

# The Application of Chinese Excellent Traditional Culture in Ideological and Political Education of University

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**Abstract**—China's excellent traditional culture is a precious asset of the Chinese nation. General Secretary Xi Jinping stressed that China's excellent traditional culture is a prominent advantage of the Chinese nation, and the great rejuvenation of the Chinese nation needs to be conditioned by the development and prosperity of Chinese culture, and it is necessary to vigorously carry forward China's excellent traditional culture. As high-quality talents in China in the future, contemporary college students should learn Chinese traditional culture and integrate Chinese traditional culture into the ideological and political education of universities. This paper analyzes the application status of Chinese excellent traditional culture in the ideological and political education of colleges and universities, proposes the significance of the application, and finally gives the application approach, aiming to help Chinese excellent traditional culture better integrate into the ideological and political education of colleges and universities.

**Keywords**—*Excellent Chinese traditional culture; College students; University politics; Application way*

## I. INTRODUCTION

The prosperity of a country is closely related to the cultural prosperity of the country. The Chinese civilization has a long history and is inseparable from China's excellent traditional culture. President xi jinning has repeatedly demonstrated the importance he attaches to China's excellent traditional culture. He stressed that China's excellent traditional culture is a prominent advantage of the Chinese nation. President Xi's speech on the promotion of excellent traditional culture provides a new perspective for college students to learn Chinese excellent culture and a strong guidance for the promotion of Chinese excellent traditional culture.

Many universities always take the cultivation of high-quality talents as their goal, which should be the ultimate goal of education. As a high-quality talent in the future of China, contemporary college students should have various qualities. College students should have ideological and moral quality, cultural quality, professional quality and physical and psychological quality. Nowadays, with the rapid development of economy and science and technology in the world, more and more colleges and universities are inclined to develop science and engineering, which makes the humanities subject neglected, which makes college students lack the inculcation of traditional Chinese culture, and their cultural quality is not high [1]. It is

of positive significance to apply Chinese excellent traditional culture to the ideological and political education of colleges and universities.

## II. THE APPLICATION STATUS OF CHINESE TRADITIONAL CULTURE IN IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY

Nowadays, many college students are born after 2000, and they have a wider horizon than before, and the education is much better than before. In today's society at the same time, in all aspects of the thought, the rapid development of new media, contemporary college students have it easier than ever to come into contact with all kinds of culture, as a result, some students will appear deviation, they or the lack of a firm political stance, or by the interference of environment, adverse trends in words and deeds [2]. Some of the advantages of China's excellent traditional culture have been abandoned by them and replaced by some decadent ideas of capitalism. The reasons are closely related to the absence of the elements of China's excellent traditional culture in the ideological and political education of universities.

### A. *Less traditional culture courses are offered, and students have little interest in traditional culture courses*

At present, traditional Chinese culture courses are not set as compulsory courses, but only as optional courses for students to take. It can be found that humanities and social science students often choose related courses, and few students of science and engineering. Moreover, in many engineering colleges, too few electives lead to the cancellation of courses. Many college students prefer to choose programming technology, cet-4 and cet-6 counseling or elective courses related to their majors, but show little interest in traditional Chinese culture, showing utilitarian characteristics [3]. The course of traditional culture in colleges and universities is too little, and the idea of valuing theory and light writing is more outstanding. At the same time, the elective courses in colleges and universities in setting up traditional culture is not good mature teaching plan formulation, only for courses in the traditional culture, many teachers are only carried out in accordance with the teaching courseware teaching and failed to achieve good interaction with students, in the process of the students in the class to be bored, so after don't come to class or told the students the boring course. As a result, the courses

related to the cultural quality of college students become chicken ribs, which do not play a proper role in the ideological and political education of college students.

*B. Chinese excellent traditional culture is impacted by new Internet media*

Nowadays, with the popularity of the Internet and smart phones, almost all college students have smart phones. College students are also the ones who are best at using emerging products. College students are more willing to learn new things or receive information through mobile phone software such as WeChat and Microblog, while ignoring the learning and understanding of traditional culture. At present, many traditional cultures do not use new media as the carrier, but still rely on paper carrier, which is greatly influenced by the popularity among contemporary college students.

In today's such a deluge era, college students can through the network more quickly to receive more information from all over the world, Chinese traditional culture in the protection very vulnerable, and was overwhelmed with all sorts of multifarious information, and contemporary college students have some mental still not mature enough, don't have the ability to discern bad information. In many information platforms such as WeChat public account and weibo, not only good information that broadens college students' vision and conveys social positive energy, but also many bad information that is received by college students through the Internet. Many college students are also influenced by western ideas through the Internet, unable to distinguish right from wrong, fully accept western culture, and even learn some western dress. As a result, some college students are distorted in their values. Without cultural confidence, they are unable to recognize the advantages of Chinese traditional culture and fail to learn Chinese excellent traditional culture.

*C. There are defects in ideological and political education in universities and students lack social responsibility*

In the course, nowadays, colleges and universities conduct ideological and political education to students through ideological and political theory course, but fail to integrate the relevant courses of Chinese excellent traditional culture into the ideological and political theory course, so that students who originally have a weak foundation in culture are not even instilled with excellent traditional culture. In daily life, ideological and political workers seldom use Chinese excellent traditional culture to conduct ideological and political education on college students. The university aims at cultivating technical talents with social needs and ignores students' demand in cultural quality. However, especially in the process of ideological and political education, it can achieve unexpected results if the traditional Chinese culture can be used to persuade and teach. Through the excellent traditional culture and national spirit, we can cultivate students' patriotic feelings and enable them to develop a good outlook on life, values and world view.

As a large proportion of college students are only children, they are spoiled by the whole family from childhood, which inevitably produces many selfish shortcomings. They tend to

act on their own needs, ignoring the interests of others or the community. Contemporary college students are also indifferent to national current affairs and social problems, which is the lack of social responsibility. Once college students lack social responsibility, it has an impact on their entering the society and reflecting their social value.

### III. THE SIGNIFICANCE OF THE APPLICATION OF CHINESE EXCELLENT TRADITIONAL CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITIES

The application of Chinese excellent traditional culture in the ideological and political education of colleges and universities is beneficial to the shaping of the personality of college students, the implementation of the ideological and political education, and the campus environment. College students influenced by western culture, and gradually lost the traditional culture, once influenced by any unhealthy culture, is likely to be poor through formation, affect a person for life, so want to through the moral education function of Chinese traditional culture, let college students through by twist is, make the ideological and political education makes it easier for people to accept, and form a good school ethos and social ethos.

*A. It helps college students to form a correct and positive view on life, values and world*

The spirit of patriotism and self-improvement in China's excellent traditional culture all play an important role in teaching college students. A person in the university time is the important period of the formation of three views. For example, Confucian culture has a guiding role in one's development, and the volitional quality of ancient scholars and scholars is studied by contemporary college students [4]. Through traditional culture education, students' words and deeds will be taught imperceptibly, their outlook on life, values and world view will be influenced, and their quality will be improved, which will play a positive role in their sustainable development.

The core of Confucianism is "benevolence". Confucianism believes that one should have both morality and ability, and the basis of which is morality. The importance of moral education can be expressed by doing things first and doing things later. The influence of Confucian culture on contemporary college students helps them to shape good moral character.

*B. It helps to promote the effectiveness of ideological and political education in universities*

Ideological and political education of colleges and universities is less integrated with the excellent traditional culture of China nowadays. If we can carry out ideological and political education for contemporary college students through the excellent traditional culture of China, it will have unexpected effects. The university's political thought education has much in common with the educational thought in Chinese excellent traditional culture. For example, the concept of collectivism advocated in traditional culture, college life is collective life, and the concept of collectivism is not strong. Therefore, dormitory contradiction and class contradiction caused by this are not rare. Education to university students

through love and friendship in traditional culture will play a better role than blindly indoctrination.

There are abundant education resources in excellent traditional culture and unique advantages in education. Many college students are influenced by Chinese traditional culture from childhood, and they are more likely to accept education through excellent traditional culture when there is ideological deviation. Such combination forms complementary advantages.

#### *C. It helps to form a good school spirit and social spirit*

Through the popularity of Chinese traditional culture on campus, it plays a good role in improving the quality of college students. Once it affects the majority of students, it will certainly promote the good atmosphere on campus. Each school has its own ethos and motto. This is gradually formed through a long period of accumulation. Various national spirits in Chinese traditional culture deeply influence the formation of school spirit. College students and schools complement each other and influence each other.

A student who receives education of Chinese excellent traditional culture is bound to have a "butterfly effect", which gradually affects a family and even a society. Good family trait is through the generations of the family members of ideological style, thinking character, slowly rising proportion of contemporary university students, is rising by the education level of the society, college students is the education of traditional culture, forming the good thought quality, the quality of the whole society, culture can play a good role.

### IV. APPLICATION APPROACHES OF CHINESE EXCELLENT TRADITIONAL CULTURE IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF UNIVERSITY

There are many ways for the application of Chinese excellent traditional culture in the ideological and political education of universities, among which the key is to integrate Chinese excellent traditional culture into all aspects of the ideological and political education, such as ideological and political teaching, party and league activities, and daily life. By updating and perfecting the teaching system in teaching, the teaching mode is changed from the point of teaching characteristics. The integration of ideological and political education in life can better play the role of Chinese excellent traditional culture in the ideological and political education in universities.

#### *A. Improve existing thinking mode of education and integrate traditional culture into teaching*

As mentioned above, there are some problems in colleges and universities, such as the lack of traditional Chinese culture courses, the inadequacy of courses, and the lack of students involved. Therefore, as a compulsory ideological and political theory course for college students, excellent Chinese traditional culture can be put into the course content. We will increase the opening of traditional culture courses and hire professional teachers of high standards for teaching, so as to expand students' interests and hobbies [5]. In the ideological and political theory course, the ideological and political teacher should not only follow the content of the book, but also add

other Chinese traditional cultural stories to arouse students' interest. At the same time, he can also carry out the teaching of "second class", or add new teaching modes to improve students' participation. In order to make students become interested in Chinese traditional culture and gain cultural confidence, they will naturally take the initiative to learn Chinese excellent traditional culture knowledge and receive education.

This also puts forward higher requirements for teachers of ideological and political theory courses. Teachers should change their teaching methods and teaching modes, and at the same time, they should have rich traditional cultural knowledge and transform theoretical knowledge into knowledge that can be easily understood and accepted by students, so that excellent traditional Chinese culture becomes attractive.

#### *B. Adding Chinese excellent traditional cultural elements to the second class such as party and group activities*

As an important part of college students' campus cultural activities, college students are generally enthusiastic about participating in the activities. China's excellent traditional cultural elements can be added into the activities of the party and the communist party, ranging from lectures on Chinese excellent traditional culture to the holding of "Chinese cultural festival". Through various activities, both learning and communication types and cultural performance types, it can not only enrich college students' extracurricular life, but also play the role of ideological and political education for college students.

Colleges and universities can explore the education mode of cultural quality aiming at the improvement of Chinese excellent traditional cultural quality and the sustainable development ability of college students based on the second classroom education system.

In the party and group activities favored by many students nowadays, the excellent traditional Chinese cultural elements can be added, which can change the ancient stories of filial piety under the premise of unchanged connotation, and also can interpret some classic ancient literature works, showing the traditional Chinese culture to everyone with a new look.

In today's society, various cultures are integrated and various values exist simultaneously, which has also caused a certain impact on college students' three views. In various party and league activities, how to highlight cultural elements so that college students can personally experience and participate in cultural activities is a problem worth exploring and studying. Traditional cultural elements are added into the activities of the party and the communist party of China. With culture as the core and activity as the carrier, it is called on college students to actively participate in the activities, cultivate their cultural knowledge, improve their cultural quality and reserve talents for the future development of the country.

### C. *Integrate traditional cultural elements into college students' daily life*

It infiltrates Chinese excellent traditional culture into college students' daily life, and guides them to study and receive Chinese excellent traditional culture through subtle influence in daily life. On campus, campus environment will affect students' behavior attitude, can be integrated into the traditional elements in the environment on campus, through all kinds of materials such as posters, hanging banners, and advocate the students to practice, use of campus resources at the same time, such as: the campus radio, large screen, etc. To promote the excellent traditional culture, to create rich culture of the campus environment, also let college students have the feeling that find everything new and fresh to campus environment, living in such an environment, plays a subtle role.

In this era when new media are becoming more and more developed, colleges and universities can use such media as WeChat public account and microblog to send tweets during the traditional festival or the 24th solar term for college students to read. Through reading, students can understand the inner meaning of traditional festivals and deepen their understanding of traditional culture. The school can also set up role models through the power of role models to call on people to learn the spirit of excellence, and also through the issuance of incentives to encourage people to learn excellent traditional culture. So day after day, China's excellent traditional culture is deeply embedded in universities.

## V. CONCLUSION

Chinese excellent traditional culture has influenced generations of Chinese descendants, and is our valuable spiritual wealth. Nowadays, with the integration of various information cultures, China's excellent traditional culture should also radiate its strong vitality. Chinese contemporary college students are a generation with great potential. Through the influence of China's excellent traditional culture, they can definitely become the qualified successor of communism. The integration of China's excellent traditional culture into the ideological and political education of universities has an imperceptible influence on contemporary college students, and has a positive effect on shaping the volition quality of college students.

This paper starts with the problems existing in the application of Chinese excellent traditional culture in the ideological and political education of colleges and universities, elaborates the significance of the application of Chinese excellent traditional culture in the ideological and political education of colleges and universities, and proposes ways and methods. This research provides reference for the education problem and the development problem of the university, but it also has many shortcomings, which need to be improved in the future, please kindly understand.

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