

Research on the way of excellent traditional culture playing its role in the cultural construction of colleges and universities in the new era

Chunming Xu^{1,a}, Can Wang^{1,b,*} and Nan Yang^{1,c}

¹No.999-26, Bingang Road, Lvshunkou Economic Development Zone, Dalian City, Liaoning Province, China

^a652196979@qq.com, ^b297413904@qq.com, ^c872949965@qq.com

*Corresponding author

Keywords: Traditional culture, Cultural construction, The new era.

Abstract. The new era is an era of building a great modern socialist country in an all-round way and striving for the great renewal of the Chinese nation. Without the prosperity of culture, there will be no great rejuvenation of the Chinese nation. We must adhere to the path of developing socialist culture with Chinese characteristics, stimulate the cultural innovation and creativity of the whole nation, and build a strong socialist culture. Therefore, we must correctly understand the connotation of university culture construction and Chinese excellent traditional culture and relations by analyzing the problems existing in the university cultural construction. We must constantly innovate the ways and methods of carrying forward excellent traditional culture in the construction of campus culture, activate the contemporary value of excellent traditional culture, and then promote the construction of campus culture in China better, so that contemporary college students can develop in a comprehensive direction, cultivate socialist core values, and establish cultural confidence.

1. The significance of carrying forward Chinese excellent traditional culture in the cultural construction of colleges and universities

1.1 The need of cultivating the promoters of excellent traditional culture and inheriting it

Since the reform and opening up, with the development of economic globalization, various cultures have come one after another. Faced with the impact of foreign culture, the status of China's excellent traditional culture was shaken. Since the 18th National Congress of the Communist Party of China (CPC), the CPC Central Committee has repeatedly proposed to carry forward the fine traditional Chinese culture and demonstrate the charm of the Chinese nation. Xi Jinping has pointed out that "only by keeping in mind the original can we open up the future, and only by being good at inheriting can we make better innovations." The development and rejuvenation of the Chinese nation must look for the deep-seated source of national cohesion from Chinese traditional culture and the spiritual power of development from the inheritance and innovation of traditional culture. The campus has always been the cradle of knowledge, where there are excellent people's teachers who "preach, impart knowledge and solve puzzles" and four new people who "have morality, ideals, culture and discipline". Therefore, carrying forward the excellent traditional culture in the construction of campus culture can not only promote and spread the excellent traditional culture with successors, but also feed the society through the construction of campus culture, establish a brand in the society, and let people treat the problems rationally.

1.2 To improve the humanistic quality of college students and fulfill the task of building moral education

At present, the quality-oriented education advocated by colleges and universities is oriented towards all college students and pays attention to their comprehensive and long-term development. However, contemporary college students are confronted with various cultural shocks. Some students have a poor grasp of the mainstream cultural concept, vague ideal and belief, poor psychological quality, lack of rational identification ability in the face of various cultures, and weak ability to resist vulgar

culture. Therefore, it is difficult to stick to the positive role of excellent traditional Chinese culture. College campus not only requires the transmission of cultural knowledge between educators and educatees, but also guides college students to develop in a comprehensive and long-term direction through various means. Chinese excellent traditional culture plays an important guiding role in cultivating well-rounded college students and carrying out the education task of cultivating virtuous and cultivating talents. It should be rooted in the excellent traditional culture of China, and cultivate the patriotic spirit of "the rise and fall of the world, every man has his own responsibility", the spirit of contribution of "the world's sorrow first, the world's joy later", the practical spirit of "a journey of a thousand miles begins with the first step", and the spirit of struggle of "the road of study is the road of diligence, the sea of learning is the boat of toil". The excellent traditional culture is internalized into the quality of college students, and externalized into action.

1.3 The need of cultivating college students' cultural confidence and building a harmonious campus

Marx believed that "man creates the environment, and in the same way, the environment creates man." As the primary participants of campus culture construction, college students' ideals and beliefs directly affect the success or failure of campus culture construction and its significance. Moreover, as an ancient saying goes, "those who stay with zhu will get red and those who stay with ink will get black." the campus environment of a school reflects the running purpose of a school and has a guiding function for the development of the main body of the school. Under the background of network informationization, campus culture is impacted and many puzzling phenomena appear. "Since ancient times, the Chinese people have advocated the idea of 'harmony', which should be reflected in the construction of campus culture. We should build a clean, elegant and harmonious campus environment with good cultural atmosphere, harmonious relationship between man and nature, and harmonious relationship between man and man, so as to give full play to the educational function." Moreover, as an important part of the social system, colleges and universities represent the orientation of advanced culture and aim to cultivate successors to socialism with all-round development of morality, intelligence, physique and beauty. Therefore, they must also cultivate the qualities of honesty, trustworthiness, generosity and self-discipline.

2. Problems existing in the cultural construction of colleges and universities in the new era

In the new period, the construction of campus culture has made some achievements, but the guidance and support function of traditional culture to the construction of campus culture has not reached the desired effect to some extent. In the construction of campus culture in colleges and universities also exposed many problems, mainly reflected in the following aspects.

2.1 The university needs to pay more attention to the construction of campus culture

In the construction of campus culture in colleges and universities, the construction of material aspect is the most easy to start and the effect is faster. Since the enrollment expansion of colleges and universities in 1999 until the peak of enrollment expansion in 2012, the enrollment rate of students also showed a straight upward trend. On the one hand, colleges and universities began to constantly expand their campuses, and the scale of the buildings became larger and larger. For latent and slow-developing software construction, such as the construction of school spiritual culture, professional teachers' insistence on the dominant position of advanced culture is not well reflected. On the other hand, "higher education also shows a 'emphasis on science and technology, light humanities; Professional, light foundation; Book, light practice; Emphasis on generality, light personality; The disadvantage of valuing utility over quality is that the humanistic quality of college students is weakening." In the process of education implementation, the objective of traditional education is not clear, the content of education is not attractive, the means are backward and the way is outdated, which affects the cultivation of college students' humanistic quality and deviates from the comprehensive and long-term development of quality education. As is known to all, the role of teachers is not only to pass on knowledge, but also to guide students to develop a good ideological

quality. Students are the main actors of all campus activities, and the construction of campus culture focuses on promoting students to play a main role. In contemporary society, due to the impact of various bad ideas, the main role of college students has been obviously missing, mainstream values have been affected. Therefore, the role of excellent traditional culture has been particularly obvious in the construction of campus culture. However, there are not enough specially trained teachers for excellent traditional culture professors in colleges and universities, and they cannot provide good guidance for students. The cultural construction of colleges and universities in the new era is to make the main body of the campus fully display their own value, so as to achieve the state of each performing its own duties and working together.

2.2 College students' cognition of excellent traditional culture needs to be deepened

First of all, the 21st century is an informationalized world, and today's society presents a prosperous scene of knowledge and culture. An increasingly competitive society, for college students is reading a book, no matter continues to pursue advanced studies in the future, or employment choice, in order to meet the needs of the society, they tend to learn professional knowledge, or to take part in the various skills training, the expected outcome slower less traditional culture help to their future career is a dispensable attitude. The practicability of traditional culture education is not as high as that of science and engineering, so it is also known as the "cold". They are not valued by college students, and their study is not thorough enough. They are often regarded as elective courses or examination courses. Under the background of utilitarianism, the main reason for college students to choose lies in their lack of understanding of traditional culture and their neglect of the influence of excellent Chinese traditional culture on their inner cultivation.

Secondly, the phenomenon of worshipping foreign things happens from time to time. Some college students blindly worship foreign culture, love foreign football stars, adore American movies, love Korean dramas and western lifestyles, and lack rational analysis of social phenomena. General secretary Xi Jinping pointed out that "China's excellent traditional culture embodies the world outlook, outlook on life, values and aesthetic standards that the Chinese nation has formed and inherited from generation to generation in production and life. Its core content has become the basic cultural gene of the Chinese nation." The educational function and guiding function of China's excellent traditional culture for college students is advanced. As a rising star of national soft power, college students must constantly improve themselves and reshape their moral and interpersonal values.

Finally, some college students' participation in campus culture construction is not strong. In today's university campus, the leading role of campus culture construction is mainly the upper departments of the school, such as student affairs office and youth league committee, etc. The participation of teachers and students is not high, or only a part of the activities, the lack of the overall sense of participation and academic guidance of the school. It is not enough for campus culture to rely on a few "elites". It needs an idea of "all-staff co-construction". But there are some negative thoughts: most college students tend to think that my ability is not enough, in line with "claptrap, hang high" state of mind that all activities will be a student association, student association to participate in the organization construction, and they have no obligation and responsibility to participate in, is no good to have some people think they are involved.

2.3 The influence of network culture on the construction of traditional culture

The younger generation has grown up in the popularization and development of the Internet, so most of them have a strong dependence on the network culture. However, the development of network culture also presents problems such as inadequate management and supervision, and some contents are disorderly, which challenges the construction of excellent traditional culture. , for example, some college students will be felt in the virtual space, to find a solution to the emotional sustenance and comfort of the mind, or addicted to online games, Internet chat, will be a lot of time for network, caused the loss of their ideal faith, interpersonal indifference, lack of social responsibility, also

produced the construction of campus culture, therefore, cannot hit a blind area, brings to the construction of campus culture.

3. The path of excellent traditional culture in the construction of college culture

3.1 Perfect the system for the construction of campus culture of Chinese excellent traditional culture

First, take the student's overall development as the core, carries on the modern university system construction. As the saying goes, "no rules, no standards", campus activists as a large team, if there is no relevant system to the main body of the campus constraints, then it will be scattered sand. The outline of the national medium - and long-term program for education reform and development (2010-2020) proposes a strategic task of building a modern university system, which puts forward requirements on university management. In this respect, colleges and universities should give full play to the role of leadership, guidance and active participation of students. On the one hand, we should perfect the rules and regulations of the school, regulate students' behaviors from the perspective of excellent traditional Chinese culture, encourage good behaviors and criticize evil ones, and guide students to develop in a positive and comprehensive direction. On the other hand, we should pay attention to the concept of "people-oriented" in traditional culture, and show humanistic care for students on the basis of a sound system, so as to win the approval and support of students, who will consciously abide by the rules and regulations and form good habits.

Second, establish excellent traditional culture guidance group to strengthen cultural construction guidance. Released on January 20, 2018 "the central committee of the communist party of China, the state council on deepening the reform of the new age teachers team construction comprehensive opinion" pointed out that "teachers to spread knowledge, thought, the historical mission of truth, is shouldering the era of mold, mold life, shaping soul, is the first resource in the development of education, is a country rich and strong cornerstone of national revival, people's happiness." Teachers are the key of traditional culture education and dissemination. Their quality and the amount of traditional culture education they have received are directly related to the direction of campus culture construction. At present, there are few college teachers who have received special training of Chinese excellent traditional culture education. So, now we must strengthen the construction of teaching staff in colleges and universities, introduction of high quality, high skill talented person, or to send a group of teachers to study traditional culture, the benefit of the influence of the traditional culture, make teachers in colleges and universities in the thought, moral, faith, etc, to accept the baptism of the traditional culture, in order to improve the level of teaching staff. In addition, still need to organize the teacher set up fine traditional culture of the steering group, responsible for the construction of campus culture, to compile Chinese excellent traditional culture of classical reading, organizing students' excellent culture, and to evaluate the content of the campus culture construction, testing student's thought direction at any time, make its moving in the right direction.

3.2 Increase the investment in the cultural construction of Chinese excellent traditional culture restoration universities

First, increase the investment in campus cultural facilities. A university needs fine campus cultural facilities. First of all, as the infrastructure of college education, library is not only one of the important places for college students to acquire professional knowledge and improve their ability after class, but also an important place for college students to enrich their extracurricular life and increase their knowledge reserve. As a kind of high quality educational resource, it is possible for us to carry forward Chinese excellent traditional culture and sing the main melody of socialist core values in the construction of campus culture. Therefore, it is necessary to increase the investment in the library, enrich the books related to traditional culture in the library, make the library become the backing force for the promotion and dissemination of excellent traditional culture, and let college students learn by conditions. Secondly, in the information age, the perfection of the campus network, the renewal of the school newspaper and the construction of the campus radio station is particularly

important. Schools should increase the investment in campus network, regular maintenance, supervision to meet the needs of college students network; Make good use of the school newspaper and magazine to do a good job of publicity work, use the campus radio station for all students to read a wide range of manuscripts to carry forward the excellent traditional culture.

Second, highlight the value of excellent culture in campus landscape construction. Campus landscape environment is an important material carrier and indispensable part of campus culture, such as static overall architecture, planning and layout, sculpture, dynamic daily life of teachers and students, behavior, social activities, living habits and so on these two aspects can form different sizes and shapes of cultural landscape in the campus. The campus landscape always influences the students and teachers in different ways and plays an important role in the cultural construction and learning life of the whole university. Universities at the start of the school will pay attention to the embodiment of the spirit of university, in the process of the expansion of the campus, then also asked for the campus layout have a whole grasp, whether pruning of plants and trees on campus, the layout of the road, or Posting of campus signs and posters should reflect the traditional culture of "harmony" ideas, aims to build a harmonious campus environment. Although each college embodies its own ideas and forms its own unique campus culture in the process of building the school, its layout and style should reflect the school-running spirit of the campus.

Third, increasing the financial input in to the traditional culture of learning, enrich the teaching contents, organization innovation, excellent traditional culture of learning includes not only "the classics" "righteousness and propriety wisdom letter" theory of learning content, including the Chinese calligraphy, martial arts, the outstanding traditional culture such as piano chess calligraphy and painting art learning, arouse student interest in the outstanding traditional culture, also can be the excellent traditional culture and the ideological and political education combined education, etc, make the students to participate in social outstanding traditional culture to preach, to let the students do want to learn, to learn, to learn better. According to the characteristics of the students and their interest in some sexual activity, such as "the dictation of Chinese characters" "solitaire" poetry "idioms solitaire" classics such as competition, through the class, school elected excellent students, to engage in a provincial and national competitions, encourage students to learn the excellent traditional culture, the cultural quality improved in the activity.

3.3 Cultivate the cultivation atmosphere of campus culture construction of Chinese excellent traditional culture

First of all, we should cultivate the atmosphere of learning traditional culture. Since the implementation of the Chinese classic reading project, the status of traditional Chinese culture has been improved. To carry out the Chinese classic reading project in the construction of campus culture in colleges and universities is to render a kind of educational atmosphere of inheriting excellent traditional culture in the campus. Schools to organize, let the department as a unit, respectively carry out popularization, student union and student cadres to play a model role, take the lead in learning traditional culture, reading the Chinese classics. Teachers should check and supervise the class reading regularly. Counselors should also regularly check the reading results of each class and class in the college, select several excellent representatives to attend the reading of the department on behalf of the class, and reward those who performed well, and attract the classrooms of the college to participate in the reading, so as to cultivate the atmosphere of inheriting classics.

Second, organize festival celebrations to highlight the importance of traditional festivals. Chinese traditional festivals focus on the expression of the values of the Chinese nation, thinking mode, ethics, norms of conduct, aesthetic appeal, embodies the unique charm of the Chinese nation. To carry forward the excellent traditional culture in the construction of campus culture is to highlight the importance of traditional festivals. Let students understand the origin and development of traditional Chinese festivals, the organization forms of festival celebration activities, the festival that day, let the campus full of festive atmosphere, let each people can feel the Chinese culture has a long history, with national dance show 56 ethnic members of the Chinese nation, to the Chinese opera performance art, to the ancient musical instrument performance of the Chinese nation. In a word, activities should

be carried out in a way that college students are happy to see, and excellent traditional cultural thoughts should be permeated through activities.

At last, we should make good use of volunteer service activities to highlight the spirit of traditional culture. "The 'root' of voluntary service culture is China's excellent traditional culture. Voluntary service culture is the product of inheriting China's excellent traditional culture. It consciously embodies moral civilization and integrates the traditional virtues of the Chinese nation." Volunteer service culture in contemporary China, for example, the "love", Confucian advocated "benevolence", Mohist school advocates the "universal love" "the attack", Taoism advocates the "universal love", Buddhism advocated "merciful", these are the essence of Chinese excellent traditional culture, to "dedication, love, mutual aid" as the core content of the volunteer service culture, is the inheritance and development of Chinese excellent traditional culture. There are all kinds of volunteer service organization in the university, the school shall give full play to the role of these organizations, highlighting the significance of its existence, in volunteer service activities, training students' correct attitude, strong sense of responsibility, work hard in the service consciousness and the dedication of the unknown, in the construction of campus culture to create a harmonious educational atmosphere with love.

4. Conclusion

Culture as the soft power of a country, Chinese excellent traditional culture as the essence of culture, the important value to the cultural construction of colleges and universities has become more and more obvious. Should from the system construction, increasing investment and create a cultural atmosphere and other aspects, for the construction of campus culture in colleges and universities, the implementation of khalid ents education task, create positive good environment for college students, to guide college students' comprehensive long-term development, set up cultural confidence, for the foster successors of socialism with Chinese characteristics.

References

- [1] Zheng Yi, Analysis on the combination of traditional Chinese culture and contemporary college students' ideological and political education, *Literary (theoretical)*, vol.10, 2012.
- [2] Chen Ying, Chen Lai, Zhu Lan, Zhao Hongwen, Inherit and carry forward the excellent traditional Chinese culture, *Current affairs report*, vol.10,2014.
- [3] Zhao Hejuan, Excellent traditional culture is integrated into the study of university campus culture. *Modern women*, vol.3, 2013.