



The Value Implications and Practical Paths of Integrating Chinese Excellent Traditional Culture into Ideological and Political Education of College Students

Xiangxiang Zhang

Wenzhou Medical University, Wenzhou, Zhejiang, China

Abstract: The excellent traditional Chinese culture is closely related to shaping college students' sense of family and country, their spirit of responsibility, and their ideals and beliefs. Universities should adhere to the fundamental task of nurturing souls and educating people, fully leverage the nourishing function of fine traditional culture, permeate the hearts of college students, enhance their cultural identity, achieve the creative transformation of "culture + ideological and political education," build a multi-dimensional synergy among educational subjects, objects, and carriers, further boost college students' cultural confidence, and enrich their spiritual and cultural lives.

Keywords: excellent traditional Chinese culture; ideological and political education of college students; value connotation; practical path

1. Introduction

Integrating the fine traditional Chinese culture into ideological and political education for college students helps cultivate their sense of responsibility and enhances their confidence in this cultural heritage. "Revisiting the philosophical proposition of realizing the value of fine traditional Chinese culture is a practical need as socialism with Chinese characteristics enters a new era." [1] Analyzing and grasping the intrinsic logic, real-world motivations, and focal points of the integration is the foundation for universities to adhere to "cultural education," a guarantee for enhancing college students' cultural confidence, and a crucial step in carrying forward and promoting fine traditional Chinese culture.

2. The value implications of integrating excellent traditional Chinese culture into ideological and political education for college students

The Resolution of the Central Committee of the Communist Party of China on the Major Achievements and Historical Experience of the Party's Centenary Struggle summarizes the significant achievements made by the Communist Party of China in promoting cultural development. It emphasizes "promoting the creative transformation and innovative development of fine traditional Chinese culture," providing a systematic and evidence-based institutional support for integrating fine traditional Chinese culture with ideological and political education for college students. Fine traditional Chinese culture offers rich material for cultivating college students' sense of mission, national identity, and ideals and beliefs.

2.1 Enhance college students' sense of national identity

The fundamental goal of ideological and political education is for educators to effectively use educational content, methods, and approaches so that the educated can recognize the ideas being imparted. [2] Its ultimate aim is to enhance the moral qualities of the educated and promote their free and comprehensive development. [3] Chinese culture is rich in patriotic sentiments. Concepts such as "When the great way is followed, all under heaven will be held in common," "In adversity, one should cultivate oneself; in prosperity, one should benefit all," and "In the application of propriety, harmony is most valuable" encapsulate the wisdom of countless sages. The integration of these two aspects serves as a "binder" to strengthen college students' national identity. With the development of economic globalization, cultural exchanges between countries have accelerated, leading to inevitable clashes between excellent traditional Chinese culture and modern culture. Conflicts arise from the clash between the "sense of crisis" in excellent traditional Chinese culture and the notions of "entertainment to death," "the rise and fall of the nation concerns every individual," "atomistic individualism," and "utilitarianism." This "awakening" of "self-awareness" may reduce college students' recognition of excellent traditional Chinese culture. Therefore, in the face of the diversified trends of the new era, guiding college students to value excellent traditional Chinese culture, fostering interest in it, and experiencing its charm is an intrinsic need to enhance their national identity.

2.2 Cultivate college students' sense of responsibility

The trend of cultural diversification is challenging the moral values embedded in China's fine traditional culture. College students are at the "critical growth" stage, and this period of multicultural influence can shape their values. Learning from the excellent moral examples in China's fine traditional culture, such as the principles of "a gentleman understands righteousness," "benevolence and mutual assistance, self-cultivation for the benefit of others," and "sacrificing life for the state." Coupled with ideological and political education, these practices help college students form correct values, a spirit of responsibility, and good moral character. Diverse cultural activities provide multiple avenues for integrating China's fine traditional culture into ideological and political education for college students. As the pace of social life accelerates, various cultural elements in clothing, festivals, and variety shows are increasingly visible to the public. The rise of various online media platforms in the digital age has, to some extent, expanded the dissemination of "China's fine traditional culture" from isolated points to a broader reach. For example, Hanfu culture, traditional festivals, and the variety show "Dance Through the Ages" have all played a role in promoting China's fine traditional culture to some extent. Therefore, the spirit of responsibility nurtured by China's fine traditional culture provides a fundamental guideline for ideological and political education in "renewing people" and shaping individuals through culture.

2.3 Firm up the ideals and beliefs of college students

Integrating the fine traditional Chinese culture into ideological and political education for college students aligns with the trends of our times. After the reform and opening up, people's material living standards have been largely met, so college students no longer need to worry about material life, but they lack "internal drive" at the ideological level. On one hand, some college students have insufficiently firm ideals and beliefs, unclear goals, and often hesitate in confusion, ultimately falling into a state of "lying flat." On the other hand, they lack the motivation to set lofty ideals, leading them into a state of aimless learning and life, drifting along with the tide. By immersing students in the influence of excellent traditional Chinese culture and through ideological and political education, we can guide students to internalize the spiritual qualities contained in these traditions and externalize them in their actions, fostering a positive pursuit of life characterized by "if it is renewed daily, then it will be renewed every day," building a "spiritual home" rich in ideals and beliefs. School education provides an effective platform for integrating excellent traditional Chinese culture into campus life. "Through campus culture, the genes of excellent traditional Chinese culture can be infused into the hearts of students." [4]

3. The practical dilemma of integrating excellent traditional Chinese culture into ideological and political education for college students

3.1 Single discourse system: the cultural literacy of some ideological and political teachers needs to be improved

Ideological and political educators should not only impart knowledge but also possess high cultural literacy. This is an essential part of the basic professional qualities for college teachers. Some ideological and political educators merely read from textbooks to teach theoretical knowledge, with content that lacks integration with traditional culture. They fail to extend their discourse to highlight the essence of nurturing through excellent traditional Chinese culture and seldom connect with students' spiritual lives, making their language in ideological and political education hollow and abstract. The rigidity of the classroom makes it difficult to foster interaction between teachers and students. As a result, learners find theoretical learning rigid and uninteresting, naturally leading to a lack of resonance with excellent traditional Chinese culture, and the effectiveness of ideological and political education is only marginally satisfactory.

3.2 In-depth integration of courses: the interaction between excellent traditional Chinese culture and ideological and political courses needs to be strengthened

During the college years, emphasis should be placed on cultivating students' ability to independently learn and explore excellent traditional Chinese culture, fostering their innovative awareness, and enhancing their sense of responsibility and mission in promoting this culture. [5] However, under the influence of employment, some universities lack a comprehensive, systematic, and scientific integration of education on excellent traditional Chinese culture with ideological and political education content. The exploration of educational resources related to excellent traditional Chinese culture in ideological and political courses is not deep enough, and the logical connections and interrelations are weak. Ideological and political education content needs to be further enriched and deepened while still utilizing excellent traditional Chinese culture.

3.3 Lack of innovation in carriers: The publicity forms of campus cultural carriers are old

Campus culture is a spiritual civilization achievement formed under the guidance of China's advanced socialist culture, with the essence of fine traditional Chinese culture as its foundation. The continuation and inheritance of fine traditional Chinese culture also require a good campus cultural atmosphere as a carrier to continuously exert its subtle educational role. Information boards, slogans, and blackboard newspapers about fine traditional Chinese culture often remain at the level of "face projects," with rigid and monotonous promotional methods causing college students to develop aesthetic fatigue, leading to unsatisfactory promotional effects. Although various student organizations conduct related activities, they fail to find a balance between the contemporary value of fine traditional Chinese culture and the actual needs of college students' lives, failing to evoke emotional resonance among them and weakening their enthusiasm for participating in activities related to fine traditional Chinese culture.

4. Practical paths for integrating excellent traditional Chinese culture into ideological and political education of college students

Keeping pace with the times and innovating to explore new points of integration is an intrinsic need for promoting the scientific and regular nature of integration mechanisms. "Thought," in its broad sense, encompasses cognition, emotion, meaning, and belief. Among these, "knowledge" serves as the foundation, while "emotion" and "will" act as motivation and medium, with "faith" representing their elevation. [6] The continuation and innovation of fine traditional Chinese culture require ideological and political educators to guide meaning, clarify understanding of fine traditional Chinese culture, and help college students establish ideals and beliefs. Focusing on the subject-object relationship, intermediary, and environment, we continuously explore the convergence points between fine traditional Chinese culture and ideological and political education for college students, deeply advancing ideological and political work in higher education institutions, further deepening the concept of "cultural nurturing."

4.1 Build a discourse system of "culture + theory"

Educators are the leaders and implementers of educational activities and content. First, ideological and political educators must also pay attention to the educational value of fine traditional culture when imparting ideological theories. They should continuously explore the profound meanings embedded in China's excellent traditional culture, integrating current hot topics and aligning with college students' real lives to resonate with those being educated. Second, the development of internet technology has also led many college students to break away from the traditional learning method that combines teachers and textbooks. Ideological and political educators should try innovative educational methods, using digital media to build an integrated system of China's excellent traditional culture and ideological and political education. While transmitting theoretical knowledge, they should enhance students' sensory experiences. Finally, when constructing a theoretical discourse system for China's excellent traditional culture, ideological and political educators should explain its spiritual characteristics in simple terms, fully utilizing the educational materials contained within the discourse system to inspire college students' appreciation of spiritual culture. "Ideological and political theory course teachers need a solid theoretical foundation and extensive knowledge to strengthen the 'ideological and theoretical nature' of ideological and political theory courses," [7] fulfilling the responsibility of moral education, gradually improving the effectiveness of ideological and political education work.

4.2 Build a "culture + ideological and political" network platform

The rapid development of the Internet has not only increased college students' reliance on it but also provided a practical opportunity to promote fine traditional Chinese culture. Ideological and political education should adapt to this trend and adopt multiple measures. From the perspectives of building platforms, expert lectures, and student participation, we can use online carriers such as "Grand Ideological and Political Courses" and "Cultivating People through Culture" to continuously expand the reach of promoting fine traditional Chinese culture. First, create an ideological and political education environment. Leverage the advantages of online classrooms to broaden various channels for integrating fine traditional Chinese culture into ideological and political education, solidifying the foundation of the "Third Classroom Ideological and Political" platform. Draw on the high audience reach of internet platforms, such as encouraging college students to use media platforms to produce short videos, create songs, and paint cultural landscapes to spread fine traditional Chinese culture. Second, increase "quality courses." Invite experts in ideological and political studies and literature to give live lectures, expanding the breadth of fine traditional Chinese culture. Third, organize cultural quality expansion activities. Learn from the operational models of platforms like "Youth University Learning" and "Study Strong," and conduct cultural quality expansion module activities for college students. Try launching credit competition modules that promote stories of

fine traditional Chinese culture, thematic knowledge quizzes, and poetry appreciation. This helps enhance the interactivity between university ideological and political education and other educational platforms, forming a collaborative education pattern between schools and communities.

4.3 Create a "culture + activity" education environment

The excellent traditional Chinese culture possesses high-quality educational resources and value. A positive campus cultural atmosphere also helps promote college students' appreciation and recognition of this culture. In the construction of campus culture, integrating excellent traditional Chinese culture into university institutional development, teaching and learning styles, and academic research culture can be beneficial. Infusing elements of excellent traditional Chinese culture into school infrastructure such as dormitories, teaching buildings, and canteens provides rich nourishment for campus cultural development. By organizing events like the Excellent Traditional Chinese Culture Festival, poetry contests, calligraphy competitions, and party and youth league learning activities, we can broaden promotional channels and increase publicity efforts, allowing college students to appreciate the charm of excellent traditional Chinese culture in a positive campus cultural environment.

5. Conclusion

The integration of fine traditional Chinese culture with ideological and political education for college students is a comprehensive and systematic educational project. This integration not only meets the needs of the times but also provides a crucial foundation for enhancing cultural literacy and fostering correct ideals and beliefs among college students. Universities should consistently adhere to the fundamental task of "nurturing virtue and talent," continuously advance the educational process of "cultivating people through culture and nurturing them with literature," and emphasize "creative transformation and innovative development."

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Author Bio

Name: Zhang Xiangxiang (February 1996), female, Han, from Bozhou, Anhui Province, master's degree, teaching assistant, research direction: ideological and political education.