

# *Research on the Cultivation of College Students' Ability to Spread Confucian Culture to the Worldwide in the New Era*

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**Abstract:** With the globalization of the world, the promotion of China's international influence requires the external communication, exchange and cooperation of culture, and the cultivation of interdisciplinary talents with the ability of cultural communication is an important way to achieve this goal. How to realize the cultivation of contemporary college students' ability of external communication culture? The author mainly discusses the cultivation path of Chinese mainstream culture- Confucian culture's external communication ability.

## 1. Introduction

New Era: It refers to the new era of socialism with Chinese characteristics, which is the new historical orientation of China's development.

Confucian culture: It is a cultural school with Confucianism as its guiding ideology. Confucianism was created by Kong Qiu in the spring and autumn period. It advocates blood relationship, worldly work, self-cultivation and moral rationality. Its central ideas are forgiveness, loyalty, filial piety, fraternity, courage, benevolence, righteousness, propriety, wisdom and faith. Confucianism has been respected by the rulers of modern times, as well as the inheritance and development of Confucius' later learning, which has played a decisive role in the development of Chinese culture.

## 2. Introduction

To realize the Chinese dream of great Chinese nation rejuvenation and build a community of common destiny for all mankind, cultural inheritance and innovation, enhancement of the soft power of national culture, and cultural communication, exchange and cooperation with other countries are all needed. Xi Jinping, the General Secretary once pointed out, "Confucianism founded by Confucius and developed on this basis has exerted a profound influence on Chinese civilization and is an important part of Traditional Chinese culture." "A public spirit will rule all under the sky when the great Way prevails." We should further pass on and carry forward our fine traditional culture and make positive contributions to human civilization and progress. This paper focuses on the background of the continuous cultural exchanges and integration of various countries in the

world. As the mainstream culture of China, Confucian culture needs to break the unfavorable situation of being impacted and assimilated by western cultural centralism in the external communication. In order to better promote the traditional Chinese culture with Confucian culture as the backbone to the world and enhance the international influence of Confucian culture, it is urgent to comprehensively enhance the ability of university students to spread Confucian culture to the worldwide, and then to show the unique charm of Chinese culture to the world.

### 3. Research Status At Home and Abroad:

(1) Research on the public cognition and inheritance of Confucian culture. For example, Qiu Ling's *The Public Cognition and Communication Status of Confucianism in Western Countries* (2015) shows the western public's awareness, interest and recognition of Confucian culture from the perspective of communication. Jin Xuze's *Thoughts on life and Morality Education for College Students with Confucianism* (2010), Du Xinyue's *Research on the Status and Countermeasures of Contemporary University Students' Confucianism Cognition -- A Case study of some universities in Xi'an* (2017), and so on, mainly explore the contemporary value of Confucian culture, to strengthen the moral education of contemporary college students. It only focuses on the educational concept of Confucianism, and rarely involves other ideological fields of Confucianism. In his paper *Learning as adults : On Confucianism's Contribution to the Transformation of world Cultural Order* (2020), An Le Zhe, an American scholar, explained the great contribution and far-reaching influence of Confucian culture on the transformation of world cultural order today, demonstrating the great academic value of Confucian culture in the new era.

(2) Research on the external communication of Confucian culture. The academic community has established a certain research foundation in this regard. For example, Li Jianjun proposed that Chinese culture should go global by telling Chinese stories well by means of dual subjects, localization and emotional communication in His book *Thoughts on Enhancing the Ability of Chinese Culture to Spread Abroad* (2017). Liu Qiling suggests centering on academic exchange, strengthening the construction of the subject of academic exchange, optimizing the communication content of academic exchange, enriching the communication forms, evaluating the effect of cultural exchange, and promoting Chinese culture to go global in his paper *An Analysis of Chinese Culture's External Communication Path Based on Academic Exchange* (2020). The establishment of Confucius Institutes around the world and the promotion of Teaching Chinese as a foreign language have actively promoted the spread of Confucian culture. This research organically combines the communication of Confucian culture with language teaching, explores the language teaching from the perspective of the communication of Confucian culture, and carries out the effective infiltration of Confucian culture. The academic circles have realized the importance of studying the external communication of traditional culture with Confucian culture as the backbone, and the importance of exploring the cultivation of talents in the external communication of culture, but there is no in-depth study on how to cultivate talents in the external communication of culture.

### 4. Development Trend:

Research on the external Communication of Confucian culture,academic circles realized the previous research on transmission mode, content and effect of some deficiencies and needs improvement, the study of transmission of subject ability training was less, pay more and more attention to research regarding communication strategy at present stage, the transmission mechanism, the transmission channel and the diversity, talent cultivation, our topic arises in such a research tendency at the historic moment, this article focuses on the cultural transmission, the cultivation of the ability to relate to young college students, has very strong realistic pertinence,

theory value and practice significance.

## **5. The Role of College Students in Spreading Confucian Culture:**

As the backbone of the future society, college students' understanding and attitude towards Confucian culture is very important, and Confucian culture cannot be separated from the support of college students. The promotion and development of Confucian culture requires the participation of college students, and the deficiency of college students' Confucian culture should be considered in many ways. Contemporary college students are in the period of improving their world outlook and outlook on life. How to draw the essence of our traditional culture and use it for our own has become urgent. However, nowadays, fewer and fewer students are reading classical works on college campuses, and the popularity of Chinese Confucian culture among today's highly educated college students is gradually declining. The spread of Confucian culture is of great importance to college students. From a small point of view, it is very important to make the national culture continue to generations, from a big aspect, to carry forward Chinese culture, let the world look at the Chinese culture, it is very important. After some research I found that today's college students' attitude towards the understanding of the Confucian culture is not the same, but most people are not optimistic, but it can be seen that the contemporary college students have interest in Chinese Confucian culture, but it lacks of a correct guidance and the powerful advertising, increasing international environment, and part of lack of education makes the college students' attitude towards Confucian culture appear bias.

## **6. The Cultivating Path of College Students' Ability to Spread Confucian Culture to the Worldwide in the New Era:**

First of all, by issuing electronic questionnaires to get the understanding and cognition status of some college students about Confucian culture, the factual basis for the role of college students in the external communication of Confucian culture should be well established. Then, through investigation, existing problems, good practices and successful cases of Confucianism education, the author absorbs the essence, and forms a highly operational result for publicity, hoping to promote it. Collect the fields interested in Confucian culture in different regions of the world through new media, and match the roles based on the professional setting of domestic universities. According to the role analysis results from the professional "Curriculum Ideology" as the carrier into the Confucianism, Confucianism education and professional education closely integrated, the university foreign language curriculum construction integrated into the Confucianism elements, make full use of new media means to innovate ways of Confucian culture, to explore an effective solution of training students' ability to spread Confucian culture.

(1)Integrate Confucianism with professional "curriculum ideology" as the carrier, achieve the deep integration of Confucian ideological education and professional education, improve the college students' Confucian cultural quality and professional quality.

This article will grab the contemporary college students, the main force of spreading Confucian culture, to do in-depth research on the ability training, and from the existing problems in the research, put forward the professional course in teaching knowledge should be in 'curriculum ideology' as the carrier into the Confucianism, the students understanding of Confucianism culture, use, communication skills and other contents included in the final academic assessment, to test the students, aims to cultivate students' necessary professional skills in spreading Confucian culture. Taking the digital media art major of a university in Qingdao as the research object, this university takes the opportunity of art major to go out for sketch training every year, selects Qufu, the hometown of Confucius culture, and encourages students to take the Confucian culture as the form

of artistic thinking, carry out imagination and bold innovation, and draw art works with Confucian culture thought.

(2) Strengthen the innovation of college foreign language teaching, integrate Confucian cultural elements, improve the foreign language literacy of college students to spread Chinese culture and tell Chinese stories well.

Second, we should speed up the construction of Applied Foreign Language Courses and integrate scientifically foreign language materials reflecting the contents of Confucian traditional culture. At the same time, foreign language certification of final examination based on the cultivation of Confucian culture communication ability is carried out. We should test whether the foreign language of students is up to the standard, so as to cultivate the foreign language ability of students to spread Confucian culture. In the investigation, we found that the College English Teaching of preschool education major in Shandong carried out a teaching reform activity of telling traditional cultural stories in English once a day, encouraging students to read and collect Chinese and English versions of Confucian traditional culture stories. Each person recorded a 3-minute video of telling Chinese traditional stories in English every day. In English class, teachers randomly selected students to show on the stage and take into account the usual assessment results, which greatly stimulates the students' enthusiasm for English learning and effectively inherits the traditional culture.

(3) We should make full use of the new media means, innovate the exchange and cooperation modes in the professional and cultural fields between China and foreign countries, expand the channels of Confucian culture communication, and improve the comprehensive literacy of college students in cultural communication.

In addition, in the new media era, the external communication of Confucian culture is no longer just the traditional way of communication, we should make full use of new media technology, update cultural exchange and communication methods, with the help of new media, innovate the transmission mode of Confucian culture and expand communication channels; therefore, colleges and universities should set up relevant new media technology student associations based on local conditions, and make full use of millennials' growth advantages, mutual influence, mutual drive, improve their new media literacy.

The above research views should be adjusted according to the local conditions and schools, so as to cultivate talents for foreign cultural communication.

At present, there is little research on the communication of Confucian culture under the background of "Socialism with Chinese Characteristics for a New Era". This study, from the perspective of "external communication of Confucian culture", narrows down the scope of research, further specifies the research object, selects the promotion of cultural communication ability of contemporary college students as the research object, and deepens the research on the subject of external communication of Confucian culture.

In academic circles, there are few researches on the cultivation of the external communication ability of Confucian culture among college students. This study will focus on the cultivation of College Students' ability to spread Confucian culture abroad, conduct in-depth analysis and research, and from the perspective of the problems found in the investigation and analysis, put forward how to achieve the organic integration of Confucian cultural heritage and professional training, so as to cultivate talents for external communication, and promote theoretical research and practical exploration in this field.

## 7. Conclusion

Through practical research, this paper explores the effective program of Cultivating College

Students' ability to spread Confucian culture to the worldwide under the background of the new era, which is conducive to adapting to the situation, changing ideas, increasing the campus publicity and promotion of the essence of Confucian culture, guiding students to realize the value of the excellent ideological elements in the Confucian culture in their personal growth, and integrate Confucian culture into the education of traditional Chinese culture Professional learning, improve their comprehensive quality.

To enhance college students' cultural self-confidence, constantly improve their foreign language expression ability and new media literacy, deepen cultural exchange and cooperation between China and foreign countries, comprehensively enhance the ability to disseminate excellent Confucian culture, gather energy and gather wisdom, and create a three-dimensional cultural communication platform, which is conducive to enhancing the soft power of national culture, making Confucianism culture benefit the world, and making Chinese civilization contribute to the construction of a community of common destiny for mankind Wisdom and power.

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