

# *The Value and Implementation Path of Excellent Traditional Culture in Ideological and Political Education in Universities*

**Zhao Wenhai**

*Zibo Vocational Institute, Zibo, Shandong, China  
739279465@qq.com*

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**Abstract:** This article mainly discusses and analyzes the value of excellent traditional culture in ideological and political education in universities, and proposes a path to realize excellent traditional culture and fully integrate it into campus cultural construction.

With a history of 5,000 years of development, Chinese culture belongs to the spiritual roots of the Chinese nation and continues to inherit ancient civilization. Excellent traditional culture has shaped the way of thinking, values, and moral standards of the Chinese people. Therefore, it is necessary to fully reflect the value of traditional culture in ideological and political education in universities. This can strengthen students' self-improvement consciousness, enhance their confidence in national culture, and help them establish correct views of life and values.

## **1. The Positioning of the Relationship between Excellent Traditional Culture and Ideological and Political Education of University Students**

### **(1) Excellent traditional culture enriches and expands the theoretical content of ideological and political education for university students.**

Chinese excellent traditional culture is the spiritual foundation and soul of the Chinese nation. It is the essence and inheritance of various ancient civilizations over the past five thousand years in China, and its cultural concepts and principles influence generations of Chinese descendants. The integrated system of Chinese excellent traditional culture includes various cultural forms such as writing, customs, performing arts, paintings, and language. Implicitly, it embodies multiple spiritual qualities such as patriotism, national spirit, spirit of struggle, integrity, enterprising spirit, and harmony spirit. Its profoundness, inclusiveness, and intergenerational transmission provide high-quality materials and comprehensive ideological sources for ideological and political education of university students. The organic integration of excellent traditional cultural resources with ideological and political education for university students can inspire their patriotism, enhance national confidence, improve personal moral qualities, help them establish correct values, outlooks on life, and worldviews, and effectively create a favorable humanistic and moral atmosphere on university campuses, thereby better fulfilling the guiding role of "cultural education." In the new era,

ideological and political education for university students should be aligned with excellent traditional culture, integrating and innovating to enrich and expand the resources of ideological and political education for university students.

**(2) The process of ideological and political education for university students effectively inherits and promotes excellent traditional culture.**

Chinese excellent traditional culture is progressive and continues to flourish and develop as historical and cultural crystallization, constantly inheriting and evolving behavioral norms and values with the progress of time. Its inherent flexibility, inheritability, development, and contemporary relevance are vividly demonstrated in various fields such as social and cultural life and educational activities. The prosperity and innovation of contemporary Chinese culture are inseparable from the essence of Chinese excellent traditional culture. Excellent traditional culture provides multidimensional and comprehensive theoretical resources for ideological and political education for university students. At the same time, the process of ideological and political education for university students serves as an effective carrier for cultural dissemination, manifested in the innovation and continuity of excellent traditional culture. With the progress of time, the theories and contents of ideological and political education for university students have aligned with social culture, enriching the connotation of social culture. Through continuous development and refinement, ideological and political education for university students will eventually become an integral part of Chinese excellent traditional culture.

## **2. Analysis of the Value of Excellent Traditional Culture in Ideological and Political Education in Universities**

**(1) Helps college students identify with socialist core values.**

The development of socialism in China proposes core values, which comprehensively summarizes social value orientation, national development goals, and citizen value criteria, among others. The core values fully inherit social value principles and the results of human civilization, and innovate and develop excellent traditional culture. It is necessary to fully practice the core values in a relatively long period of historical development. To some extent, traditional culture can reflect the social hereditary factors of Chinese culture and exists in every Chinese person. By learning excellent traditional culture, students can fully trace the historical and cultural origins of core values, enhance their identification with core values, and lead by example to fully implement them.

**(2) Guides college students to respond correctly to the impact of diverse cultural values.**

With the advent of the globalization era and the rapid development of modern communication technology, various mainstream and non-mainstream cultures have developed independently, gradually resulting in a diversified social ideology. Therefore, diverse cultural attitudes will seriously affect the value judgment and ideological concepts of college students, especially when it comes to certain Western cultures that arbitrarily distort and denigrate Chinese culture. Due to the phenomenon of ignoring mainstream values and lack of confidence in their national culture, some college students are affected. With the convening of the 19th National Congress, China has fully emphasized the learning of core values among college students, thoroughly explained the ideological resources of traditional culture in all aspects, and effectively solved practical and theoretical problems, fully demonstrating the charm of excellent traditional culture. This is conducive to college students correctly responding to the impact of diverse cultural values[1].

**(3) Contributes to improving college students' moral cultivation and personality development.**

In Chinese traditional culture, family harmony and national governance are mainly respected,

and moral cultivation is emphasized. Therefore, the central link is mainly self-cultivation, and personal learning and cultivation are used to improve one's moral character. In university education, attention is paid to cultivating students' cultural literacy, moral literacy, and ideal values, and comprehensively improving the social environment to build an excellent campus culture. Through the influence of excellent traditional culture on the college student group, it can help to improve the personality and promote the growth of college students. Therefore, moral cultivation should be fully emphasized in college students' ideological and political education.

### 3. Issues with Chinese Traditional Culture among University Students

#### (1) Weak Awareness of Traditional Culture

Currently, due to the infiltration of Western culture and the development of China's market economy, contemporary university students have been greatly impacted in terms of ideological education. The traditional cultural awareness among university students is weak, and relevant data shows that currently 60% of university students have low interest in Chinese traditional culture, 30% of them believe that traditional culture is optional, and only 10% of them enjoy Chinese traditional culture. Contemporary university students do not attach enough importance to China's excellent traditional culture, mainly manifested in festivals, diet, and culture. In terms of festivals, many university students do not like to celebrate traditional Chinese festivals such as Dragon Boat Festival, Mid-Autumn Festival, and Spring Festival, but are extremely concerned about some Western festivals such as Valentine's Day, Christmas, and Easter. In terms of diet, many university students prefer Western foods such as steak and hamburgers in KFC, McDonald's, and Texas Chicken, and do not know the origin of traditional Chinese foods such as zongzi and mooncakes. In terms of music culture, modern university students prefer to listen to Western rock music and watch Western blockbusters, but are not interested in Chinese traditional red movies and classical music. These phenomena fully demonstrate that the traditional cultural awareness among contemporary Chinese university students is weak and needs to be strengthened.

#### (2) Lack of Traditional Cultural Knowledge

Another main issue in ideological and political education among contemporary university students is the lack of knowledge about traditional culture. Currently, university students have a heavy study workload. In addition to learning basic professional knowledge in class, they also need to lay a good foundation for future entry into society. Therefore, apart from reading necessary books, they rarely read classic works of Chinese excellent traditional culture and literature. According to a survey, among the interviewed university students, 60% of them rarely read Chinese excellent traditional culture, 30% of them have a resistance towards Chinese traditional culture, and only 10% of university students are interested in Chinese excellent traditional culture. These survey data show that the lack of knowledge about traditional culture among contemporary Chinese university students is a significant issue[2].

### 4. Implementation Path for the Ideological and Political Education Value of Excellent Traditional Culture

#### (1) Integrate excellent traditional culture into classroom teaching.

In the inheritance of culture, classroom teaching effects must be fully emphasized. Ideological and political theory courses are the main way for universities to carry out ideological and political education. Therefore, ideological and political teachers need to fully pay attention to the value of excellent traditional culture and integrate excellent traditional cultural elements into the curriculum design. They should appropriately use traditional cultural allusions in specific classroom teaching to comprehensively improve students' cultural awareness. In professional teaching, the excellent

content of traditional culture should

## **(2) Integrating excellent traditional culture into campus culture construction**

When constructing the campus environment, we need to fully focus on the inheritance and development of excellent traditional culture and inspire students through it. Therefore, universities need to integrate the excellent traditional culture into campus culture and create a campus environment that highlights traditional culture. For example, when constructing the hardware of campus culture, universities can add elements of excellent traditional culture to landscape construction and teaching facilities, allowing students to fully feel the charm of excellent traditional culture in their daily study and life. During the construction of campus culture software, traditional cultural elements can be integrated into the creation of school mottos, school songs, and school emblems, as well as the construction of humanistic landscapes and statues of famous people on campus. In addition, information technology can be used to promote and spread traditional culture among university students, and classic literature reading can be conducted under the guidance of professional teachers, and activities promoting traditional culture and cultural heritage can be held on campus. When constructing campus culture, attention should be paid to the background of traditional culture, so that students can fully appreciate the charm of traditional culture.

## **(3) Fully integrating excellent traditional culture education into the inheritance of local cultural characteristics**

The regional characteristics of Chinese traditional culture mainly manifest in regional cultures, such as Yan Zhao culture and Hunan-Xiang culture. Universities need to adapt to local conditions and carry out in-depth excavation and promotion of local excellent traditional culture. They can use cooperative models to display folk culture and art, organize exhibitions of folk customs, and carry out cultural and artistic activities with local characteristics. Folk culture and art activities can also be held on campus, displaying folk crafts and local cuisine, and organizing traditional local drama activities. Through these activities, university students can fully appreciate the charm of Chinese culture, improve their humanistic literacy, and enhance their sense of identification with our national culture.

In summary, in order to fully demonstrate the value of excellent traditional culture in ideological and political education in universities, we need to integrate excellent traditional culture into classroom teaching and campus culture construction, as well as fully integrate it into the inheritance of local cultural characteristics. Through these measures, we can fully display the educational value of excellent traditional culture, help university students establish correct life views and values, and promote their personal growth and development.

## **(4) Building new media platforms for excellent traditional culture**

Currently, with the continuous development of electronic and network information technology, and the increasing speed of network information exchange, college students are able to acquire more knowledge online, and the influence of network information on college students is becoming greater and greater. As the implementing group of ideological and political education for college students, schools and teachers should not be complacent, but should keep up with the times and establish and adopt new educational implementation methods and platforms in conjunction with the development of modern society's electronic information network technology.

For example, most universities currently have campus LANs, and universities can establish a number of dedicated websites on the campus LAN and invest human, material, and financial resources to make these websites more sophisticated and detailed, and vigorously promote Chinese traditional excellent culture through them. University students can be guided to continuously learn traditional excellent culture through these websites to achieve the purpose of ideological and political education for college students.

In addition, teachers should also continuously improve their methods and develop new and

interesting educational models for college students. They can even use popular network software among college students, such as WeChat, Weibo, and QQ, as educational platforms, and provide subtle education on excellent traditional culture for college students through network exchanges, so that college students can unconsciously learn about traditional excellent culture while entertaining and communicating. This will achieve the purpose of ideological and political education for college students, improve the effectiveness of ideological and political education for college students, and shape qualified and excellent college graduates.[3]

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