

# *The Inheritance and Promotion of Chinese Excellent Traditional Culture in the Network Age—Taking the Course of "Chinese Traditional Culture" in Higher Vocational and Technical Schools as an Example*

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**Abstract:** This paper takes "Chinese Traditional Culture" course of Higher Vocational and Technical Schools (HVATS) as an example to discuss the inheritance and promotion of Chinese excellent traditional culture in the network era. Aiming at the challenges brought by the information age, with the concept of emphasizing technology over humanities and the impact of western foreign cultures, we put forward the reform measures of the teaching mode. These measures highlight the protection and inheritance of the traditional culture courses in HVATS, leading the technical education with the spirit of humanities, as well as adhering to the origins of the excellent traditional cultures and transforming them creatively. The whole paper emphasizes that in the context of network era, the inheritance and promotion of Chinese excellent traditional culture in higher vocational education is of great significance for cultivating students' comprehensive quality and cultural self-confidence.

## **1. Introduction**

This study takes "Chinese Traditional Culture" courses in HVATS as an example to explore the inheritance and promotion of Chinese excellent traditional culture in the network era. Meanwhile, it will analyze the challenges and opportunities brought by the network era for traditional culture, and study how to use the advantages of the network to innovate the teaching methods, so as to better inherit and carry forward the traditional culture, and improve the cultural self-confidence and humanistic literacy of HVATS students.

## **2. Dilemmas faced by Chinese traditional culture course in HVATS**

### **2.1 Challenges posed by the network era**

The network information age has brought challenges to Chinese traditional culture courses in HVATS. On the one hand, the trend of digital reading has led to a tendency for students to have a superficial understanding of culture, and online terms and popular culture have affected the status of

traditional culture.<sup>[1]</sup> At the same time, students' reading and learning styles tend to favor quick access to information and lack the patience to study and understand the classics in depth. On the other hand, the frequent use of the Internet and the popularity of electronic devices have also led to students' over-reliance on the digital world at the expense of real-world interactions and communication, which triggers a series of psychological problems such as depression and anxiety. It is also an important challenge to pay attention to students' mental health and guide them to correctly view and use Internet culture in traditional culture courses. In addition, the traditional culture course itself has some problems. Compared with other courses, traditional culture courses are boring and lack of lively and interesting elements. How to innovate teaching methods and means to attract students' attention is another challenge traditional culture courses face.

## **2.2 The concept of emphasizing technology over the humanities**

The concept of emphasizing technology over humanities in vocational education has led to the limitation of traditional culture courses in higher vocational institutions as higher vocational institutions focus on technical courses, traditional culture courses are regarded as secondary subjects and are marginalized.<sup>[2]</sup> Insufficient investment in traditional culture courses and class scheduling has affected the effectiveness and quality of teaching. And traditional culture courses are given less attention, and even if they are compulsory, the amount of class time is relatively small, making it difficult to guarantee the effectiveness and quality of teaching.

## **2.3 The impact of western foreign culture**

The influence of western foreign culture has impacted the inheritance and development of traditional culture, interfered with the curriculum and teaching, and had a profound impact on the values and behaviors of HVATS students, increasing the difficulty of teaching traditional culture courses. Teachers of traditional culture courses need to explore in depth how to integrate the values of traditional culture with those of modern society hence to promote the inheritance and development of traditional culture.<sup>[3]</sup> At the same time, teachers also need to educate students about network safety and guide them to correctly view the influence of western culture, so as to better inherit and develop traditional culture.

# **3. Exploring the teaching mode of Chinese traditional culture courses in network Era**

## **3.1 Protection and inheritance of traditional culture courses of HVATS in the Network Era**

The network information age has brought the double challenges of teaching and inheritance to Chinese excellent traditional culture courses in HVATS. Traditional teaching mode and inheritance methods can no longer meet the needs of modern teaching, and new teaching strategies and inheritance methods need to be explored to cope with the challenges.

Innovate teaching methods. Utilizing Internet technology and carrying out online teaching are meant to realize the combination of online and offline teaching mode. Secondly, virtual simulation, augmented reality and other technologies can be utilized to enable students to master traditional cultural skills through practical operation. Meanwhile, introducing the concept of gamified learning and combining traditional cultural knowledge with games are effective to enhance students' interest in learning.

Improve the teaching material system. Taking characteristics of the times into account, the developments of traditional culture teaching materials are applicable to modern HVATS students. Enriching the content of the teaching materials includes the history of development, basic elements

and characteristic culture of traditional culture. Secondly, the practicality of the teaching materials should be strengthened and the connection with real life should be emphasized, so that students can apply what they have learned to real life.

Enhance practical teaching. Various kinds of practical activities, such as cultural experience and practical training of traditional skills, can be organized to enable students to experience the charm of traditional culture themselves. Secondly, students are encouraged to participate in various traditional culture competitions and exhibitions to improve their participation and practical ability. At the same time, strengthening cooperation with enterprises and carrying out school-enterprise cooperation jointly promote the practical teaching of traditional culture courses.<sup>[4]</sup>

Cultivate teaching faculty. The objective of teacher training aims at improving teachers' traditional cultural literacy and teaching ability. It is also necessary to introduce professionals to enrich the teaching staff of traditional culture courses. Secondly, teachers are encouraged to carry out scientific research activities, study traditional culture in depth and promote the innovative development of traditional culture.

Promote cultural heritage and innovation. Dig deeper into the connotation and value of excellent traditional Chinese culture, and promote the creative transformation and innovative development of traditional culture in modern society. Next, utilizing modern scientific and technological means requires innovating traditional cultural inheritance methods and expanding the influence of it. What's more, international exchanges and cooperation should be strengthened to promote the overseas dissemination of Chinese outstanding traditional culture and enhance cultural self-confidence.

In the context of the information age, Chinese excellent traditional culture courses in HVATS need the comprehensive application of multiple strategies, such as innovative teaching methods, perfecting the teaching material system, strengthening practical teaching, cultivating the teaching staff, and promoting cultural inheritance and innovation, in order to cope with the challenges and improve the effectiveness and attractiveness of the courses. Through the implementation of these strategies, we can effectively improve the teaching quality of traditional culture courses, enhance students' sense of identification with traditional culture and practical ability, and cultivate more high-quality talents with traditional cultural heritage.

### **3.2 Lead technical education with humanism**

In vocational education, the concept of emphasizing technology over humanities is a long-standing challenge, leading to certain limitations on the status and role of traditional culture courses in higher vocational colleges and universities. This tendency ignores the importance of traditional culture for students' comprehensive quality cultivation, which in turn affects their overall development. In order to change this situation, it is necessary to adopt a series of effective solution strategies.

Renew the educational philosophy. There is great need to emphasize the balanced development of technology and humanities.<sup>[5]</sup> Through awareness-raising and education, develop an educational philosophy that emphasizes both technical and humanistic qualities. At the same time, revisiting the curriculum and teaching methods ensures the integration of traditional culture with modern skills education.

Plan the curriculum reasonably. Teachers need to adjust the structure of the curriculum to increase the proportion of traditional culture courses so that they occupy an important position in the overall training program for students. At the same time, teachers should provide diversified traditional culture courses to meet the interests and needs of different students, and to use this to increase their motivation to learn.

Enhance teachers' competence. It is important to strengthen teachers' training in traditional cultural literacy and improve their knowledge of traditional culture and teaching methods. At the same time,

teachers are encouraged to explore the integration of traditional cultural elements into modern technology courses to innovate teaching methods.

Create a humanistic campus environment. By organizing traditional culture lectures, activities and clubs, students can experience the charm of traditional culture in a strong cultural atmosphere. The campus culture construction is strengthened by incorporating traditional cultural elements to create a favorable humanistic environment simultaneously.

Strengthen school-enterprise cooperation and cultural exchanges. Teachers are suggested to cooperate with enterprises to integrate traditional cultural elements into production practice so that students can gain a deeper understanding of traditional culture during their internships. At the same time, through enterprise cultural training, students' identification with traditional culture could be enhanced, and high-quality talents with traditional cultural heritage are cultivated. Furthermore, students are encouraged to participate in international cultural exchange activities to enhance their understanding and awareness of multiculturalism.

By updating educational concepts, rationally planning curricula, enhancing teachers' abilities, creating a humanistic campus environment and strengthening school-enterprise cooperation and cultural exchanges, we can gradually change the status quo, improve the status and role of traditional culture courses in higher vocational colleges and universities, and cultivate students' comprehensive qualities and all-around development abilities. The implementation of these strategies will help carry forward the excellent traditional Chinese culture, while laying a solid foundation for the future development of HVATS students.

### **3.3 The persistence and creative transformation of HVATS' traditional culture courses under the impact of western culture**

Under the impact of western culture, traditional culture courses of HVATS need to adhere to the core values of local culture and carry out creative transformation and innovation on this basis. <sup>[6]</sup> This means that the uniqueness and value of traditional culture needs to be respected, while modernizing its interpretation and expression in the context of the times and the needs of students. By introducing elements of western culture, traditional culture can be enriched and its influence broadened. Creative transformation can include combining traditional cultural elements with modern technology, innovating teaching methods and designing diversified curricula. This can not only increase students' interest and participation in learning, but also develop their cross-cultural awareness and critical thinking skills.

## **4. Conclusion**

In higher vocational education, Chinese excellent traditional culture courses face the limitations of the impact of western culture, the challenges of the information age and the concept of emphasizing technology over humanity. By adhering to the traditional cultural values, utilizing the network platform to inherit traditional culture, and leading technical education with humanistic spirit, the innovation of the teaching mode of the courses in the network era can effectively inherit and develop Chinese excellent traditional culture and cultivate excellent talents with cultural literacy.

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