

# The Construction Path of Traditional Chinese Culture Education in Colleges and Universities in the New Era\*

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**Abstract**—Chinese traditional culture is a critical requirement of China's social development. Carrying forward the main melody, spreading positive energy, inheriting classics and upgrading the spiritual realm have become important contents of China's spiritual and cultural construction. Based on the scientific connotation and main characteristics of Chinese traditional culture, the significance of Chinese traditional culture education in colleges and universities, the reasons for and manifestations of the lack of Chinese traditional culture education are scientifically expounded, and the construction path of Chinese excellent traditional culture education in colleges and universities in the new era is put forward.

**Keywords**—the New era; colleges and universities; traditional Chinese culture; education; solutions

## I. INTRODUCTION

The traditional culture of China has accumulated the strongest spiritual quality and eternal value pursuit of the Chinese nation. It has nurtured the most unique cultural essence of the Chinese nation. In the long history of human society, the excellent traditional culture of China plays a role of education, guidance and evaluation, and has long been the classic bibliography of People's Daily study and leisure reading. In the history of human society, the traditional Chinese culture shoulders the education, guidance and evaluation of citizens, and has long been the classic bibliography of people's daily study and leisure reading. It guides people's speech and behavior imperceptibly and becomes an invisible moral norm. Chinese traditional culture has a long history, passing down from generation to generation. The Chinese descendants continue to innovate and develop in the course of cultural inheritance, and make Chinese traditional culture show great cultural appeals,

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constantly enhancing the cohesion and centripetal force of the whole Chinese nation. Colleges and universities are equipped with the cultural foundation, spiritual resources, teachers and an education platform for carrying out the traditional Chinese culture education. They can conduct the cultural education of family tree, family training, family rules, family rules and other cultural education for college students, and promote the inheritance and innovation of traditional Chinese culture. Therefore, colleges and universities should strengthen the inheritance and development of Chinese traditional culture.

## II. SCIENTIFIC CONNOTATION AND MAIN CHARACTERISTICS OF CHINESE TRADITIONAL CULTURE

To some extent, the traditional Chinese culture represents the essence of the Chinese nation. It has been passed down from generation to generation in the form of thoughts, values, ethics and codes of conduct, and can still serve as the moral norms guiding the whole society. Traditional Chinese culture is mainly composed of Confucianism, Taoism, Buddhism, Mohism and other cultural forms. The scientific connotation is embodied in the following aspects: Confucian culture has always been the mainstream of feudal society. It takes benevolence, propriety and the golden mean as the essence of thought, and strictly regulates the social ethical order and people's moral behavior; Taoist culture is mainly adhering to the law of nature, the unity of heaven and man, having a transcendent spiritual connotation; Buddhist culture focuses on transcending life, thinking about life, and educating people to do a good deed and punish the evil. Mohist thought advocates universal love, non-aggression, and advocating virtue, and puts forward a new vision of building a harmonious society by requiring everyone to be equal. The Legalism thought advocates the rule of law, which provides an important theoretical basis for the construction of a legal society. Ancient Chinese scientific and technological achievements are also an important part of traditional Chinese culture. In the field of astronomy, it mainly includes

astronomical calendars such as the Taichu Calendar, Season-Granting System, the twenty-four solar terms and the dry-branch chronology. In the field of mathematics, it includes Nine Chapters on the Mathematical Art, Zhou Jing, and The calculation of PI of Tsu Chung-Chi and so on. They are one of the traditional cultures in ancient China, and have laid a solid foundation for the rise, inheritance, progress and development of science and technology in human society. Secondly, traditional Chinese virtues are also an important part of excellent traditional Chinese culture. Virtue is a kind of invisible inner power, which can enhance self-confidence, inspire morale, and build up the love for the people, the family, and China. For example, our patriotic feelings, such as the constant self-improvement, Fan Chung-yen's concern about the world and his courage to be the first, Yueh Fei's devotion to the country, and Sun Yat-sen's devotion to the country, have been inspired. Stories about declining food, serving and learning from the master with reverence, burning incense to worship, Kong Rong sharing pears, showing filial to parents, and other well-known stories have all highlighted the great quality of filial piety, respect for teachers, brothers and friendship. In contemporary society, groups of good cadres of the party, such as Zheng Peimin, Guo Mingyi, Liao Junbo, Li Baoguo and Huang Dalian, are firm in their ideals and beliefs, conscientious, unwavering, full of deep feelings for the people, and willing to be good public servants to the people. These traditional virtues stimulate college students' patriotic enthusiasm and strong sense of social responsibility, cultivate their excellent volition and quality, and guide them to set up correct values. Excellent traditional virtues have become a correct value evaluation standard, strictly regulating the moral behavior of college students. In addition, Chinese humanistic spirits, such as self-reflection, arduous struggle, unrelenting self-improvement, being pioneering and enterprising, obscurity and selfless dedication, are also the main contents of traditional Chinese culture. It has a profound impact on people's value judgment, helps college students to shape humanistic spirit, improve personal quality, improve moral quality, resist all kinds of negative and wrong thoughts and understandings, and build a solid line of defense to negative thoughts. Also, it encourages college students to work hard, be aggressive and develop in an all-round way, so as to realize the value of life and promote the development and progress of society.

The main characteristics of Chinese traditional culture are embodied in the following aspects: One is inheritance. China is one of the four ancient civilizations in the world, with a long history of traditional culture, the formation of a high moral code, complete etiquette norms, excellent traditional virtues, and is known with the name of the "an ancient civilization, the state of ritual". With the development of The Times and social changes, the role of culture is becoming more and more prominent. Traditional Chinese culture has become an important part of modern social and cultural construction and has been inherited and developed in the world cultural integration. Second is its characteristic of education. Traditional Chinese culture shows strong humanistic spirit and volitional quality, and breeds rich ideals, values, moral standards and rules of conduct. Chinese fine traditional culture has an important

impact on the formation and development of people's correct values. It can improve people's moral cultivation and comprehensive quality, help them establish correct values, regulate the words and deeds of college students, and cultivate excellent moral qualities of college students. The third is practicality. Chinese fine traditional culture is a part of the social superstructure, which has a reaction to the economic foundation. The spread, inheritance and development of traditional Chinese culture is conducive to enriching the country's governance concept, raising people's moral standards and code of conduct, practicing the core socialist values, forming a strong sense of national pride, cohesion, and promoting the prosperity and development of China's society.

### III. THE CONSTRUCTION PATH OF TRADITIONAL CHINESE CULTURE EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

#### A. *Strengthening Institutional Building and Improving the Guarantee Mechanism for the Fine Traditional Chinese Culture*

In the new era, in adherence to the principles of critical inheritance, discarding the dross and extract the essence, making the past serve the present, and be inclusive, colleges and universities should not only focus on teaching, scientific research and employment of college students, but also attach great importance to the educational effect of the excellent traditional Chinese culture. Universities should reverse the deviation and misunderstanding of traditional culture. In the system construction of Traditional Chinese culture, colleges and universities should attach great importance to the construction of traditional culture, invest a lot of manpower, material resources and financial resources, and strengthen equipment investment and management. Colleges and universities should fully integrate the actual economic and social conditions and the individual characteristics of college students to develop scientific construction of subject and curriculum. At the same time, colleges and universities should strengthen system construction, strengthen leadership, clarify division of labor, and implement responsibilities. According to students' different professional levels, age structure and knowledge acceptance ability, and practical working mechanisms should be formulated pertinently. It should also improve scientific Traditional Chinese culture curriculum construction opinions and implementation plan. The course construction of Traditional Chinese culture should be integrated into the ideological and political education in colleges and universities to promote itself. Colleges and universities should strengthen the evaluation, examination and supervision of traditional culture courses, strengthen the evaluation system, improve the examination mechanism, strengthen the supervision and management, and implement moral education in colleges and universities practically.

### *B. Integrating Resources, Optimizing Design, and Constructing a Complete Education System of Traditional Chinese Culture*

In order to better construct the education system of Chinese traditional culture, colleges and universities should adhere to the concept of seeking truth from facts and making innovation and development, continuously strengthen the organization and leadership, establish the leadership group of Chinese traditional culture education, and set up an office to take charge of the education and management. At the same time, colleges and universities should adhere to the principle of keeping pace with The Times and taking students as the center, strengthen the scientific and humanistic setting and guidance of courses, focus on cultivating the ideological and political qualities of college students, standardizing their behaviors and promoting the improvement of their comprehensive abilities. Colleges and universities constantly improve the work quality of traditional Chinese cultural service centers, innovate work forms, improve work methods, broaden the scope of work, and improve the construction of service brands, so as to give full play to the function of serving college students. Colleges and universities should constantly integrate all kinds of educational resources, strengthen curriculum reform, optimize curriculum design, and actively construct a complete education system of Chinese traditional culture. In terms of curriculum setting, colleges and universities should change the book-centered classroom teaching, adhere to the guiding ideology of keeping pace with The Times, and arrange the curriculum teaching plan and teaching content in a scientific and reasonable way. In addition to compulsory courses such as college Chinese and an introduction to excellent traditional Chinese culture, the analects of Confucius, Tao Te-Ching and other classics should be incorporated into textbooks to enrich the content of education. Colleges and universities should make scientific use of multimedia technology, network teaching and other forms to improve teaching methods, enrich teaching forms, broaden teaching media, and deepen the construction of education system of Chinese fine traditional culture.

### *C. Enriching and Improving the Content of Traditional Chinese Culture in the Ideological and Political Education of College Students*

In the new era, colleges and universities should attach great importance to the role and value of Chinese excellent traditional culture, and fully strengthen the integration and development between Chinese traditional culture and ideological and political education, which is to enrich and perfect the content of Chinese excellent traditional culture in the ideological and political education of college students. Colleges and universities should change the current situation that ideological and political education curriculum and Chinese excellent traditional culture education curriculum are divided into two branches and strengthen communication between disciplines and mastery of knowledge points; Colleges and universities should strengthen the construction of teacher communication platform, constantly strengthen the communication and exchange between teachers, better grasp the learning situation and learning effect of college

students, make reasonable adjustment according to the learning situation of college students at any time, and carry out teaching activities with a definite object in mind; At the same time, colleges and universities should constantly enrich and improve the content of Chinese excellent traditional culture in the ideological and political education of college students, integrate Chinese excellent traditional culture into classroom teaching, actively strengthen and improve the teaching system in colleges and universities, and achieve the goal of moral education. Colleges and universities constantly improve the construction of ideological and political curriculum education system. In addition to setting up compulsory courses of Chinese excellent traditional culture, colleges and universities should constantly enrich the course contents of Chinese excellent traditional culture and strengthen the carrier construction of curriculum implementation. By offering traditional cultural and art courses such as flower arrangement, piano playing, calligraphy, sculpture, opera performance, statue shaping, ancient poetry reading, martial arts performance and acrobatic performance, colleges and universities are constantly enriching the cultural connotation of college students and improving their cultural accomplishment.

### *D. Strengthening the Construction of Teachers, Improving Their Quality and Accomplishment of Excellent Traditional Culture*

In the new era, colleges and universities attach great importance to the education and cultivation of college students' traditional culture. In order to better construct the system of Chinese traditional culture, colleges and universities should constantly strengthen the construction of teachers and improve the quality and accomplishment of excellent traditional culture in all aspects. Because college teachers are the main implementation of traditional culture classroom teaching, teachers' cultural literacy has an important impact on college education and teaching work. By developing traditional culture theory knowledge content such as special training, political theory and professional knowledge training, colleges and universities make teachers get a deeper understanding and grasp of Chinese excellent traditional culture. They constantly improve teachers' accomplishment and background knowledge about literatures of Chinese excellent traditional culture, better help teachers to carry out the education of traditional culture teaching. In the ideological and political education of college students, teachers change the traditional teaching mode and actively adopt the new media to create teaching situation scientifically and enhance the interest of classroom teaching. At the same time, the interaction between teachers and students should be strengthened to form the resonance of thoughts and emotions, which is conducive to activating the classroom atmosphere and mobilizing the learning enthusiasm. Traditional Chinese culture courses in colleges and universities actively adopt a variety of forms such as heuristic teaching and comprehensive teaching, improve teaching methods, enrich teaching content, integrate practical and connotational cases, events, and mottos into teaching, and promote effective teaching activities in colleges and universities.

#### E. *Improving Educational Methods and Raising the Educational Level of Traditional Culture in an All-round Way*

In the new era, in the traditional Chinese culture education, colleges and universities should change the traditional teacher-oriented teaching mode, constantly enrich the teaching content, improve the teaching method, and reform the teaching carrier. Colleges and universities should actively improve the form of classroom teaching. In addition to carrying out classroom teaching in strict accordance with the teaching syllabus and textbooks, colleges and universities should adhere to the principle of keeping pace with The Times and taking students as the main body, fully combining with the actual situation, actively carry out the reform and innovation of curriculum, improve the mode of classroom teaching, and enrich and innovate the methods of classroom teaching. Colleges and universities should adhere to the principle of teaching students in accordance with their aptitude, enrich the setting of classroom teaching situation, highlight the timeliness of Chinese traditional culture teaching, constantly activate the atmosphere of classroom teaching, and better play the role of Chinese traditional culture in educating people. Colleges and universities can make full use of new media technologies to build interactive platforms for teachers and students, upload and update works of excellent traditional Chinese culture from time to time, and constantly strengthen the communication of traditional Chinese culture. Teachers adopt the mode of multimedia teaching in the form of PPT, pictures, video and documents, etc. to fully mobilize the enthusiasm of college students. Colleges can dig through the school teacher resources and invite campus culture scholars and experts to set up humanity education in the form of series courses. The course should be combined with the party class and youth league class, freshman entrance education, situation and policy education and various themed education activities to form a good atmosphere for inheriting and carrying forward China's excellent traditional culture. Through Weibo, QQ, WeChat, campus LAN, LED screen, campus website and other forms, colleges and universities continue to strengthen the dissemination of China's outstanding traditional culture, improve the political theoretical literacy and scientific cultural accomplishment of college students; Through the second classroom teaching, micro-classroom teaching, social practice, classic poems recital contest wrestling, martial arts competitions, and other forms of activities, colleges and universities carry forward the socialist core values, strengthen college students' patriotic enthusiasm, improve the ideological and political culture of the college students, promote the all-round development of college students, and achieve the effect of the education of Chinese excellent traditional culture teaching.

#### IV. CONCLUSION

The excellent traditional Chinese culture is the most precious spiritual wealth and unique spiritual food of the Chinese nation. It is of great value and significance to the inheritance and development of Chinese civilization in the new era. In the new era, colleges and universities should

fully realize the importance of the excellent traditional Chinese culture education and face up to the problems existing in the current excellent traditional Chinese culture education. They should constantly innovate the educational concept, improve the educational method, broaden the educational carrier, actively construct the education system of Chinese excellent traditional culture, realize the integration development of Chinese excellent traditional culture and ideological and political education of college students, improve the ideological and political accomplishment and cultural accomplishment of college students, and promote the comprehensive development of college students.

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