

Research on the Path of Chinese Excellent Traditional Culture Entering Campus

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ABSTRACT

Chinese excellent traditional culture is the essence of Chinese traditional culture. Entering campus is an effective way to inherit and develop excellent traditional culture. Through empirical research, this paper uses dual regression model to analyze the influence factors of music, food, monuments, medicine, traditional festivals, etc. of excellent traditional culture entering the campus of Shanghai as the object of field research. The three dimensions of civilized behavior guidance and extracurricular practice activities are used to study the effective path of excellent traditional culture into campus. Finally, it is proposed that schools should strengthen the connection with Chinese excellent traditional culture through intellectual education, moral education, aesthetic education, etc., and promote Chinese excellent traditional culture to enter campus.

Keywords: Chinese excellent traditional culture, traditional culture entering the campus, implementation path

I. INTRODUCTION

Chinese excellent traditional culture is not only the quintessence of China's 5,000-year culture, but also the crystallization of the collective wisdom of the Chinese nation. Excellent traditional culture is the spiritual source of the Chinese nation's self-confidence, and it is also the continual spiritual power. In the report of the 19th National Congress of the Communist Party of China, Xi Jinping pointed out: "The socialist culture with Chinese characteristics is derived from the excellent traditional Chinese culture nurtured by the Chinese nation's 5,000 years of civilization and history, and is cast in the revolutionary culture and advanced socialist culture created by people under the leadership of the Party in the course of revolution, development and reform, and is rooted in the great practice of socialism with Chinese characteristics. In addition, in the "Opinions on the Implementation of the Project for the Inheritance and Development of Chinese Excellent Traditional Culture", it is pointed out that the education of excellent traditional culture is an important way for the inheritance of excellent Chinese traditional culture and an important way to promote the inheritance and innovation of excellent traditional culture. As the main front of education, campus needs excellent cultural resources to enter the classroom, nourish the hearts of

students, enrich their daily life, cultivate students' moral sentiment, and cultivate their national identity and cultural confidence, so excellent traditional Chinese culture plays a vital role in entering the campus.

II. AN EMPIRICAL ANALYSIS OF EXCELLENT TRADITIONAL CULTURE ENTERING CAMPUS — TAKING SHANGHAI AS AN EXAMPLE

After China experienced the modern historical changes, under the influence of western culture, the Chinese excellent traditional culture has suffered a great impact, and its influence has been weakened to a certain extent in various aspects such as student curriculum learning, student behavior guidance, extracurricular activities and so on. In order to understand the excellent traditional culture on campus and effectively promote students to learn the excellent Chinese traditional culture, we hereby take Shanghai as an example to carry out an on-site investigation of the current situation of excellent traditional culture on campus. This questionnaire survey took primary and secondary school students and college students in Shanghai as the analysis unit. Cluster sampling method was adopted to distribute 2000 questionnaires, 1,937 valid questionnaires were collected, and the effective recovery rate of questionnaires was 96.85%. Through field research and the use of binary logistics regression model, this paper analyzes the sample data and finds out the relevant factors influencing the excellent

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traditional culture entering the campus, so as to explore an effective path for the excellent traditional culture to enter the campus.

TABLE I. FREQUENCY OF TRADITIONAL CULTURES OF INTEREST

		Response		Percentage of cases
		The case number	Percentage	
Traditional culture of interest ^a	Chinese traditional musical instrument	1196	13.2%	62.0%
	Chinese Classical Literature	1092	12.0%	56.6%
	Chinese traditional arts: calligraphy, opera, etc	1411	15.5%	73.1%
	Chinese traditional cuisine	1014	11.2%	52.5%
	Thoughts of the Ancient Schools: A Hundred Scholars in the Spring and Autumn Period	748	8.2%	38.7%
	Chinese historical monuments and tourism	1190	13.1%	61.6%
	Chinese Medicine	702	7.7%	36.4%
	Chinese traditional festival	1027	11.3%	53.2%
Total	Traditional sports	709	7.8%	36.7%
Total		9087	100.0%	470.7%

^a. The value 1 is used to tabulate the two groups.

TABLE II. VARIABLES IN THE EQUATION

		B	Standard error	Wald	Degree of freedom	Significance	Exp(B)
Step 1 ^a	Personal reasons, not interested in traditional culture	-.344	.311	1.224	1	.269	.709
	Overburden of study, no time to follow	.714	.300	5.661	1	.017	2.042
	Feel useless to yourself and waste time	.113	.452	.062	1	.803	1.119
	The school does not pay attention to it and the explanation is not deep enough	-.534	.363	2.164	1	.141	.586
	There are fewer ways to understand and insufficient publicity	.256	.311	.677	1	.411	1.292
	Other	.365	.529	.476	1	.490	1.441
	Constant	.726	.318	5.197	1	.023	2.066

Variables entered in step 1: Personal reasons, not interested in traditional culture; Overburden of study, no time to follow; Feel useless to yourself and waste time; The school does not pay attention to it and the explanation is not deep enough; There are fewer ways to understand and insufficient publicity; Other.

Through the field survey data and the results of the binary regression analysis, "Table I" and "Table II" show that the student group is overburdened in learning, and there is no extra time and energy to understand the excellent traditional culture and self-cultivation actions, which hinders the excellent traditional culture from entering the campus. According to the results of descriptive statistical analysis (Table I), students are quite interested in traditional Chinese arts such as calligraphy and opera. Based on this, this research focuses on the students' interest, and analyzes the integration of Chinese excellent traditional art into campus. In this study, Chinese excellent traditional culture and art were selected as the dependent variable, and various possible factors leading to students' ignorance of excellent traditional culture were taken as independent variables to conduct binary logistics regression analysis. The analysis shows that the "overburden of study" of the student group has a

significant impact on the dissemination and learning of Chinese excellent traditional culture and art. Students usually have too much learning tasks in school and lack spare time to learn the relevant knowledge of Chinese excellent traditional art and culture, and have no time to practice Chinese excellent traditional art and culture in self-cultivation.

TABLE III. VARIABLES IN THE EQUATION

		B	Standard error	Wald	Degree of freedom	Significance	Exp(B)
Step 1 ^a	TV	.435	.319	1.861	1	.173	1.545
	The traditional media	.599	.317	3.564	1	.059	1.821
	Classroom teaching	.369	.324	1.301	1	.254	1.447
	Emerging Online media	.780	.299	6.779	1	.009	2.181
	Extracurricular books	.546	.373	2.141	1	.143	1.727
	Teachers and elders or friends to explain	.204	.340	.358	1	.550	1.226
	Newspapers and magazines	.120	.435	.076	1	.782	1.128
	Visit historic Sites	.265	.309	.735	1	.391	1.303
	Urban public service advertisements and civilized slogans,	.167	.332	.251	1	.616	1.181
	Exhibition, museum or library	.320	.318	1.008	1	.315	1.377
	Other	-2.004	1.193	2.825	1	.093	.135
Constant	-.697	.331	4.442	1	.035	.498	

Variables entered in step 1: TV; The traditional media; Classroom teaching; Emerging Online media; Extracurricular books; Teachers and elders or friends to explain; Newspapers and magazines; Visit historic Sites; Urban public service advertisements and civilized slogans; Exhibition, museum or library; Other.

The space-time advantage of the Internet broadens the path of the excellent traditional culture enter the campus, thus making innovations in the form of the excellent traditional art to enter the campus and playing an obvious role in promoting it. The spread and influence of any kind of culture must rely on a certain carrier. On this issue, this study adopts the method of binary logistics regression analysis, and selects The Chinese excellent traditional art and culture as the dependent variable, the forms of students' acceptance of excellent traditional culture with the highest efficiency are set as the independent variable. The analysis shows that the choice of various emerging network media forms has a significant impact on the Chinese excellent traditional art and culture into the campus. The 21st century is the era of the Internet, the widespread popularity of online media and its own advantages such as timeliness and interactivity have broken through the limitations of time and space and built an innovative platform for excellent traditional culture to enter the campus.

III. RESEARCH ON THE PATH OF EXCELLENT TRADITIONAL CULTURE ENTER THE CAMPUS

In this part of the descriptive statistical analysis of the status quo of excellent traditional culture enter the campus, it is found that the implementation path of the school in the three dimensions of students' curriculum training, civilized behavior guidance and extracurricular practice activities still needs to be further improved.

Take the way of student curriculum training as the implementation path. In accordance with students' learning interests, learning habits and learning methods, the establishment of excellent traditional culture courses mainly adopts classic excellent reading materials such as "Di Zi Gui", "The Three-Character Classic", "Tao Te Ching" and traditional art education

such as classical music, folk dance, calligraphy and opera, so as to strengthen the effect of excellent traditional culture entering the campus and connecting with the student body for self-cultivation. The data of the questionnaire survey shows that 80% of the students surveyed are willing to learn more about Chinese excellent traditional culture, and 86% of the students hope to learn traditional Chinese virtues through classic readings such as "The Rules of the Disciples", "The Three-Character Classic", and "Tao Te Ching". In accordance with students' learning interests, learning habits and learning methods, the establishment of excellent traditional culture courses mainly adopts classic excellent reading materials and traditional art education such as classical music, folk dance, calligraphy and opera, so as to strengthen the effect of excellent traditional culture entering the campus and connecting with the student body for self-cultivation.

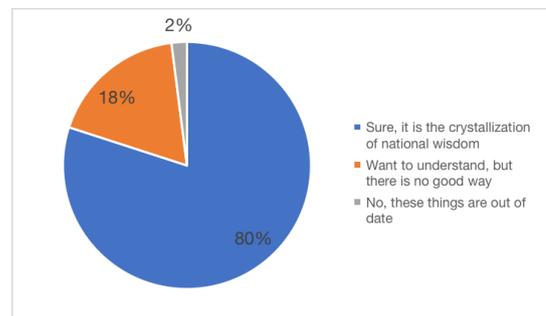


Fig. 1. Willingness to understand Chinese traditional cultural knowledge.

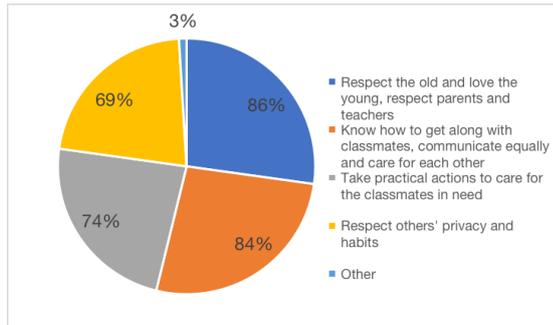


Fig. 2. The moral qualities that students hope to learn through learning from traditional books.

The implementation path should be guided by civilized behavior. Aiming at all kinds of uncivilized behaviors on campus, the school strengthens the ideological and moral construction of students and the standard guidance of civilized behavior through cognitive education and practical activities, so as to promote the excellent traditional culture to take root in the campus, guide the students' civilized behavior, and create a good atmosphere for the excellent traditional culture to enter the campus. In the questionnaire survey, 71% of the students believe that school education has a major impact on their own civilized self-cultivation behavior. Aiming at various uncivilized behaviors on campus, 70% of the students hope that the school can carry out campus self-cultivation activities through theoretical cognition and practical education. The school strengthens the ideological and moral construction of students and the standard guidance of civilized behavior through cognitive education and practical activities.

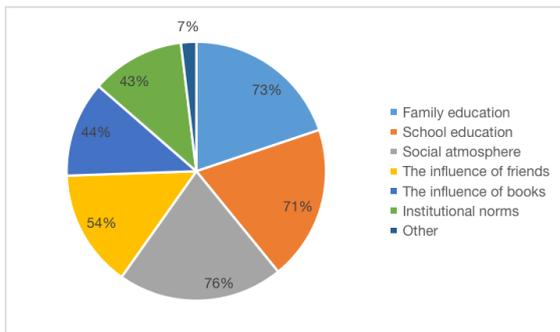


Fig. 3. Factors affecting students' civilized behavior.

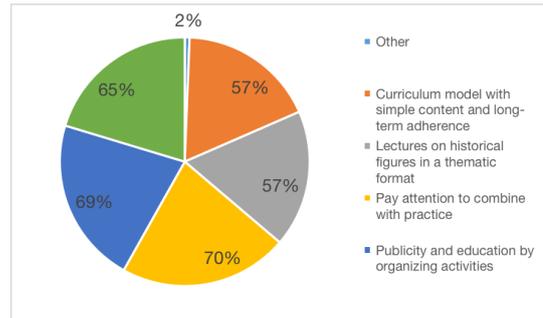


Fig. 4. The form of traditional culture education on campus.

Take the organization of extracurricular practical activities as the realization path. First, the content of the activity mainly involves ideological culture, historical education, folk festivals, poems and songs and other excellent traditional cultural contents. The excellent traditional Chinese culture that students are interested in mainly involves diet and traditional art. Among the students surveyed, 71.5% of them are interested in traditional Chinese food, and 65% of them hope to learn Chinese traditional art and culture (drama, calligraphy, etc.). The second is the way of activities, mainly by visiting historical and cultural monuments, reading classic literary works, organizing competition speeches, etc., to play the role of excellent traditional culture on students' thinking and behavioral norms, and then achieve excellent traditional culture into the campus. It's show that 70.5% of the students prefer to carry out folk festival education activities through exhibitions, organizing activities and performances; and 62.1% of the students hope to promote their self-cultivation behavior by visiting various historical and cultural education bases. Generally accepted by students, the docking path of campus self-cultivation is to carry out classic reading activities and visit various historical and cultural education bases, so as to give full play to the role of excellent traditional culture in the ideological edification and behavior norms of students, so as to realize the docking of excellent traditional culture and self-cultivation action.

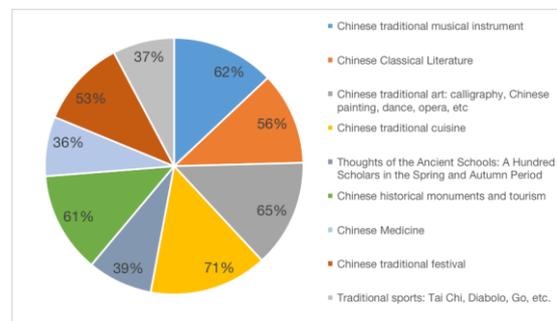


Fig. 5. Traditional culture of interest to students.

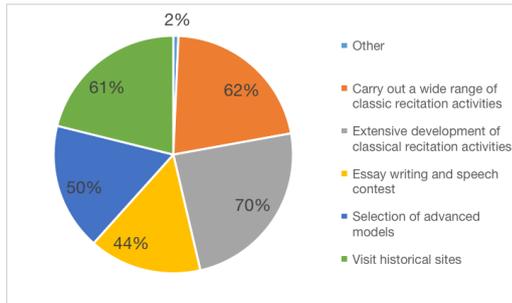


Fig. 6. The most popular form of traditional cultural activities in schools.

IV. CONCLUSION

The content demand of the Chinese excellent traditional culture entering the school is the Chinese traditional art culture; the overburden of students hinders the traditional Chinese art culture entering the campus; in the choice of docking path, the emerging network media has a significant impact on Chinese traditional art and culture. School is the main position to implement education, and education is the main way for citizens to learn traditional culture in self-cultivation activities. Nowadays, school students come from all corners of the society, we can take the school as the breakthrough point, with the help of the school's educational advantages, and take the school as the main position to promote the Chinese excellent traditional culture.

The first is to strengthen the intellectual education function of the school and promote the excellent traditional Chinese culture into the campus. One is to open an elective course of Chinese traditional culture. The school improves the quality of the courses and develops excellent courses by offering school-based elective courses such as Song Ci Studies, Philology, and Drama Appreciation, etc., to encourage students to evolve the Chinese Studies course into a "optional course for everyone." Second, develop supporting teaching materials. Schools should cooperate with the opening of high-quality Chinese studies courses and develop various Chinese studies textbooks, so that students can master the knowledge of traditional Chinese culture and promote the excellent traditional guidance of self-cultivation. Third, strengthen the recitation of Chinese classics, such as changing early self-study to "early reading", and arrange the contents of classic recitations according to the age characteristics of students in different stages.

The second is to strengthen the school's moral education function and promote the Chinese excellent traditional culture to enter the campus. One is to set up self-cultivation classes. Through the self-cultivation class, students can get professional and systematic study on the contents of traditional culture. In the self-

cultivation class, teachers and students can interact with each other and use various teaching methods to gradually infiltrate the values of traditional culture into students' minds, so that the positive value orientation and good behavior habits can take root in the students' hearts, and the self-cultivation class will become excellent Traditional culture is the main carrier of students' moral cultivation. Second, we should pay attention to the construction of moral standards, combine the traditional culture with the students' self-cultivation behavior to formulate a practical and effective moral standard system, and strengthen the self-cultivation through students' study of moral standards. Third, set up moral models and strengthen students' moral awareness through the practice of self-cultivation example and demonstration in traditional culture, so as to guide students to learn, strengthen the school's moral education function, and promote excellent traditional culture to enter the campus.

The third is to strengthen the school's aesthetic education function, and promote Chinese excellent traditional culture to enter the campus. Set up various special classes to classify the arts of traditional culture such as painting, calligraphy, poetry recitation, traditional musical instrument performance, and traditional sports such as martial arts, Tai Chi, etc. according to the content classification, develop students' interest in traditional culture, enrich students' hobbies, cultivate students' aesthetic taste, make traditional culture connect with students' self-cultivation in the form of art and sports, and realize excellent traditional culture enter the campus.

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