

The Research on Integrating the Excellent Chinese Traditional Culture with College Students' Ideological and Political Education

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Abstract. Chinese traditional culture is valuable to Chinese nation which has become one of the most important resources of students' ideological and political education through its abundant cultural context. Integrating these two factors mentioned above will exert great influence on education and transmission of excellent traditional culture, thus, it becomes increasingly important to the ideological and political education in higher institutions.

The Important Outcomes of Excellent Chinese Traditional Culture in College Students' Ideological and Political Education

Enhancing the Educational Function of Ideological and Political Education in Colleges. The world is facing dramatic change and reform at present. Openness, diversification and marketization have huge impact on students' mentality and cognition. There are many problems existing in students' view of life and value, moral level, academic and cultural literacy due to the lack of traditional education, the influence of bad social practice and the impact of foreign cultural shock. Promoting the excellent Chinese traditional culture is of great importance in ideological and political education of modern students. Students could be guided to form correct view of life, mold excellent personality, enhance moral quality and broaden academic horizon through theoretical and practical activities. Colleges should accurately, timely and systematically educate students with excellent Chinese traditional culture, thus, by doing this, students' mind could be enriched and their horizon could be broadened and enhanced. [1]

Enhancing the Students' Moral Quality. Some students are influenced by benthamism and pragmatism, thus they will follow the social trend and agitated by western ideology, their mind has changed, so the difficulties are increasing with it. Excellent Chinese traditional culture has positive effect on college students. The philosophical idea of excellent traditional culture includes honesty, philanthropist, cautiousness, diligence and fighting spirit in our study. Traditional classics show the abundant moral spirit of excellent Chinese traditional culture. College ideological and political education should explore the ideology and morality spirit which is contained in excellent Chinese traditional culture and educate students with scientific and moral spirit, let them lead the social morality direction, make college students offer to reform society and become the defender and keeper of social morality.

Guiding College Students to Form Correct View of Life and Value. With the fast economic development and transition, some problems of life view and value judgment have arisen. Money worship, individualism and quick success has overflowed among college students. The introduction of the excellent Chinese traditional culture could provide college students with the right direction of life view. General principle and wisdom are contained in the excellent Chinese traditional culture, and we should pay more attention to cultivating people with both ability and integrity. For example, Confucian culture pursues the ideal personality and self-cultivation and it could guide the college students to improve their personality. "Be the first to concern and the last to enjoy" conveys the relationship between people and society, and it could be regarded as the basic principle of value judgment. Thus, the excellent Chinese traditional culture contributes to form complete personality

and correct way of value judgment.

Good for the Transmission and Promotion of the Excellent Chinese Traditional Culture.

Improving the educational level of excellent Chinese traditional culture could facilitate college students' cognition, acknowledgment and absorption of the essence of the excellent Chinese traditional culture and make them inherit and promote the excellent Chinese traditional culture. It has significant contemporary value when the excellent Chinese traditional culture and the ideological and political education in colleges are integrated with each other, college students could know their responsibility through the study of the excellent traditional culture. The concept of value which is contained in the excellent Chinese traditional culture could be influenced by itself as well and become the part of modern college students' spirituality. The essence of excellent Chinese traditional culture could be inherited and promoted throughout the history.

Quickening the Pace of the Great Rejuvenation of Chinese Nation. The ideological and political education should concern more about actual traits of modern college students. By consolidating the dominant position of Marxism and the spread of mainstream culture, colleges should reform and innovate based on this, focus on cultivating the students' innovation spirit and positive enterprising, and make them undertake the responsibility of national rejuvenation. The excellent Chinese traditional culture has the traits of large coverage, wide scope and strong vitality. So promoting and spreading the traditional culture should be tightly connected with the real life, ideal morality cultivation and the cultural soft power and make college students understand the excellent Chinese traditional culture correctly. Starting from the ideology of college students, colleges should carry out all-around educational work to affect the national view of value, to inspire the national people, to boost the process of socialist modernization, and to accelerate the realization of the Chinese dream of the great rejuvenation.

The Current Situation of College Students' Understanding toward Excellent Chinese Traditional Culture

Lack of Enthusiasm. According to the investigation of the college students' attitudes toward the excellent Chinese traditional culture, there are about 67.6% college students who hold positive attitudes toward it, 28.3% students think it is useless and about 4.3% college students say they cannot feel its existence. So two thirds of the students have the sense of acceptance toward the excellent Chinese traditional culture, and nearly one thirds of the students lack enthusiasm of it. According to the investigation of college students' reading condition, only 19.1% students show interest in the books of the excellent Chinese traditional culture, 70% students think it is unnecessary to know about it and 57% students only concern about the entertainment news. From the data above, we can know modern students lack the enthusiasm of the excellent Chinese traditional culture.

Lack of Value Identification. Through thousands of years of historical process, both essence and dross are contained in Chinese traditional culture, so it requires us to understand the value of Chinese traditional culture sufficiently and make selective use of it. It was found that 30.5% students think the idea of Chinese traditional culture is too solid to promote. This extreme understanding of the excellent traditional culture is irrational and cannot comply with the modern time. With today's diverse culture and its impact, the complete westernization and negation of Chinese excellent traditional culture tend to be dangerous, it seems that some college students know less about the excellent Chinese traditional culture and do not affirm its value [2]

Lack of Traditional Moral Concept. China always attaches great importance to the moral education; the aim of education is not only to increase knowledge, but also to teach students to become a man of virtue. The excellent Chinese traditional culture loses its authority with the effect of diverse culture and quick economic development. According to investigation, about 49.9% students think that "money is not everything, but without money you can do nothing." 19.5% students think that money is more important than anything. The social benthamism has badly influenced the college students' view of value and college students' utilitarian value tendency is obvious. Under the investigation of college students' sense of social responsibility, about 24%

students choose to abandon the collective benefits, they think they cannot influence the collective benefits due to their weak capability, so it is indicated that these students just care about their own benefits and lack social responsibility. The data shows the crisis is arising in college students' traditional moral concept.

The Influencing Factors Causing College Students' Lack of Understanding of Chinese Excellent Traditional Culture

The Influence of Social Environment. With the continuous development of the market economy, the negative effects are also produced. Some of the current bad social phenomena, especially after the media exposure, have a negative impact on college students' outlook on life. These phenomena may shake some students' beliefs, thinking the ugly phenomenon is right and is the mainstream of society. About the traditional code of conduct in investigation, 40% of the students think they are affected by social atmosphere. The diversification of the social trend of thought also influences college students. Now social thoughts such as bad thoughts in the West and non-mainstream ideas spread in colleges and universities, and with intelligent means of information dissemination, these thoughts have poisoned students. Bad social ideological trend is a serious erosion of the thinking of college students. The social environment and improper public opinion propaganda also have a major responsibility. Some of the media headlines only care for the limelight and propaganda, some bad phenomena in society, without reflection and positive energy, easily lead to social moral cognitive confusion. Students lacking of fully mature thinking and analytical ability, may get confused in the face of the new network media publicity. The wrong opinions cause ideological confusion and moral requirements decline.

The Neglect of the Education in Colleges and Universities. In ideological and political education in colleges and universities, the level of education and practical needs are not entirely fulfilled, teaching methods and contents are in urgent need of innovation. In investigation, 66.7% of the students show their lack of interest of the course of ideological and political education, 30.9% of the students think that the teacher's teaching methods can't adapt to the demands of the students, which requires teachers to pay attention to the teaching methods in explaining theories. On the other hand, college students need ideological and political education to help them solve some of the problems, and the other part of the students of the ideological and political education is not very keen. They believe the ideological and political education is just simple input and ignores the needs of the students. The result is out of teaching and learning. The students take the ideological and political education as a passive learning obligation, causing their weariness. In investigation, 47.3% of the students think that the present situation in the ideological and political course is passive learning. Students do not realize the importance of Ideological and political education. 24% of the students think that the course of Ideological and political education is not necessary to open; this allows us to see the problem of ideological and political education. [3]

College Students' Lack of Awareness. The students' thought is more avant-garde, with high plasticity. But they are not associated with social cohesion, and with less social experience, their thought is not mature with weak will. And our current society is in the transition period, social temptation and a series of other reasons lead their deviation of the moral cognition. Many students in contemporary colleges are mostly only children; the negative impact brought by the one-child family is that they are too dependent on excessive protection. So some students' ability to deal with pressure and setback is weak, and they don't know how to take the initiative to ask for help, then problems may arise. Excellent traditional culture is the premise and basis for understanding the value orientation. There are problems of college students' attitude to the excellent traditional culture, the majority of college students often only pay attention to the social employment pressure of today, while ignore the excellent traditional culture for their lack of comprehensive and profound understanding of excellent traditional culture knowledge.

The Integration of Chinese Excellent Traditional Culture with the College Ideological and Political Education

Strengthening the Construction of Chinese Excellent Traditional Culture Course. Firstly, colleges should create excellent traditional culture compulsory courses or elective courses, take full advantage of the role of classroom teaching, and teach the ideological and political education course according to the actual situation of China. Opening compulsory courses or elective courses of the excellent traditional culture, the content could include ancient Chinese philosophy, appreciation of classical Chinese literature and ancient Chinese ethics etc. The second part is improving the teaching content and methods of traditional culture course. Reform and innovate teaching contents and teaching methods of the Chinese traditional culture course. Solve the problems of college students with excellent traditional culture, edify their sentiment, improve their judgment, analysis and identification of good and evil, beauty and ugliness and their true ability. In the use of teaching methods and teaching means, teachers should make full use of the Internet and modern educational technology micro-platform to spread and carry forward Chinese excellent traditional culture.

Integrating the Chinese Excellent Traditional Culture into the Campus Culture. The first is integrating traditional cultural elements into the campus cultural infrastructure construction. The infrastructure construction of campus culture is an important part of the cultural construction of colleges. Colleges should actively adapt to the social development and education reform, strengthen the construction of campus culture in colleges and universities, and at the same time combine the Chinese excellent traditional culture elements into it. It is needed to further demonstrate the benefit by mutual discussion, nurturing a healthy and upward campus culture environment plays an exemplary role in campus infrastructure construction. Another factor is to create an atmosphere conducive for the students' learning of the excellent traditional culture. Let students feel the traditional Chinese culture, and bathe in the Chinese traditional culture atmosphere. Colleges should organize various activities to create Chinese excellent traditional culture atmosphere, improve students' interest of learning Chinese excellent traditional culture, deepen their understanding of the Chinese traditional culture in practical activities, organize theme speech contests, reading activities, etc. to make students feel Chinese excellent traditional culture.

Strengthening the Construction of China's Excellent Traditional Culture Network Platform. The first thing is to create a healthy campus network culture. Colleges and universities should attach great importance to the construction and management of campus network environment, make efforts to form a healthy university campus network culture and create a good network environment for the Chinese excellent traditional culture. The second part is to strengthen the construction of campus network. The university should focus on the construction of excellent traditional culture websites according with the actual situation. Through text, voice and video these websites will make students feel personally on the scene and touch the excellent traditional culture. The third part is to promote Chinese excellent traditional culture through the network propaganda. Colleges and universities teachers of ideological and political education should encourage communication among students to learn Chinese traditional culture, solve problems, and stimulates students' learning enthusiasm and initiatives.

Improving Teachers' Chinese Traditional Culture Ability. The first thing is to consolidate the excellent traditional culture awareness of the teachers. Teachers should consciously strengthen their Chinese excellent traditional culture learning with their own high standards and strict requirements, and constantly improve their knowledge of the excellent traditional culture. Teachers should always make renovation in their teaching method of excellent traditional culture education. Colleges and universities should regularly organize teachers to accept Chinese excellent traditional culture training, broaden their horizons, and improve their literacy, training a group of excellent teachers of Chinese traditional culture education, so that they can possess rich ideas and effective methods for Chinese excellent traditional culture.

Building a Platform Guiding Students' Experience of Chinese Excellent Traditional Culture. First is to make students feel the excellent traditional culture through social activities. Carry out college students' education of excellent traditional culture through the social practice of

college students. They can experience traditional culture, such as visiting museums, cultural centers, participating in the exhibition of intangible cultural heritage, or taking part in traditional festivals, publicity and education activities, so as to enhance their awareness and understanding of the national culture. The second is to guide students to read actively Chinese classics. College students, through continuous reading these traditional classics, can obtain the culture and spirit. In the process of guiding students to read Chinese traditional humanistic classics, students can feel and experience Chinese classics which contain traditional humanistic culture, moral character, personality and spirit of patriotism. This will have a profound impact on the improvement of the overall quality of students.

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