

# Exploring the Value Orientation and Path of Integrating Chinese Excellent Traditional Culture into Ideological and Political Education in Colleges and Universities

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**Abstract:** From an overall perspective, ideological and political education for college students aims to improve their ideological and political level and moral cultivation, to realize the fundamental task of establishing moral education, and to cultivate new men of the times for the construction of the new era. The excellent traditional Chinese culture can empower the ideological and political education in colleges and universities, and its integration into ideological and political education is conducive to cultivating college students' correct outlook on the world, society and morality, promoting the excellent traditional Chinese culture and boosting the reform of ideological and political education in colleges and universities. However, at present, there are problems such as insufficient knowledge of college teachers, single teaching method and superficial integration, therefore, we should be based on the reality, promote the reform of integration path and method, build a quality campus culture, strengthen the role of teachers' moral exemplary leadership, and integrate the excellent traditional Chinese culture into the classroom teaching, and implement the curriculum of ideological and political education.

**Keywords:** Chinese Excellent Traditional Culture; Ideological and Political Education in Colleges and Universities; Cultural Cultivation of People

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## Introduction

After a century of unprecedented changes, the new era is accompanied by the proliferation and invasion of western "pan-entertainmentism", "consumerism" and "hedonism", and it is urgent to rely on the excellent traditional Chinese culture to correct the root causes and dispel the clouds. It is urgent to rely on the excellent traditional Chinese culture to get to the root of the problem and clear up the clouds and fog. The classroom of ideological and political education is the best platform to improve the ideological behavior of young people. Promoting the integration of Chinese excellent traditional culture into the classroom of ideological and political education is not only a proposition of the times, but also a realistic consideration, which is conducive to shaping the sound character of college students, cultivating the noble sentiments and virtues of young students, and forming the overall morality, ethics and values of the youth group.\

## 1. The value direction of the integration of Chinese excellent tradition

l culture into ideological and political education in colleges and universities

### 1.1 Cultivate students' correct outlook on the world, society, morality and values

Since ancient times, the Chinese nation has been known as a state of etiquette, and Confucianism has emphasized the concept of governance of "the world for the common good", and the essence of "the world's commonwealth, beauty and commonwealth", "peace and development", and so on, constitute the worldview of the Chinese nation. In reality, the essence of "commonwealth of the world, beauty and commonwealth" and "peace and development" constitute the world view and worldview of the Chinese nation, and "to make the old have a final destination, the strong have a use, and the young have a growth" form the social view of the Chinese nation. The traditional culture of "filial piety and fraternal duty, goodwill, diligence, honesty, and struggle", despite the wide range of dimensions, are united in the spirit and core of the nation, forming a moral outlook and values with Chinese characteristics. Ideological and political education classroom is not a "cold" tough ideological indoctrination platform, need to be based on the premise and foundation of cultural inheritance, college students after compulsory education stage, the idea of the beginning of the molding, with the inheritance of the fine culture of the strong gene, but in the diversified values of the impact of the students will inevitably reduce the sense of identity of the excellent traditional Chinese culture. <sup>[1]</sup>

Therefore, it needs to be further shaped and cultivated, so that young people in the student stage to form a correct view of the world, society, morality and values to lay a solid foundation, and to promote college students to further learn to see the world, say the world, society, know honor and shame, understand the progress, and for themselves, for the country and the nation's future and hard work.

### **1.2 Promote the excellent traditional culture and use culture as a “weapon of thought”**

Culture as an advanced “ideological weapon” has long been practiced and verified in the period of the New Culture Movement, which is a fierce collision between learning the new Western culture and eliminating the dregs of the old culture. The new era of advanced culture as a “weapon of thought” is the inevitable “not forgetting the roots” and “not forgetting the original intention”, the inevitable establishment of cultural self-confidence, and the historical inevitability of the restoration and inheritance of the flame. The advanced culture as the “ideological weapon” that is cultural self-confidence, cultural self-confidence, is more basic, broader, deeper self-confidence <sup>[2]</sup> to promote contemporary college students to the excellent traditional Chinese culture as the spear and shield to deal with the complex and ever-changing situation in the world, there is a certain cultural basis to adapt to the new era of the new situation to enhance the cognition, to grasp the good! The “cultural self-confidence” is the key to the success of the students' lives. “Cultural self-confidence” should be deep ideological and political education classroom, because culture is carried in the future generations of national successors, a national youth confidence is familiar with the culture and pride, from the ideological and political education classroom at any time to learn from the excellent traditional Chinese culture, young people can stand, stand firm, and walk far.

### **1.3 Promoting the reform and development of ideological and political education in colleges and universities**

Traditional Chinese culture plays an important role in cultivating people's souls, and the humanistic ideas and moral resources it contains are vital to human development. Establishing moral character is the fundamental task of education, and is the foundation of colleges and universities <sup>[3]</sup>, promoting the creative development and innovative transformation of traditional culture, and integrating it into ideological and political education is conducive to promoting the reform and development of ideological and political education in colleges and universities. From the functional role of the ideological and political education classroom in colleges and universities is not only to adhere to the unwavering position and viewpoint of Marxism, adhere to the correct ideology, but also to take into account the cultural function, adhere to the cultural education, adhere to the synergistic development of the Chinese excellent traditional culture research, and grasp the integration of the Chinese excellent traditional culture into the ideological and political education classroom, and to promote the integration of the excellent traditional culture and the revolutionary culture inheritance. From a historical point of view, the great rejuvenation of the Chinese nation and the development of the new era depend on the integration of the traditional culture of the Chinese nation and the modern new civilization, ideological and political education in colleges and universities should grasp the dialectical relationship between the traditional culture and the civilization of the new era, if one-sided isolation of static denial of one of them, the ideological and political education will be just like a pool of stagnant water, there is no vitality and height of promoting the change and development of the ideological and political education of the colleges and universities has an important role to play in promoting the development of the ideological and political education. It is of great significance to promote the change and development of ideological and political education in colleges and universities.

## **2. The new era of Chinese traditional culture into the ideological and political education in colleges and universities status analysis**

### **2.1 Insufficient cognition of college teachers**

First, the traditional culture itself is vast and boundless, with a certain complexity, some college teachers have insufficient understanding and penetration of “Tao”, “unity of heaven and man”, “wisdom”, etc., resulting in the inability of immersive in-depth education of students. Immersion in-depth education of students, traditional culture of many categories, ideological and political education in colleges and universities only a limited number of classrooms, in a short period of time in order to be detailed and committed to high coverage of knowl-

edge is not realistic. Secondly, some teachers in colleges and universities themselves are not enough cognitive power, some teachers in colleges and universities themselves think that traditional cultural education is dispensable, the attitude of cultural education is diffuse, without the example of the teachers' group, it can not bring a strong impact on the students, the cognitive power is not enough to cause the teachers to just take the culture as a tool for completing the teaching task and do not recognize the power of traditional culture in depth from the inside, and to pass patriotic feelings for the students, Teaching Confucianism, sowing the seeds of red culture, nourishing the hearts of college students.

## **2.2 Single curriculum, lack of diversity**

The opening of the classroom is the key link in the "Great Ideological Politics" program. Most colleges and universities treat the instillation of traditional culture as an interest supplement outside the main course, and do not recognize the irreplaceable role of the Civics and Political Science classroom from the root, and college students reflect on such courses as "boring" and "reading from the book", "Lack of creativity", etc. College teachers' teaching design is single and rigid, teaching steps are simple and rough, lack of discussion and interaction, students are even less interested in the classroom. Finally, the evaluation mechanism of colleges and universities and teacher assessment standards and other factors, leading to the marginalization of the teaching task of teachers in this classroom, teachers are obviously not enough motivation, pay more attention to scientific research results, the traditional culture into the Civics classroom and did not have in-depth research, teaching the lack of creativity, the majority of colleges and universities Civics classroom to open a core course is relatively thin, the lack of diversity, freshness and variability.

## **2.3 Integration mostly stays at the formal level**

The scope and conceptual boundaries of "cultural education" are difficult to define, and the content is so vast and boundless that it is easy to drift into forms and slogans. "Integration" is reflected in both "integration" and "fusion". "Combination" is the result and standard, "integration" is the process and requirements, is the organic combination of the two, complement each other. Most colleges and universities integration mechanism, integration carriers, integration path and integration methods and so on more than to cope with the policy tasks, floating on the surface, just simple and hard to put the two together, the course design "suspension", formalism is heavy. How to appropriate entry, skillful link, which classic content of the traditional culture, which celebrity role models selected, how to flexibly combine with the ideological classroom, combined with what situation, what kind of opening method is easier for the new era of student acceptance and so on, most colleges and universities did not fundamentally design and development.

# **3. Methods and Paths of Integrating Chinese Excellent Traditional Culture in the New Era**

## **3.1 Promote campus culture construction and build a high-quality nurturing atmosphere**

In the ideological and political education activities of colleges and universities, campus culture is an important educational resource, but also one of the soft strengths of the construction of Chinese excellent traditional culture, both with a sense of historical importance and a sense of the living times of the campus culture and ideological and political education in colleges and universities complement each other. Campus can influence students' ideological concepts in a subtle way, and then reach the goal of ideological and political education. To integrate the excellent traditional Chinese culture into the ideological and political education of college students, colleges and universities can start from the construction of campus culture, reflecting the characteristics of the excellent traditional Chinese culture in the campus culture, and further build a high-quality nurturing atmosphere, form a good learning atmosphere, enhance the students' understanding of China's excellent traditional culture, enhance cultural self-confidence, achieve the goal of cultivating moral integrity and create a good atmosphere on campus, and build the campus as a high-quality.

## **3.2 Strengthening teachers' cultural cultivation and modeling teacher ethics**

For college students, teachers' character cultivation will have an important impact on their behavioral patterns and the formation of ide-

ological concepts, which in turn affects the quality and effectiveness of ideological and political education. Therefore, teachers need to continuously strengthen their own cultural cultivation, strengthen their understanding of the excellent traditional Chinese culture, and implement it into their behavior, and do a good job of modeling the role of teacher ethics, set a good example for students, and then form a good guide to the ideological concepts and moral qualities of college students.

### **3.3 Integrate Chinese excellent traditional culture into curriculum teaching, and implement curriculum ideology and politics**

With the implementation of the fundamental task of establishing morality and educating people, the ideology and politics of the curriculum has become an important direction of reform in colleges and universities. In this regard, teachers of professional courses and liberal arts courses need to pay attention to the integration and implementation of the contents of the Chinese excellent traditional culture in the curriculum teaching, and explore the ideological and political elements of the Chinese excellent traditional culture in-depth, to further strengthen the ideological leadership of college students, enhance their cultural cultivation, and promote the political concepts and ethical cultivation of college students. efficient cultivation.

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