campus activities, can be treated as a practice course in colleges and universities, and is also a course of education. Actively carrying out campus cultural activities in colleges and universities can promote traditional culture to enter the campus, can make the campus be full of culture atmosphere and cultural charm, so as to enhance the students' cultural awareness, to let the students participate in and contact with the activities of traditional culture, and let the students feel the charm of culture. By allowing students to participate in such campus cultural activities, students can awaken their inner sense of identity with traditional culture and learn more virtues, spirits and charms of excellent traditional culture, so as to truly realize the educational role of traditional culture and improve the practical effect of ideological education in colleges and universities. In order to be able to make the education of traditional culture resources are fully used, colleges and universities can carry out rich variety of campus cultural activities, such as the traditional culture of poetry recitation, traditional culture related apparel exhibition, the traditional culture of the singing contest, etc., enabling the students to get close to the traditional culture at the same time. Moreover, it enables them to realize that traditional culture is the important carrier of ideological education. The practice of traditional culture in colleges and universities can better strengthen the pertinence and effectiveness of ideological education, and more actively guide the college students in the new era, so that they can better accept the traditional culture, so as to absorb the cultural essence and establish the correct ideal of life.

### **4.2 Optimize Campus Cultural Environment and Strengthen Students' Cultural Education**

In order to better integrate the traditional culture into the ideological education of colleges and universities to achieve the purpose of inheriting and developing the traditional culture, we can start from the campus environment of colleges and universities, create a rich and colorful cultural

environment, and strengthen the cultural education of students. Firstly, multimedia teaching means can be used to fully display traditional culture through pictures, audio, video and other ways, so as to enhance students' knowledge and understanding of traditional culture; Secondly, some websites about traditional culture can be established in the campus network to facilitate the full communication between ideological education teachers and students and complete the study of traditional culture; Finally, rich cultural activities can be held in the campus network, such as art appreciation, reading contests, etc. Under the premise of creating a good atmosphere, college students can be attracted to actively participate in such activities, so as to comprehensively strengthen the education of traditional culture.

#### **4.3 Family Construction as Enlightenment to Strengthen Students' Cultural Experience**

The construction of family culture plays an important role in the process of inheriting and carrying forward traditional culture. It should be known that family can be the first place for a person's ideological learning and ideological enlightenment. Therefore, the inheritance and carrying forward of traditional culture not only needs ideological education in colleges and universities as the carrier, but also needs the addition of family education. In addition to carrying out ideological education by themselves, colleges and universities should pay more attention to families' participation in it. Guided by harmonious family atmosphere and excellent family style, they can subtly guide young people to love the motherland and pay attention to their families. In the process of inheriting and developing traditional culture, it always runs through establishing itself and teaching, guiding young people to develop correct ideas, ideals and beliefs, and assume the responsibility of inheriting and developing traditional culture. Then, in family education, parents should abandon the "academic performance" as the only standard to measure students, but pay more attention to the cultivation of students' moral cultivation and ideological concepts. In the education of parents, stories, thematic education and other ways can be adopted. Carrying out the traditional culture learning practice in the actual education process and training the spirit of students to accept the traditional culture in practice can enhance the sense of acceptance of the traditional culture of students, so students can theoretically comprehend the practice, accept the practice, so as to better strengthen the cultural experience of students.

#### **4.4 With the Help of Rich Cultural Resources, Establish Students' Cultural Confidence**

Under the new era, Chinese traditional culture will inevitably be invaded by other foreign cultures in the process of comprehensive development. Under this background, people's cultural confidence has been shaken to some extent, which is subtly affecting the security of Chinese traditional culture. College students is a "force" of China's development. To enhance their cultural self-confidence can effectively solve the foreign culture invasion threat to the present situation of the development of China's traditional culture. Moreover, under the cultural conflict of the two, students with the cultural confidence can maintain equal coexistence and stand in an invincible position when they are in the face of foreign culture. In the process of ideological education for students of colleges and universities, students can contact with abundant education resources in the traditional culture. Carrying out rich cultural education for students enables them to understand traditional culture which is the "fruit" formed over time, enables them after fully understand traditional culture, forming a powerful cultural self-confidence, so as to better promote the development of traditional culture and realize the cultural "stability". In this context, it can be known that colleges students with cultural self-confidence are the inheritors and promoters of traditional culture. At the same time, through carrying out ideological education work, colleges and universities can further integrate traditional culture, so as to help college students set up and firm

culture confidence constantly, to enable them to better face the impact of foreign culture, thus realize the inheritance and development of traditional culture.

#### **4.5 Classroom Education as a Channel to Increase Students' Cultural Cognition**

In the ideological education of colleges and universities, classroom is undoubtedly the home field of teachers, and also the main way for teachers to teach and students to learn. In order to better integrate traditional culture into it, colleges and universities can set up compulsory and elective courses about traditional culture in the process of ideological education, with classroom teaching as the main channel to increase students' overall cognition of traditional culture. For example, the teaching method that students are most interested in is adopted to make students willing to participate in the study. While recognizing the knowledge content of traditional culture, students can have a better understanding of the diversity of traditional culture, so as to help themselves establish correct three values in the learning process and enhance their sense of cultural and ethnic identity. In addition to the classroom as the main channel, the network platform can also be used as another classroom, which can not only meet students' understanding and cognition of traditional culture, but also bring space and time convenience to students' learning, which can be said to kill two birds with one stone. At the same time, colleges and universities can also make full use of the resources, add books about traditional culture in the library, create sufficient conditions for students to learn and understand traditional culture, so as to improve the enthusiasm of students to learn traditional culture, so as to better promote the inheritance and development of traditional culture.

#### **4.6 Teacher Examples as the Leading Role to Enhance the Role of Culture and Education**

In the process of ideological education in colleges and universities, teachers are the leading force in the whole process of education. In other words, teachers' ideas, codes of conduct and spiritual performance will have a potential impact on students. Therefore, when applying traditional culture to educate students, teachers should also start from themselves, standardize their own words and deeds, make themselves a qualified example, and teach students by their words and acts, so as to enhance the role of traditional culture education, which is more conducive to the inheritance and development of traditional culture in education.

#### **4.7 Social Practice as a Link to Cultivate Students' Cultural Awareness**

In order to inherit and develop traditional culture effectively, starting from college students, we should not only improve students' cognition of traditional culture, but also comprehensively improve their traditional cultural literacy. In addition to taking classroom teaching as the way, we should pay attention to practice and cultivate students' sense of responsibility. With social practice as the connection, colleges and universities can organize students to participate in some social practice activities in addition to ideological classroom education, so as to help students improve their ideological consciousness in the process of participating in activities. For example, by organizing students to participate in community activities, students should be endowed with benevolence in the process of caring for others; By organizing students to participate in volunteer activities, students can be trained to take responsibility and be willing to contribute. Moreover, they can hone their character through the tasks in the activities, so as to cultivate their will to be unyielding and brave (Figure 1); By organizing students to participate in tourism activities, leading students to visit various historical sites in China during the tour, so that students can understand the hardships of the development of the Chinese nation, so as to better cultivate their patriotism feelings. Starting from social practice, the integration of traditional culture into ideological education is no

longer just a form, which is more conducive to the development and inheritance of traditional culture.



Figure 1: Volunteer activities of college students

## 5. Conclusions

To sum up, China's excellent traditional culture is the "treasure" left by our country after thousands of years of development. The traditional culture not only reflects the code of conduct and ideas in all aspects, but also has its own cultural essence, which can promote the overall growth of individuals from a small point of view, and can promote social stability and national progress from a large point of view. Therefore, college educators should make more reasonable and effective use of traditional culture, integrate traditional culture in the process of ideological education, choose appropriate educational methods and guidance methods, help students recognize traditional culture, learn to practice traditional culture, and promote the implementation of ideological education in colleges and universities.

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