

On the Necessity of Integrating Excellent Traditional Culture Guided by Marxism with Ideological and Political Education in Colleges and Universities

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ABSTRACT

This paper briefly introduces the application of Chinese excellent traditional culture in the teaching of Ideological and political course in Colleges and universities and the problems existing in the teaching of Ideological and political course in Colleges and universities, analyzes the necessity of integration, and probes into the integration strategy of excellent traditional culture and ideological and political education in Colleges and universities under the guidance of Marxism.

Keywords: *Marxism, Guiding ideology, Traditional culture, Ideological and political education, Integration strategy*

1. INTRODUCTION

The continuous improvement of living standards not only meets the needs of material development, but also enriches the needs of spiritual and cultural development. Traditional culture has always been an important determinant of national development, which has a profound impact on national development, national development and education, and has a wide range of significance and value. In addition, Xi Jinping has deepened a great understanding of reform and opening up. In order to deepen the development mode of reform and opening up, it is proposed to carry out the reform and opening up to the end and promote the new process of China's development. Under the trend of reform and opening up, students become the main driving force of development. In order to improve students' Ideological and moral quality, we should improve the level of Ideological and moral education, and apply it to the ideological and political education in universities, so as to improve the phenomenon of Ideological and political education. At present, it emphasizes the need to make full use of excellent traditional culture and give full play to the excellent role of traditional culture. At present, the important task of our country is to attach importance to the development of traditional culture, innovate and develop Marxist culture, and promote the spread of Marxist culture. In order to better promote the Sinicization of Marxism and lead the development of

socialism with Chinese characteristics, we should continue to inherit the excellent traditional culture and promote the integration and innovation of the two. Li Yuwei responded to the challenge of cultural globalization [1]. Through ideological and political education, it explores the road of Chinese traditional culture integration. Hu Ying focuses on combining Chinese excellent traditional culture education with university ideological and political education, analyzes the necessity of combining Chinese traditional culture education with university ideological and political education, and deeply studies the core content of Chinese excellent culture [2]. Traditional culture education infiltrates Chinese traditional culture education into the ideological and political education of universities, enhances the formation of students' emotional value, and promotes the all-round development of students. Li Hongli pointed out that: Ideological politics and traditional culture complement each other [3]. A good ideological and political atmosphere is conducive to the inheritance of excellent traditional culture, and excellent traditional culture is conducive to the improvement of Ideological and political environment. Through the exploration of excellent traditional culture, we update the ideological and political content and integrate with the times. The development of traditional culture and education is inseparable from the promotion of excellent culture. At the same time, China's innovation in the information age and the ideological and political education of

modern universities are developing towards a high level.

2. PROBLEMS FACED BY THE INTEGRATION OF CHINESE EXCELLENT TRADITIONAL CULTURE AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

2.1. Chinese Traditional Culture Lacks Communication Channels

Considering the current situation of ideological and political education, most schools lack effective communication channels in the process of ideological and political education and Chinese traditional culture integration, the form of communication does not meet the students' interest in learning, and the learning process runs counter to Chinese traditional culture. Therefore, we should expand communication channels, enrich communication means, open lecture rooms for celebrities, hold exchange meetings, and promote the integration of ideological and political education and traditional culture.

2.2. Lack of traditional Culture and Education Atmosphere

To create a cultural atmosphere is the basic premise of the combination of Chinese excellent traditional culture and university ideological and political education. With the development of information education, the University's interest in traditional culture education is weakening, especially the influence of modern cultural development system on traditional culture, which is on the edge of weakening. Therefore, if the integration of ideological and political education and Chinese traditional culture can no longer solve the current situation of education, the application of Chinese traditional culture in university education will lose its practical significance.

2.3. Lack of Deep Understanding of Chinese Traditional Culture

Integrate traditional Chinese culture and ideological and political education, deepen the understanding of traditional Chinese culture. By extracting the important parts of College Students' Mental Health (interpersonal guidance, personality education, correct values education), students can get resonance through learning and deepen their understanding of traditional culture. It is necessary to effectively select and deal with the comprehensive content, show students more scientific and reasonable education content, and deepen students' understanding of Chinese traditional culture.

2.4. The Development Direction of Education in The Information Age Is in Contradiction with China's Superior Traditional Culture

The development of education in the information age pursues the high efficiency and large-scale production of education. The excellent traditional culture emphasizes the subtle influence of people's thoughts. The difference between the two causes the contradiction between ideological and political education and traditional cultural significance. Therefore, from the perspective of ideological and political education management plan, the existing education design layout has been changed, and the education center has been transformed from quantitative development center to qualitative change. For example, we can combine the excellent traditional education methods and use the traditional culture to establish the ideological, political and cultural education system under the background of modern education.

3. THE REALISTIC NEEDS OF THE INTEGRATION AND SYMBIOSIS OF MARXISM AND CHINESE EXCELLENT TRADITIONAL CULTURE

Marx first put forward the thought of world philosophy and philosophy globalization. As we all know, Marxism has developed from the West. In order to promote the development of Marxism in China, we must adapt to the local situation and deeply analyze its spirit and connotation. Reflect the core of China's excellent traditional culture, and do our best to absorb nutrition and contribute to China's development. Marxism is a kind of foreign culture, but it grows up in the social background and social system which are totally different from the historical background of China's development. The influence of Chinese excellent traditional culture on the Sinicization of Marxism is diverse, which not only reconstructs the Marxist Discourse System, but also makes the discourse system more "grounded". Marxism will also be used to solve the practical problems of China's development and accelerate the process of Sinicization of Marxism. Although the ideological civilization envisaged in each era inevitably has its limitations and does not meet the development needs of modern life, it is undeniable that these ideological civilizations always have some bright spots worth learning. Marxism and China's fine traditional culture were born in different regions and different historical backgrounds, but both are important parts of the world's fine ideological civilization. Both of them have rational and urgent needs, but they can learn from each other, maintain differences, find common ground, integrate and coexist, and provide spiritual guidance for promoting China's modernization [4].

4. THE NECESSITY OF INTEGRATING EXCELLENT TRADITIONAL CULTURE THROUGH IDEOLOGICAL AND POLITICAL EDUCATION OF MARXIST THEORY

4.1. Make up for the Deficiency of the Content of Ideological and Political Education in Modern Universities

At present, the ideological and political education curriculum in Colleges and universities can meet the needs of gradual education, but from the perspective of long-term promotion of education curriculum, the education content is still insufficient. The ideological and political education of modern university keeps pace with the times, and the contradiction of ideological and political education is deepening day by day. In order to deal with this situation, universities should embody the meaning of Chinese excellent traditional culture in the ideological and political education system, make use of cultural attraction to enhance the vitality of college students, and enhance the role of ideological guidance in traditional culture education. In addition, the comprehensive integration of Chinese excellent traditional culture can further make up for the lack of ideological and political education content at this stage, increase the basic richness of educational practice content, and consolidate the ideological and political theoretical foundation [5].

4.2. Encourage the Party's Ideological and Political Work Style and Improve the Current Situation of Ideological and Political Education

Our party has correctly inherited and carried forward the traditional culture, and the work of our country has achieved a stable and harmonious development. The core socialist value system based on traditional culture is the focus of current work, and it is also a positive result of integrating traditional culture into the modern world. Therefore, it can be said that joining the traditional culture can meet the party's desire to continue to maintain a good ideological and political style. In today's society, college students' rash behavior is very common, many college students' ideas and values are not correct. Even many college students don't know much about traditional culture, but they are familiar with foreign culture. At present, the ideological and political education in universities is weak, so we must join the excellent traditional culture to improve the current situation of education.

4.3. Obstacles to the Construction of Ideological and Political Education in Universities

It is of great significance to set up obstacles in the ideological and political education of college students for strengthening the protection of College Students' ideology and improving their ability to find problems. In the early stage of ideological and political education, the basic education that college students receive in a relatively single social form can fully meet the requirements of systematic education, especially in the early information age. With the accelerating development of the information age, the conditions for college students to receive information from the Internet are more and more abundant. The negative social information resources will gradually affect the physical and mental health of college students. At the beginning of the information age, the ideological and political education in universities will not keep pace with the times. Therefore, especially for the ideological and political education of contemporary college students, we must combine the excellent traditional Chinese culture with the ideological and political education of college students, which will become an important part of ensuring the physical and mental health of the University.

5. THE STRATEGY OF COMBINING EXCELLENT TRADITIONAL CULTURE WITH UNIVERSITY IDEOLOGICAL AND POLITICAL EDUCATION UNDER THE GUIDANCE OF MARXIST THEORY

5.1. Carrying Forward Excellent Traditional Culture and Innovating Ideological and Political Teaching Methods

In the process of combining University ideological and political education with Chinese traditional culture, in order to obtain more satisfactory speech effect, we should pay attention to promoting the development of good traditional culture, and teachers should immediately carry out outdated changes. It maintains the traditional and student-centered education concept. We should encourage students to always occupy a dominant position in education, enrich teaching methods, make full use of the advantages of teaching technology, and provide more attractive teaching classrooms for students. At the same time, teachers pay attention to the innovation of ideological and political teaching methods, take hobbies as the starting point, add fun to the classroom, and design personalized teaching mode according to the teaching content, so as to stimulate students' ability to adapt to different ideologies.

5.2. Establishing the mechanism of integrating excellent traditional culture into college students' Ideological and Political Education

The integration of excellent traditional culture and college students' ideological and political education is a long process. It encourages college students to fully and accurately grasp the ideological and theoretical aspects of Chinese excellent traditional culture and carry out scientific, comprehensive and effective psychological education. The establishment of ideological and political education mechanism for college students provides a good condition and foundation for the effective implementation of ideological and political education. University is an important place for college students to study and live. The formation of this mechanism has a very important role and significance for college students. Universities should give priority to Chinese excellent traditional culture. In addition to providing a comfortable learning environment for college students, it also takes into account the psychological acceptance of college students and the methods of integrating traditional Chinese culture and ideological and political education into their beliefs and concepts [5]. The function of learning Chinese in recitation activities is to combine the establishment of traditional culture forum with classical activities and other related activities, which is to obtain social practice and important life principles, integrate their own beliefs and regulate their beliefs. Through the behavior of college students, ideological and political education to promote the organic integration of Chinese traditional culture.

5.3. Using Excellent Traditional Culture to Strengthen the Ideal and Belief Education of College Students

Under the background of ideological and political education of college students, ideal and belief education is a special educational practice, which must be promoted through ideological and political education. With the rapid development and digitization of the Internet and the influx of various ideas, Western ideas and heterogeneous culture have a great impact on Chinese culture. At the same time, in the serious employment situation, many college students lose their sense of responsibility and integrity, leading to some psychological problems. To some extent, the root of this problem lies in the loss and indifference of College Students' ideals and beliefs. Therefore, strengthening the education of ideals and beliefs is of great significance and role in improving college students' ideological and political concepts. In addition, the excellent traditional Chinese culture provides us with endless cultural resources, so that college students can act in the right way and have subtle influence. Therefore, universities must clarify the relationship between the

ideals and beliefs of college students, grasp the current social environment of college students, attach importance to the role of good traditional culture, and quickly cultivate socialist successors with Chinese characteristics.

5.4. Integrating Chinese Excellent Traditional Culture into College Students' Practical Activities

By integrating excellent traditional Chinese culture into college students' life practice, students can deeply feel the theoretical charm and practical value of this culture. Integrating excellent traditional Chinese culture into college students' real life means making excellent traditional Chinese culture closer to students' living habits. First of all, in addition to learning excellent traditional Chinese cultural theory, we can also carry out various campus activities, such as cultural activities, social practice, seminars and learning; Secondly, experts and scholars who are proficient in Chinese traditional culture can be invited to provide students with regular or special courses and conduct academic exchange meetings. Finally, universities should make use of their spare time to let students visit cultural sites, memorials and so on, so that students can feel the spiritual strength of Chinese excellent traditional culture and the profound breath of Chinese traditional culture in the process of learning.

5.5. Training Teachers to Enhance the Charm of Traditional Culture

The teaching level, ideology and moral quality of ideological and political teachers are directly related to students' learning situation and teaching effect. Teachers not only guide students' life and study, but also are students' source of inspiration. Therefore, by learning the excellent Chinese traditional culture and organically combining it with the content of ideological and political education, teachers can infect students by cultivating a strong teaching team and taking the role of teachers as an example. Schools should also regularly train their teaching staff so that teachers can continue to consolidate their professional foundation, establish a correct teaching attitude and enhance their cultural charm through the exchange of teaching experience.

6. CONCLUSION

Culture shows a country's development level, is an important soft power of development, has a far-reaching impact on national development and education, has a wide range of significance and value. At present, the important task of our country is to attach importance to the development of traditional culture, innovate and develop Marxist culture, and promote the spread of Marxism in China. Therefore, in order to improve the

ideological and moral quality of college students, it is necessary to make full use of the influence of traditional Chinese culture and apply it to the ideological and political education in universities, so as to improve the phenomenon of ideological and political education. As the backbone of integration, ideological and political teachers should pay more attention to the improvement of ideological and moral education level.

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