



# Value Implication, Core Content and Practical Strategy of Strengthening Excellent Traditional Chinese Culture Education in Colleges and Universities in the New Era

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**Abstract.** As the main part of college education learning, college students undertake the important responsibility of inheriting and promoting the excellent traditional Chinese culture. The research mainly includes: First, the value implication of strengthening Chinese excellent traditional culture education in the new age is embodied in the firm identification of traditional culture in the historical value, the inheritance and innovation of excellent traditional Chinese culture for realistic pursuit and promoting cultural education project for the demands of the time. At the same time, as the core content to strengthen the excellent traditional Chinese culture education in universities in the new age mainly includes establishing the value concept of attaching importance to traditional culture, cultivating good moral quality, cultivating the patriotic spirit of responsibility and enhancing the social ability of innovation and creation. Finally, the practical strategy of strengthening the excellent traditional Chinese culture education in the universities in nowadays is including the top-level design improvement, a campus cultural atmosphere creation, setting up the school curriculum system and broadening the off-campus practice platform.

**Keywords:** Excellent Chinese traditional culture education · Value implication · Core content · Practical strategy

## 1 Introduction

In the golden period of ‘jointing-booting’, the college students’ view of life and values needs careful guidance and cultivation during their rapid forming process. A long history, extensive and profound of the traditional Chinese culture, with rich life wisdom, value pursuit, moral norms, ideal realm and the perception of society, digging the times values deeply and drawing on the ideological essence and moral essence of traditional Chinese culture, that helps to sublime the college students’ ideological, moral

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and humanistic quality. Therefore, an important position of colleges and universities served for cultivating highly competent people, who is necessary to turn the excellent traditional Chinese culture into the college education and continuously strengthen the education on the outstanding traditional Chinese culture.

## **2 The Value Implication of Strengthening New Times' Excellent Traditional Chinese Culture Education**

### **2.1 Firming the Historical Value of Traditional Cultural Identity**

Chinese culture “embodies the deepest spiritual pursuit of the Chinese nation and represents the unique spiritual identity of the Chinese nation” [1]. It is of great historical significance to enhancing college students' cultural confidence and giving full play to the educational function of colleges and universities by inheriting and promoting the excellent traditional Chinese culture. On one side, we should further deepen the theoretical research related to traditional Chinese culture, resist some of the wrong thoughts of the real society with historical facts, and “let history speak and speak with historical facts” [2]. Xi Jinping, the general secretary, about the traditional culture's ‘six points clarity’, both from the theoretical dimension expounds that Chinese traditional culture has a profound historical root, formed a very clear development vein and forward direction, showed the Chinese nation in the cultural inheritance and development of unique wisdom creation and value concept, constituted the theoretical system of Chinese traditional culture. From the practical dimension, it is put forward that the cause of socialism with Chinese characteristics needs to use the historical resources of excellent traditional culture as the practical foundation. So that it is not a static statement, but a process of dynamic and continuous combination with reality. From the youth education perspective, colleges and universities need to guide students to establish a correct historical view, with complete historical facts, careful thinking logic, comprehensive demonstration, to excavate excellent resources in Chinese traditional culture, grasp the theoretical connotation of the practical value significance, realize the continuation characteristics of Chinese excellent traditional culture during promoting and developing the Chinese traditional culture.

On the other side, by strengthening the education of excellent traditional Chinese culture, we will constantly enhance the identification of the culture and strengthen the confidence of the culture, and consciously resist the influence of historical nihilism and other erroneous thoughts and bad values. “Culture is the soul of a country, and a nation. Culture rejuvenating the country, the culture strong the nation strong. Without a high degree of cultural confidence and cultural prosperity, there will be no great rejuvenation of the Chinese nation” [3]. It can be seen that strengthening traditional culture education in colleges and universities is an important way to enhance the cultural confidence of young students, and it is an inevitable choice to enrich the content of campus culture construction. To further promote Chinese excellent traditional culture integrated university education environment, since 2018, the Ministry of Education identified 106 national universities as Chinese excellent traditional culture inheritance base, open relevant elective courses, included in the talent training program, construction of related

student activities and social workshops, promote related education research, “with point to area” radiate by university radiation surrounding the primaries, the secondaries and the communities, to developing the relevant cultural popularization and education activities, build university heritage base brand characteristics, highlight its education function.

## 2.2 The Realistic Pursuit of Inheriting and Innovating the Excellent Traditional Chinese Culture

The excellent traditional Chinese culture’s inheritance and innovation should be related to the actual development of China with explaining the traditional Chinese culture’s theory. Meanwhile, we should constantly show the Chinese nation’s times practice and embody the continuity of the realistic value pursuit of the nation’s development and social progress from ancient to modern times.

First, the inheritance and innovation of excellent traditional Chinese culture reflects the spirit pursuit of the Chinese nation. The Chinese nation’s spirit is gradually formed by the social and historical development, which reflects the Chinese social life from all ethnic groups and is the most essential and concentrated expression of the Chinese culture. It is not only reflected in the moral outlook of the Chinese nation [4], but also reflected in the deep insight and real practice of “Believe in destiny, praise virtue” [5]. Today, the spiritual pursuit of the Chinese nation continues to demonstrate its profound historical precipitation, forming an integral part of the spirit of The Times. As Feng Youlan said, Confucius’s “benevolence” means “the sum of all virtues” [6]. In the University, pointing out the relationship between moral and governing the country, family and self-cultivation, explaining the spirit of advocating thick morality and great morality in the society; Confucius’ “benevolence”, Mo-tse’s “universal love is not offensive, and Lao Tseu’s “the highest good is like that of water” are the concrete embodiment of moral role in different periods. “To honor other elders as if our own; to expend the love to children as same as to ourselves”, to treat everything with the virtue of tolerance and kindness and integrate personal quality into the trend of national social and economic development, which keep reminding people to introspection. In the development of Chinese traditional agricultural civilization, formed an industrious and brave, down-to-earth life habits and the character temperament, being through the national revolution, construction and reform of different historical periods, fully embodies the Chinese nation’s unity, down-to-earth, economic people, rational and pragmatic practical spirit and ideal aspirations, the national temperament has become an important component of the excellent Chinese traditional culture connotation, inspiring the Chinese nation to forge ahead.

Second, the inheritance and innovation of excellent traditional Chinese culture practice core socialist values. The pursuit of core socialist values on national, social and personal values can be traced back to the ideological and cultural concepts formed in the Chinese history and the concentrated embodiment of the traditional Chinese values. Today’s social, some college students community appears moral decline, ideal and faith crisis, lack of integrity and so on, the socialist core values in Chinese culture traditional accumulation refine the excellent traditional values, to advocate further building social moral values, closely related to the social major practical problems, and strive to trace the practical problems in history. Therefore, the excellent traditional values have become the content source of the core socialist values, and the moral content and educational

value will not disappear due to the changes of The Times. In fact, the excellent Chinese traditional culture's creative transformation and innovative development need to be constantly displayed in the practice of socialist construction.

Third, the inheritance and innovation exhibition of excellent traditional Chinese culture has the unique Chinese cultural characteristics. Socialist cultural characteristics are mainly for the excellently combining of Marxism, traditional culture, revolutionary culture and foreign reference culture. Marxism has a guiding position, Chinese excellent traditional culture has national characteristics, revolutionary red culture has distinct political attributes, excellent foreign culture has reference significance, which can be seen that the socialist culture rooted in the fertile soil of Chinese traditional culture will have a unique cultural tradition and cultural characteristics. The continuity, nationality and innovation of the excellent Chinese traditional culture have become the performance of the cultural texture with Chinese characteristics. Its ideas, such as harmony, filial piety, loyalty, integrity and shame, reform and innovation, etc. all have a unique national character, which show the different historical stages of the Chinese nation cannot be separated from each other. The Chinese civilization has a continuous continuity, which not only shows its unique spiritual temperament in ancient China, but also creates strong vibrant new ideas and new cultures in contemporary China. It can be said that the excellent Chinese traditional culture's inheritance and innovation not only show the inheritance and promotion of the unique spiritual temperament of excellent traditional culture today, but also show the integration of the cultural characteristics of the Chinese nation into the process of socialist construction.

### **2.3 Requirements of the Times for Promoting the Education Projects of Cultural**

Against the background of the new age, the general office of the CPC Central Committee and the State Council announced the opinions on implementing the inheritance development project on excellent Chinese traditional culture, the opinions system discusses the Chinese excellent traditional culture from its significance and requirements, content, task, implementation and guarantee, etc., enhancing the position of excellent Chinese traditional culture inheritance and evolution, overall arrangement for it, and make a series of major measures, to ensure that the Chinese excellent traditional culture fit into the correct direction of college education in the new situation. The Ministry of Education issued the Guiding Outline for Improving the Education of Excellent Traditional Chinese Culture, which has made important arrangements for strengthening the education of excellent Chinese traditional culture. Colleges and universities embody the requirements of The Times in inheriting and promoting the excellent Chinese traditional culture.

Before promoting the project to educate fine traditional Chinese culture, firstly shall be firm in the right political direction; In the formulation of talent training objectives and curriculum arrangement, should follow Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and core socialist values, constantly enhance students' cultural confidence, excavate the resources from excellent traditional cultural into the ideological and political education content, combined with the new requirements of Party history learning education and the revised text, integrate Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Xi Jinping's important exposition

on excellent traditional culture, core socialist values, and the “Four Confidence” into the whole process of education to build a firm foundation in the ideological ideology of the teachers and students and cultivate students’ patriotism. Secondly, colleges and universities to give a full play to the role of excellent traditional Chinese culture as an important way to “cast the soul”, opening quality courses related to Chinese traditional culture and courses on art appreciation education and excellent cultural inheritance practice to improve their aesthetic taste and comprehensive quality, making young students feeling in context of Chinese culture during learning, absorbing the its essence. And we will carry out several activities such as traditional dramas on campus, non-genetic inheritors on campus, and cultural and museum exhibits on campus aim to constantly improve the emotional value recognition of young students to the excellent traditional Chinese culture, and to realize the creative transformation and innovative development of traditional culture through conscious inheritance.

### **3 Strengthening the Core Content of College Traditional Culture and Education in the New Era**

#### **3.1 Establishing the Value Concept of Attaching Importance to Traditional Culture**

Value concept is the basic cognition and value orientation of things in practice, which becomes the internal motivation to stimulate individual action and ensure the directionality of their behavior. In order to understand the recognition of contemporary college students’ excellent traditional Chinese culture, college students from different grades and majors in Jilin Province were selected to conduct a questionnaire survey, and found that within the whole scope of society, the awareness of the importance of traditional culture needs to be raised. The survey showed, 49.7% of the surveyed college students believed that the excellent traditional Chinese culture had an important role in promoting social development, 31.2% of college students believe that there is a certain promoting effect, and about 19.1% of college students believe that it has little or no practical effect; On the problem of learning traditional Chinese culture, 63.9% of college students thought it was very necessary, 19.2% of college students considered it was available, the 16.9% of college students found it unnecessary; On the question of the role of traditional culture on personal growth, 62.5% of college students believe it plays an important role; On the question of learning motivation attitude of traditional culture, 23% of college students choose to study because of their interest; Another 71.3% of college students thought it was necessary for universities to learn knowledge related to excellent traditional Chinese culture. The above surveys more reflect most of the students’ superficial understanding and their motivational attitude towards learning excellent traditional Chinese culture with utilitarian and passive. Therefore, the colleges and universities’ primary task is to strengthen the excellent traditional Chinese culture education in the new age is to cultivate students to establish correct values, help them attach great importance to the learning and traditional culture education, and be the successor and promoter of the importance of excellent traditional culture.

First of all, the excellent Chinese traditional culture education is conducive to enhancing the cultural identity of the Chinese nation. Excellent Chinese traditional culture with

Confucianism as the core, in social development with harmony, diversified, inclusive open characteristics have an important influence on social progress and national governance, become our important foundation in the world culture, accumulate the deepest spiritual pursuit and ideal yearning, represent the most unique spiritual identity and cultural essence, for the Chinese nation and traditional development has an important position and role, highlight the cultural charm and enhance the cultural consciousness and confidence. Secondly, the excellent Chinese traditional culture education is conducive to the improvement of the college curriculum system. University stage compared with the primaries and the secondaries, the curriculum system of education content, education focus and goals are obviously different, college and university regard the fundamental task, the moral education of universities, the requirement of improving college students' ideological and moral quality is closely related to traditional culture education should be promoted to set up the compulsory courses of Chinese excellent traditional culture by the universities in the new age background, to integrate the excellent resources of traditional culture into the courses of relevant disciplines and ideological and political theory can constantly improve the university curriculum system, solving the problem of systematic and overall teaching content, to construct the curriculum system and teaching content consistent with the orientation of university running and the requirements of personnel training. Thirdly, the excellent traditional Chinese culture content meets the needs of college students' physical and mental development. By strengthening the education of excellent traditional Chinese culture of college students and using the practical example and theoretical discussion determined to become talented and advocate harmony in the traditional cultural resources, which is conducive to meeting the requirements of students' individual all-round development. On one hand, it helps college students establish correct world view, outlook on life, and values, stimulate patriotic enthusiasm and national self-esteem and confidence; on the other hand, it promotes students' own comprehensive development, to use healthy and reasonable ethical and moral thoughts in excellent traditional Chinese culture resources reduce the negative impact of market economy development, resist the harmful influence of historical nihilism, and absorb the intellectual nutrition and spiritual support from the excellent resources contained in traditional culture, which is conducive to the healthy growth of college students.

### **3.2 Developing a Good Moral Quality**

Moral quality is the personal cultivation of people in daily life, and a reflection of a good habit and quality, as an invisible force restricting human behavior, it is the personal quality and realm that an individual repeatedly experiences self-knowledge and anatomy, self-education and improvement in his or her heart. The personal pursuit of integrity, justice, harmony, the social fashion of worshiping virtue, emulating the good, the traditional virtues of respecting the career, helping those in distress, filial the old and love the relatives in the excellent Chinese traditional culture, are also the specific requirements of personal good moral quality. In the new era, colleges and universities to strengthen traditional culture education should help students develop good moral quality, and specifically guide students to form conscious consciousness and active will. First of all, strengthening the education of excellent traditional Chinese culture helps college students to develop a conscious consciousness. Consciousness is the existence of

individual self-consciousness, conscious consciousness is the sense of identity generated by individuals after understanding the concept value of traditional culture, the identity after gradually deepening into thought and action consciousness, prompting individuals to form a kind of active learning of Chinese traditional culture knowledge, and influence their choice of behavior from the knowledge. Strengthen the Chinese excellent traditional culture education to guide college students to correct cognition of traditional culture to enhance national self-confidence and self-esteem, encourage college students daily actively develop a good moral quality, guide them in the specific practice to raise the sense of achievement and satisfaction, motivate them to develop good cultivation and noble conduct, enhance happiness and pride. Secondly, strengthening the education of excellent traditional Chinese culture will help college students develop an active will. To develop a good moral quality will, is the same out from within moral quality, individual activities should be consistent with words and deeds. Colleges and universities will strengthen education on excellent traditional Chinese culture, making full use of moral elements to enrich educational resources, by turning these elements into the common value pursuit and common moral behavior of college students, and subtle penetration into the student group, paying great importance to their own moral consciousness and internal moral function, emphasizing moral cultivation comes from the voluntary choice of the heart. Education is a way to improve personal moral level by focusing on enlightening individual's inner consciousness, cultivating their own inner strength, inspiring college students to develop active will to improve their own self-cultivation, cultivate moral conscious will, guide college students to consciously carry out moral cultivation from the deep heart and develop noble moral quality.

### **3.3 Cultivating the Patriotism of Responsibility**

New era patriotism reflects the individual deep feelings of their motherland, and the personal dependence on the motherland, is people to their homeland, national and cultural sense of belonging, identity, dignity and the unity of honor, become the individual recognition and pursuit for a combination of value orientation, way of thinking, moral norms and spiritual temperament. In strengthening the education of excellent traditional Chinese culture in the new era, we should not only help college students to cultivate the patriotic feelings that put national interests on their personal interests, and consciously safeguard the dignity and honor of the country, personal value awareness and value goals should always be consistent with the country, forming the common and profound patriotism of the Chinese nation. "The ancient Chinese civilization in thousands of years of history after ups and downs, domestic and abroad, its vitality is enduring, although circuitous and do not change its trend, always maintain the national vigor and vitality, same as the Chinese history has never interrupted, and contributed to the world civilization, this is a huge role with patriotism" [7], also advocate "Having self-cultivation, making the family, the country and the world peaceful" thought and establish the responsibility as "Everyone is responsible for his country's rise or fall.", cultivate students to set up national feelings. Confucianism from the perspective of "co-construction of family and state", emphasizes the unity of the country and the individual, put the process of personal pursuit of self-growth and the process of realizing the national ideal together, guiding students to closely combine personal growth with social development

and national progress, stimulating students' patriotic feelings, presents the top priority of traditional culture education for college students. By showing through the countless commendable celebrities and patriotic deeds in the historical long river, fully exert to strengthen important resources of Chinese excellent traditional culture education, cultivate students' patriotism and bear responsibility, personal ideals closely together with the national prosperity, showing the new era college students' sense of the history responsibility and era mission.

### **3.4 Enhancing the Social Capacity for Innovation and Creation**

Social ability refers to the comprehensive quality reflected the individuals engaging in social practice process, which is the embodiment of personal knowledge, concept and quality. Under the circumstance of social economy continuous developing, the social require the individual ability getting higher and higher as well. In addition to the learning of traditional cultural professional knowledge, strengthening the excellent Chinese traditional culture education should also cultivate the college students' general ability, that is, to cultivate students to have the social ability to meet the personal development requirement. This social ability is in realizing the innovative development and creative transformation of excellent Chinese traditional culture and helps college students to improve their practical ability and aesthetic appreciation ability. Classroom teaching is an effective way of Chinese excellent traditional culture education, can go through the teaching link, guiding academic vision, cultivate sentiment, increase knowledge; campus cultural activities is an important way of Chinese excellent traditional culture education, these ways and methods help to cultivate students practical ability step by step, such as organization, coordination, leadership, communication, communication, etc., to apply the theoretical knowledge they have learned to society, realize the relative connection between theoretical knowledge and practical development, transform theory into concrete practice, and promote students' all-round development. To strengthen education on excellent traditional Chinese culture and enhance our social ability for innovation and creation, firstly, improve our ability to practice independently. In the new era, traditional culture education should cultivate college students' ability of self-management, that is, the ability to self-organize and participate in practice, self-motivate and love to practice, and self-restraint and law-abiding practice. It is necessary to cultivate students' ability to make decision, the selective of social practice to be decided through self-judgment and analysis, and cultivate their ability to self-regulate, adjusting their practical behavior ability through self-observation, judgment and response during the process of participation in social practice. Secondly, improve the ability to wisdom practice. Reasonable use of the big data, convergence media and other modern digital technologies as the support to actively respond to the development and changes of The Times, not only to cultivate college students' ability of interdisciplinary deep learning, but also to cultivate the good use of new technologies to integrate traditional cultural resources communication, and improve teamwork ability. Thirdly, it is necessary to improve the ability of innovative practice. Traditional culture has accumulated rich experience and wisdom through thousands of years, how to bring the traditional cultural content closer to modern life, and promote the creative transformation and innovative development of traditional culture.

The traditional culture should be closely linked with people's daily life, integrate knowledge and action, and action is better than words; abandon the old concept to keep pace with The Times, and the effective use of local traditional cultural resources platforms and natural museum venues; to carry out social practice combined with teaching, enhance students' interest in learning and cultural identity with rich social practice; improve the humanistic quality of college students, at the same time, relying on the school's academic associations and cultural and art activities, to organically combine the classroom teaching with the activity practice, let the students in their daily life imperceptibly link traditional culture and learning life and behavior norms through invisible education, realize the purpose of innovative practice education.

## **4 Practical Strategy of Universities to Strengthen Excellent Traditional Chinese Culture Education in the New Era**

It is a long-term and complex project to strengthen the education of excellent traditional Chinese culture. Only by improving the top-level design, creating a campus cultural atmosphere, setting up the school curriculum system, and broadening the off-campus practice platform can the traditional cultural education of colleges and universities achieve good results.

### **4.1 Improving the Top-Level Design**

Top-level design is the way to conduct overall planning, specific implementation and overall evaluation of different aspects, different levels and different elements of a task under the systematic guidance, to ensure that the centralized realization of effective management projects and universities achieve the goal quickly. In the new era, it is a top-down overall linkage task for universities to strengthen the excellent Chinese traditional culture education. The premise of ensuring the specific implementation and implement properly of education is that universities should make a proper layout. Firstly, we will strengthen organizational leadership. The organization and leadership to give a full play to the role, ensure the quality of education, also to solve other problems of traditional culture education to provide prerequisite. During specific operation, one is to formulate relevant execution documents, combined with the national policies and governments at all levels, the combination with the actual situation to formulate specific documents to strengthen the Chinese excellent traditional culture education should be taken by the colleges and universities, improve the policy and implementation rules, to provide corresponding guidance and implementation path for carrying out the excellent Traditional Chinese culture education. Second, we will strengthen the teaching staff. To carry out traditional culture teaching, the teachers are the key link and the main part. Facing to the shortage of education teams engaged in colleges and universities' traditional cultural education, the overall quality needs to be improved, we will actively introduce professional related talents, regularly carry out further training, and set up a team of full-time and part-time teachers who love traditional cultural education. Third, we will clarify our leadership responsibilities. Clarify the responsibilities of the first responsible person of school leaders, is to set up a relevant leading institutions, strengthen the organization

and leadership through the trinity management mode of “school-college-class”, and also improve the implementation mechanism of excellent traditional Chinese culture education to ensure the continuous implementation in place and improve the guarantee system.

## **4.2 Creating a Campus Cultural Atmosphere**

To create a campus cultural atmosphere, it is necessary to design the environment atmosphere, spiritual atmosphere, system division and other external environment, so as to achieve the goal of attaching attention to the excellent traditional Chinese culture and other values, made the academic work in the campus being imperceptibly influenced. First of all, creating an environmental atmosphere to attach importance to traditional culture is the foundation. Individuals live in the environment and are deeply affected by it. The campus environment, as an invisible educational resource, enhances the effectiveness of excellent traditional Chinese culture education by creating an environmental atmosphere. On one hand, we need to give full play to the role of material environment education. Posters showing the excellent traditional Chinese culture content will be posted in students’ main activity places, such as teaching buildings, libraries, dormitories, dining halls, sports halls and other fields to achieve the effect of touching the scene. On the other hand, the integration of excellent traditional Chinese cultural resources in the spiritual environment to realize the educational function can show the importance of traditional culture in the school cultural activities, school style, school motto and dormitory culture, and wordlessly affect the thoughts and behavior of college students. Secondly, the core is creating a spiritual atmosphere attaches the great importance to the traditional culture, and the campus culture is the overall display of the campus spirit, reflecting the ideal belief and value pursuit of the schoolteachers and students. Relying on campus culture to build great importance atmosphere to the traditional culture can enhance the sustainability of education, around the students’ familiar, popular excellent traditional culture resources for publicity, using official blog, TikTok, WeChat and other new media to promote, can also through lecture reports, artistic performances, preaching reports and other forms to promote and develop the excellent traditional Chinese culture. Finally, creating an institutional atmosphere to attach importance to traditional culture is the guarantee. We should not only improve the system, such as the establishment of rules and regulations for students to develop habits, to provide an institutional basis for college students to improve their moral quality, but also pay attention to strengthen the implementation, making various systems can not only be a mere formality, all departments shall cooperate to implement in place. In addition, formulate an evaluation and supervision mechanism, relying on the selection of advanced and typical related activities, and constantly improve the enthusiasm of college students for learning excellent traditional Chinese culture.

## **4.3 Setting Up a School Curriculum System**

Curriculum opening is the basis of education, also the basic guarantee to achieve the goal of educating people. To strengthen the excellent traditional culture education for college students, they should not only teach cultural knowledge through classroom teaching, but

also improve their quality and ability through practical teaching. Therefore, the excellent traditional culture education curriculum system in the new era is composed of professional courses, general courses and practical courses set up to around traditional culture education. First of all, set up professional courses combined with regional characteristics. The course of traditional culture will be set as a required professional course for college students, and corresponding class hours and credits will be set, which is a necessary measure to strengthen the education of excellent Traditional Chinese culture. For example, opening a “traditional culture plus” courses, conducting in-depth theoretical discussion on traditional culture, enriching the knowledge of traditional culture, improving students’ cultural quality, and enhancing the cultural value recognition. Meanwhile, universities should develop and design the professional teaching materials according to the regional development characteristics and students engaged in the cultural industry, making full use of local characteristic resources to formulate curriculum content, and highlight their reality to meet the development requirements of students and local governments. Secondly, combine with the students’ professional characteristics to set up the traditional cultural integration course. In addition to the position of professional courses, we should also promote the coverage of elective courses and public courses related to excellent traditional Chinese culture and build a large pattern of cultural education. For example, traditional culture-related knowledge, professional etiquette and other contents are integrated into professional courses, elective courses and public courses. In the meantime, lay emphasis on the excavation of traditional culture-related educational elements in professional courses, and combine the students’ characteristics and curriculum characteristics to construct the demonstration courses played a leading role. Finally, combined with the characteristics of the college, the social practice courses need to be set up. Traditional culture is regarding to the students’ practice cultivation effect. As an extension of theoretical courses, it helps to improve the effectiveness and attractiveness of culture education. Universities will fully combine the practice courses and theory courses to promote and develop the excellent Chinese traditional culture, and to design the curriculum objectives, curriculum resources, curriculum implementation, curriculum evaluation and other links overall, so the students can achieve the integration of knowledge and practice during theory and practice’s combination.

#### **4.4 Expanding the Off-Campus Practice Platform**

In the new era, strengthening the education of excellent traditional Chinese culture in the focus to organize students joining in traditional culture related the social practice. Therefore, in addition to the construction of campus practice teaching platform, a relatively stable off-campus base and practice platform should be established for universities and to provide convenience for college students’ social practice. First, colleges and universities should cooperate to develop activity venues for traditional culture and education. Due to the different positioning of cultivating talents, different universities should bring out to their respective advantages in education through cooperation. Among them, applied-oriented undergraduate colleges can cultivate skilled applied talents, with concept advantages, resource integration advantages and teaching resources advantages to serve social grass-roots talents, and can establish a practice base suitable for the positioning of talent training. Secondly, colleges and universities can cooperate with museums,

cultural centers, memorial halls and other related places to build a joint practice education base. Through real scenes and environment, they can deepen students' knowledge understanding, accelerate an effective improvement of practical ability, and satisfy the high-quality talents social required in colleges and universities. Finally, schools and governments cooperate to build an activity platform for traditional culture and education. Traditional culture education should make effective and reasonable use of regional resources, adhere to adjust measures to local conditions, colleges and universities cooperate with local governments, social organizations and other social subjects to form a union between college and local, make full use of resources to build activity platform, take various forms to promote and develop the traditional culture education, realize the tripartite of school-society-family linkage, become an effective carrier of strengthening the Chinese excellent traditional culture education.

## 5 Conclusion

In the new era, along with the continuous development of the socialism with Chinese characteristics, the traditional culture education in colleges and universities has increasingly become a focal topic of attention. The training of new people in the times cannot be separated from the ceaseless development of traditional culture education, and it is inseparable from the thinking and discussion of "why it is necessary", "what to teach" and "how to achieve" of the traditional culture education. In-depth study on strengthening traditional Chinese culture education in colleges and universities in the new era will deepen the realization of the fundamental task of moral education and also has profound significance to accelerate the construction of traditional Chinese culture education system.

**Authors' Contributions.** This paper is independently completed by Dan Wang.

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