

An Analysis of the Development Path of Inheriting Traditional Culture in College Student Associations

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Abstract: China's excellent culture will condense the spirit and wisdom of ancient people. In recent years, the country has attached great importance to the inheritance and development of traditional Chinese culture, and it will also determine the construction of a cultural power. In the context of the new era, universities will cultivate talents in the new era, undertake the fundamental task of cultivating morality and talents, and inherit and innovate culture. The ideas and spirit contained in excellent culture will also provide rich educational resources for the construction of campus culture. As a key focus of campus cultural dissemination, university student associations should focus on strengthening the education of traditional culture, so that students can have a comprehensive understanding of Chinese culture, consciously strengthen their own ideals and beliefs, and actively promote and inherit China's excellent culture. Based on this, this article mainly provides a brief description of the characteristics and functions of university student associations, analyzes the important role of university student associations in inheriting traditional culture, and finally deeply analyzes the development path of university student associations in inheriting traditional culture, in order to enhance the ability of university student associations to inherit traditional culture.

Keywords: Excellent Culture; Cultural Powerhouse; Universities; To Cultivate Virtue and Cultivate People; Student Clubs

Introduction

In the current situation of continuous development of science and technology, as well as the times, the inheritance of traditional culture will face corresponding challenges, and many traditional cultures will have no successors. The main reason for such problems lies in the absence of the younger generation. For college students, they belong to the builders and successors of the motherland's cause in the new era. By using clubs to inherit excellent culture, the educational value of college student clubs can also be realized, and the cultural literacy of college students can be improved. Therefore, it is necessary to conduct in-depth research on the methods of inheriting traditional culture in university student associations.

1. The Characteristics and Functions of College Student Associations

For college student clubs, it is mainly a type of extracurricular group that combines their own interests and hobbies and is freely organized to meet the diverse development needs of students. College student associations have two characteristics: firstly, the formation of the organization is voluntary and the members are relatively broad. The members of the club will break the constraints of geography and profession, and their goals and interests will be consistent. Secondly, the operating mechanism of the association is relatively flexible and free, and the composition of its members may also be relatively loose. In campus life, university student clubs are more important as carriers for students' self-education and self-service, which will have a diverse impact on their members. This mainly includes: improving comprehensive quality, developing one's own personality, making good life plans, and so on. College student clubs demonstrate the value of educating and regulating students. From the perspective of education, students will receive quality education, ideological and political education, and moral education. Analyzing from a regulatory perspective will meet the diverse needs of students. For these functions, they have two attributes, namely implicit and explicit. In the process of developing student associations in universities, their functions will continue to be enriched, and they will also radiate from within the university to specific groups and society. Due to the fact that all student clubs are young people with strong abilities to accept new things and adapt, and their advanced ideological concepts, they have a strong advantage in inheriting traditional culture.

2. The Important Role of University Student Associations in Inheriting Traditional Culture

2.1 Meet the development needs of student clubs in the new era

In the management regulations of college student associations, the college student association attaches great importance to actively implementing the Party's educational policies, taking moral education as the fundamental requirement, and uniting students. With the help of positive energy extracurricular activities with distinct themes, the campus culture becomes more prosperous. Moreover, both online and offline extracurricular activities can enhance students' sense of social responsibility and overall quality. In the current context where the country attaches great importance to the promotion of traditional culture, the inheritance of traditional culture by university student associations is also in line with the trend of the times, and is an important measure to improve the effectiveness of ideological and political work. By inheriting traditional culture, it will also meet the basic needs of the development of student clubs in the new era, making student clubs full of vitality and making corresponding contributions to the development of the times.

2.2 Spread and promote the excellent culture of the Chinese nation

University student clubs are composed of students from different majors and grades. In specific clubs, although members may have different majors and levels, their interests, hobbies, and basic needs will be unified with each other. Due to the fact that student clubs are more autonomous and their activities have developmental characteristics, they have a strong influence within student groups, laying a solid foundation for the promotion and development of traditional culture. At the same time, the classification of student clubs in universities will also be clearer, making traditional cultural activities more flexible. By carrying out activities related to the development of traditional culture, clubs can fully tap into the educational value of traditional culture, enabling them to achieve effective management in accordance with relevant standards and make up for the shortcomings of traditional culture education in extracurricular time. From this, it can be said that university student associations help students consciously promote and disseminate traditional culture by developing traditional culture.

3. The Development Path of Inheriting Traditional Culture in College Student Associations

3.1 Strengthen organizational leadership

By incorporating traditional culture into the talent cultivation plan of universities and integrating cultural knowledge, ideological and moral education, traditional culture is integrated into the entire process of university education. Moreover, universities also need to pay attention to setting up special funds and providing venues to achieve the integration of social resources. By relying on the important power of student associations, they can achieve the inheritance and promotion of excellent culture and promote the development of China's excellent traditional culture. At the same time, relevant departments in universities also need to strengthen guidance. The management department should focus on clarifying the goals of student associations and equipping them with more professional guidance teachers, in order to achieve corresponding reforms for student associations. In combination with the national cultural development and reform requirements, it is necessary to achieve effective integration of campus cultural construction and ethnic cultural genes. The management department also needs to clarify the important tasks and management measures of student associations in inheriting traditional culture, strengthen the construction of campus environmental systems for inheriting traditional culture, and thus provide important support for student associations to develop traditional culture in the development of universities. Not only that, the club also needs to do a good job in internal management. University student associations should focus on clarifying their development goals under the leadership of relevant departments in the school, and then clarify the task of inheriting excellent culture. Through incentives and guidance, they should construct a long-term mechanism for inheriting traditional culture. By integrating traditional cultural education with club activities and personnel management, the value of setting up stalls can be realized, and distinctive traditional cultural activities can be widely carried out.

3.2 Expand activity time and space

In the process of inheriting traditional cultural development, university student clubs also need to pay attention to expanding the time and space of club activities. In terms of time, it is necessary to focus on creating a series of activities to inherit and develop traditional culture. In fact, among student clubs, brand activities are more crucial and belong to the highlights of the club. To this end, student clubs also need to focus on building brand activity concepts and specific activity content, and strengthen publicity. During this process, universities should focus on managing and supporting brand activities. Moreover, student clubs can also organize corresponding series of activities, that is, continuously launch corresponding activities at different time periods, thereby exerting the continuous role of publicity and education. For example, school clubs can organize traditional cultural student clubs to carry out activities related to traditional cultural festivals. In this way, it will also provide a platform for the development of student clubs, effectively inheriting traditional culture, attracting more students to pay attention to traditional culture, and achieving the promotion of traditional culture. In terms of space, student clubs can actively cooperate with other clubs and break the early pattern of traditional cultural indoctrination education by visiting traditional cultural bases, conducting research projects, and other activities. Moreover, student clubs can also make full use of new media to create information systems for excellent culture, integrate relevant materials from various industries, and process them into traditional cultural forms that students prefer, and pass them on to them. In this way, it will also enable students to enhance the influence of traditional culture during the reading process, and encourage teenagers to consciously inherit traditional culture.

Conclusion

In summary, in the context of the new era, university student associations take on the responsibility of building socialism, and their ideological direction will have a certain impact on the trend of social development. So, universities also need to pay attention to recognizing the role of the excellent traditional culture of the Chinese nation, guiding students to move forward on the right path. By fully leveraging the role of student clubs in uniting and rallying young people, young people can consciously accept excellent culture, develop a sense of identification with traditional culture, and consciously promote and inherit traditional culture. In this way, students can also achieve more comprehensive and long-term development in the new era.

References

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