

# Driving the reform of cultural education in colleges and universities in the new era with excellent traditional Chinese culture

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**Abstract:** The excellent traditional Chinese culture is the solid foundation of gaining a firm foothold on the international cultural stage for contemporary Chinese youth, and it is an important source of cultivating cultural awareness and cultural confidence of the youth. To deepen the reform of cultural education in colleges and universities in the new era, it is necessary to enrich the popular cultural content and enhance the charm of cultural education; to embrace various forms of cultural carriers and stimulate the potential of cultural education; to establish diversified cultural platforms and enhance the strength of cultural education; to create a clean and positive cultural environment and enhance the cohesiveness of cultural education; and to activate the vitality of the excellent traditional Chinese culture and promote the integrated development of excellent traditional Chinese culture and the fruits of Western civilization so as to nurture people with cultural education.

**Key words:** excellent traditional Chinese culture; new era; colleges and universities; cultural education

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## 1 Introduction

On March 5 this year, General Secretary of Communist Party of China, while attending the deliberation of Jiangsu Delegation of the First Session of the 14th National People's Congress, put forward that our education should take full advantage of excellent traditional Chinese culture of the past 5000 years while retaining the achievements of Western civilization. In doing so, we can truly instill "four confidence" (the confidence in the path; theory; system and culture of socialism with Chinese characteristics) into the youth [1]. The nurturing of young people in the new era should be rooted in history and oriented to the world. The world is both uncertain and unstable nowadays, with multiple challenges and crises intertwined. In order to seek peace and development, China has launched the Global Development Initiative, the Global Security Initiative, and the Global Civilization Initiative, offering China's proposals for the development of mankind. Going forward, China's role will be more prominent, and China's wisdom will become even more important. How will China's youth go out into the world to join hands with the youth of other countries for the future development of mankind? Culture will certainly serve as an important window. As the root and soul of the Chinese nation, the excellent traditional Chinese culture is the solid foundation of gaining a firm foothold on the international cultural stage for contemporary Chinese youth, an important source of cultivating cultural awareness and cultural confidence of the youth, an integral component of the confidence in the path; theory, system and culture of socialism with Chinese characteristics. Being the cradle of excellent young people in the new era, colleges and universities are the front line of promoting the reform of

cultural education. To deepen the reform of cultural education in colleges and universities in the new era, we should fully activate the vitality of the excellent traditional Chinese culture, promote the integrated development of the excellent traditional Chinese culture and the achievements of Western civilization so as to nurture people with cultural education.

## **2 Four measures of driving the reform of cultural education in colleges and universities in the new era with excellent traditional Chinese culture**

First, we need to enrich the popular cultural content and enhance the charm of cultural education. The golden mean, benevolence, morality, honesty, harmony, and other moral values are advocated in the excellent traditional Chinese culture. To truly understand its principles, purposes, and essence, we should study its historical development, clarify its evolution, and familiarize ourselves with the *Analects of Confucius*, the *Doctrine of the Mean*, the *Book of Documents*, and other famous classics. Only then can we have a sound understanding of the essentials of the excellent traditional Chinese culture. As a system, culture is not closed, but open. The openness of culture is manifested as the communication, dissemination and universality of culture [2]. With the development of the era of globalization, cultural exchanges among countries are getting deeper and deeper. How to promote the mainstream cultural values amid the complicated world of culture is a significant challenge for the reform of cultural education in colleges and universities. The cultural needs of youth in the new era are characterized by individuality, so the excellent traditional Chinese culture needs to adapt to the development trend. To that end, we must work on the cultural content, creating a differentiated and rich culture that is well-received by students. In the popularization of the commonalities of the mainstream culture, we need to focus on students' pursuit of individuality while providing guidance to common values to promote the formation of correct outlooks on the world, on life and on values.

Second, we need to embrace various forms of cultural carriers and stimulate the potential of cultural education. The excellent traditional Chinese culture is the crystallization of people's wisdom gradually formed over the past millennia in Chinese history. Cultural tradition is not confined to museum exhibits and library thread-bound books; it is active in the practice of present and future generations, and constantly changes itself in this practice [3]. The excellent traditional Chinese culture comes in various carriers and forms such as historical records, cultural relics, poems, allusions, language, Chinese characters, art works, festivals, customs, national costume and eating habit. In order to enrich cultural life, people have innovated and developed a variety of products that are well-combined with the excellent traditional Chinese culture. When it comes to the reform of cultural education in colleges and universities in the new era, we should fully explore the potential of various cultural products to pass on the excellent traditional Chinese culture. In addition, we should enable the excellent traditional Chinese culture to be seen everywhere in the daily life of students through campus cultural street, cultural supermarkets, etc. In this way, we can realize the targeted ideological education of students with different cultural carriers through imperceptible and unobtrusive influence and enhance the sense of cultural participation, cultural acquisition, and cultural happiness of students.

Third, we need to establish diversified cultural platforms and enhance the strength of cultural education. Colleges and universities need to go beyond traditional thinking patterns, actively promote the combination of the basic principles of Marxism and the excellent traditional Chinese culture, always keep the excellent traditional Chinese culture vibrant and continuously enrich the theoretical achievements of achieving socialist modernization with Chinese characteristics. The traditional moral principles of excellent traditional Chinese culture, such as cultivating oneself as a gentleman, filial piety and fraternal duty in the family, benevolence and righteousness in the society, and self-restraint and devotion to public duty, are closely connected with the fundamental task of cultivating the moral character of students in colleges and universities. The two are mutually reinforcing and conducive to the development of excellent traditional Chinese culture and the high-

quality development of talent training in colleges and universities. Colleges and universities should consciously integrate excellent traditional Chinese culture into the moral education system when formulating talent training programs and considering discipline development, academic research, as well as curriculum design. At the same time, colleges and universities should have a good grasp on the converging points between excellent traditional Chinese culture and core socialist values. Moreover, colleges and universities should learn from the achievements of Western civilization, leverage history and integrate the Eastern and the Western culture in the practice of cultural education and strive to build a cultural platform for diversified development, so as to make the dissemination of excellent traditional Chinese culture more far-reaching and deep-going. With these efforts, colleges and universities can make it an important part of the common spiritual home of mankind, and a guiding spirit for human beings to share, consult, and advance together as we seek to promote the building of a new form of human civilization.

Fourth, we need to create a clean and positive cultural environment and enhance the cohesiveness of cultural education. The 14th Five-year Plan for Cultural Development, issued by the General Office of the CPC Central Committee and the General Office of the State Council, emphasizes that "there can be no socialist modernization without the prosperous development of socialist culture". Confucian classics put forward a series of moral norms such as filial piety and fraternal duty, loyalty and trust, benevolence and righteousness, courtesy and wisdom, respect, etc., which have always influenced how people speak and behave from ancient to modern times. The excellent traditional Chinese culture figures prominently in the socialist culture with Chinese characteristics, and it is an important underpinning to promote the high-quality development of the national cultural cause, and it is also an important part of the building of socialist modernization with Chinese characteristics in all respects. Colleges and universities should create a good cultural environment for the growth and development of young students throughout the whole process, in an all-round and all-dimensional way. What's more, colleges and universities should focus on cultivating the manners and morals of students in the inheritance and promotion of excellent traditional Chinese culture. With such a culture, we can bring people together, improve conduct, promote positive energy, enhance the effectiveness of cultural education through the experiential, immersive mode of education, and guide young students to be firm believers of the "four consciousness" (which refers to consciousness of the ideology; the whole; the core and the line), "four confidence" (the confidence in the path; theory; system and culture of socialism with Chinese characteristics) and "two maintenance" (which refers to upholding General Secretary Xi's core position on the CPC Central Committee and in the Party as a whole, and upholding the Central Committee's authority and its centralized, unified leadership).

### **3 Conclusion**

To educate people with culture, the focus is on "education", the key is "transformation". Enriching popular cultural content, embracing various forms of cultural carriers, establishing diversified cultural platforms, and creating a clean and positive cultural environment are the foundation and source for colleges and universities to pass on and carry forward the excellent traditional Chinese culture in order to improve the quality of education. In the new era, to achieve practical results in moral education in colleges and universities, it is critical to deepen the reform of cultural education and make the excellent traditional Chinese culture an underpinning for deepening the reform. With the in-depth development of globalization, integrating the East and the West, being world-oriented, advancing with the times and being inclusive have become the keys to maintain the vitality of the excellent traditional Chinese culture. The inheritance and promotion of the excellent traditional Chinese culture must go hand in hand with the reform of cultural education in colleges and universities, so that it can take root and thrive among young students in the new era.

## **Conflicts of interest**

The author declares no conflicts of interest regarding the publication of this paper.

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