

Meaning and Path: Research on the Integration of Dialect Cultural Resources into Civic and Political Education in Colleges and Universities

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Keywords: Dialect cultural resources; Ideological education in colleges and universities; Protection and inheritance

Abstract: Dialect cultural resources are not only the carrier of intangible cultural heritage, but also an indispensable part of the excellent traditional Chinese culture. However, with the development of the society, the current situation of dialect cultural resources is saddening—the soil of survival is shrinking, the cultural value is neglected and the inheritance path is blocked. As an important place to cultivate talents, colleges and universities can integrate dialect cultural resources into the ideological education of colleges and universities to help students develop the awareness of language and culture protection, enhance cultural self-confidence and enrich the teaching content of ideological courses. Dialect cultural resources can be integrated in the whole process from three different aspects, namely, teachers, classroom teaching and social practice, so as to bring them to life and vitality.

1. Introduction

In 2017, the General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on the Implementation of the Project for the Inheritance and Development of Chinese Outstanding Traditional Culture, proposing that local cultural projects based on the inheritance and protection of dialects be included in the construction of the project. In November 2022, the Ministry of Education and the State Language Commission issued the Opinions on Strengthening the Service of Higher Education Schools for the High-quality Popularisation and Popularisation of the State General Language and Writing System, further proposing to the inheritance and promotion of Chinese outstanding language and culture will be organically integrated into the curriculum and politics. This not only reflects the state's attention to dialect culture, but also points out the direction for language and writing work in colleges and universities. Dialect cultural resources represent the cultural roots of a region, with rich historical and cultural heritage, and in the new era, it is an important carrier for carrying Chinese culture, reflecting Chinese characteristics, telling a good story about China, and building up Chinese self-confidence.^[1] In the new era, it is an important carrier for carrying Chinese culture, embodying Chinese characteristics, telling Chinese stories and building Chinese confidence. Therefore, it is

necessary to integrate dialect cultural resources into the ideological and political education of colleges and universities, cultivate college students' awareness of language protection, strengthen regional cultural confidence, enhance national pride, and actively engage in the protection of Chinese excellent language and culture, so as to continue the lineage of Chinese culture.

2. Connotation and current situation of dialect cultural resources

2.1. Connotation of Dialect Cultural Resources

The academic definition of the connotation of "dialect culture" focuses on three aspects: firstly, it refers to the relationship between dialect and culture; secondly, it is often equated with "dialect", referring to dialect oral culture, dialect literature, etc; and thirdly, it refers to the cultural resources embedded in dialect.^[2] Combined with the existing research, this paper believes that the connotation of dialect cultural resources can be divided into two aspects: one refers to dialect phenomena, which contain unique cultural values and meanings, such as dietary habits, house construction, daily necessities and other phenomena; the other refers to dialect folklore or art in different forms and with rich meanings, such as the names of localities, marriages and funerals, taboos of the dialect folklore, and dialect literary and artistic activities (ballads, dramas, stories and legends, etc.). In a more macro sense, dialect cultural resources are the excellent Chinese language and culture rooted in the sense of forging a strong sense of community among the Chinese nation.

2.2. Current status of dialectal cultural resources

2.2.1. Survival soil shrinkage

For the purpose of strengthening national unity and bringing people from different parts of the world closer together, since the State Council formally issued the Directive on the Promotion of Putonghua on 6 February 1956, Putonghua has increasingly become the mainstream of public communication, breaking down geographical and linguistic barriers to a certain extent. However, it has also had an impact on the dialects and cultures of different regions. In order to better integrate into the modern society and achieve both economic and spiritual satisfaction, the people have gradually forgotten their dialects, making the ground for their survival shrink, which undoubtedly poses a great challenge to the diversity of the Chinese national language, and also runs counter to the State's repeated calls for the protection and inheritance of the excellent traditional Chinese culture.

2.2.2. Cultural values are ignored

People who live in modern cities for a long time usually think that dialects are full of "local flavour" and not as pleasant as Putonghua, so they "shun" dialects and don't try to understand the various cultural forms and contents carried by the cultural resources of dialects, and naturally ignore the cultural value contained in dialect culture. Naturally, they also ignore the cultural value contained in dialect culture. Nowadays, some people still wrongly believe that dialect culture will hinder the social communication of the Chinese nation, and they are bent on rejecting it, thus seriously hindering the new generation of young people from inheriting the culture. Imagine how such world cultural heritages as Yueju Opera and Kunqu Opera could exist without these dialect cultural resources, and their disappearance would be a tragedy for the excellent traditional culture of the entire Chinese nation!

2.2.3. Inheritance paths are blocked

The 5,000-year-old culture of China has been preserved to this day through the inheritance of generations, but with the rapid development of the times, society, schools and families have not only forgotten the cultural resources of the dialect, but also failed to cultivate the new generation's concept of preserving the cultural resources of the dialect, and even "not mentioning" the cultural resources of the dialect. As the inheritors of the country's development and cultural prosperity, the new generation needs to learn about a variety of cultural resources, not just the ones selected for test-based education. "Contemporary Chinese youth are a generation travelling in the same direction and advancing together with the new era, born in a great age and shouldering a heavy responsibility." Therefore, it is necessary to take advantage of the new situation and new media to help the dialect cultural resources enter modern life and develop in the long term in the future through the unique conceptual orientation of the new generation.

3. The significance of integrating dialect cultural resources into the ideological education of colleges and universities

Dialect cultural resources, as a special language symbol, is an integral part of national culture. In the context of "vigorously carry forward the excellent traditional culture and activate the development of traditional culture", dialect cultural resources bring new ideas for cultural education in the ideological education of colleges and universities, so it is of great significance to integrate them into the ideological education of colleges and universities.

3.1. Spiritual values - fostering awareness of language and culture preservation

As the cradle of nurturing talents, colleges and universities should not only cultivate students' correct values, but also impart them with rich knowledge and promote their all-round development under the guidance of socialist core values. Dialect cultural resources carry the "cultural code" of a region, and many dialects are the carriers of various forms of intangible cultural heritage. Therefore, it is necessary for colleges and universities to sort out the spiritual core of dialect culture resources, cultivate students' interest in dialect culture, cultivate their awareness of language and culture protection, and then consciously join in the cause of dialect culture protection to highlight the diversity of Chinese language and culture. Dialect culture is part of the excellent traditional Chinese culture, so the protection of dialect cultural resources not only meets the development needs of the new era for every young person, but also helps to forge a strong sense of community of the Chinese nation.

3.2. Social values - enhancing cultural confidence

"It is hard to change the sound of the hometown", how many literati and writers throughout the ages can't forget the sound of their hometowns, and how many uprooted travellers are excited when they hear the sound of their hometowns. Dialect cultural resources have a unique social function, which is difficult to replace other cultural resources, that is, to carry the native culture and hometown complex. New age college students must realise that dialect culture is the embodiment of regional cultural identity and makes them have local cultural confidence, so they have to consciously safeguard the dialect and cherish the dialect cultural resources, and then defend the dignity of local culture. Therefore, colleges and universities should subconsciously integrate dialect culture resources into the ideological education, so that college students can feel the depth, thickness and temperature of the excellent traditional Chinese culture carried by dialect culture

resources, and resonate with identity and cultural identity, enhance linguistic and cultural self-confidence, and then feel the socialist culture's perseverance and innovation.

3.3. Educational value - enriching the teaching content of the Civics programme

The classroom is an important platform for imparting knowledge and cultivating moral integrity, and dialect cultural resources must be valued and brought into play in order to be effectively integrated into the ideological and political education of colleges and universities. Teachers should fully understand the local folk activities, proverbs, local customs and other exciting content, in-depth excavation of dialect cultural resources in the nurturing factors, with the help of audio-visual characteristics of film and television works to lead students to feel a different dialect culture.^[3] The students are led to feel a different dialect culture by the audio-visual characteristics of film and television. In the experiential learning, students can feel the weight of the local culture, stimulate their interest in dialect culture, and then ignite the students' strong patriotic feelings. The integration of dialect culture resources into the ideological education of colleges and universities not only enriches the content of the ideological programme and enhances its attractiveness and infectious force to students, but also draws students closer to their hometowns, so that they can look at the dialect culture resources with a broader mind, and provide a new soil for its survival and development by themselves.

4. Ways of Integrating Dialect Cultural Resources into Civic Education in Colleges and Universities

From the viewpoint of the current situation of dialect cultural resources and its significance of integrating into the ideological education of colleges and universities, it is imperative to incorporate dialect cultural resources into the material base of ideological education of colleges and universities. Therefore, it needs the joint efforts of colleges and universities, civic education teachers and students to explore and experiment from different forms and perspectives. Colleges and universities should provide a good platform for the integration of dialect and cultural resources into civic education, and provide teachers with corresponding professional knowledge and technical support. Teachers should start from the classroom, adopt novel and interesting ways to introduce dialect and cultural resources, so that students are willing to learn and take the initiative to learn, and gradually stimulate their love for dialect and cultural resources. In this way, the development and innovation of ideological and political education for college students can be promoted, and the great development and prosperity of Chinese excellent traditional culture can be promoted.

4.1. Enhancement of teachers' dialect and cultural literacy, starting with the teaching force

President of China once proposed that "to cultivate socialist builders and successors, there is an urgent need for our teachers to not only be proficient in professional knowledge and be good 'scribes', but also to cultivate virtue and become 'teachers of men', and to endeavour to be proficient in 'preaching, teaching and solving problems' as a unifier of 'scribes' and 'teachers of men'. 'To preach, teach, and solve problems' as a unifier of 'scripture teacher' and 'human teacher'. Therefore, in order to better inherit the dialect cultural resources and inspire students to protect the excellent traditional Chinese culture, teachers have the responsibility to help the dialect cultural resources to be integrated into the ideological and political education in colleges and universities. This requires strengthening the construction of the teaching staff so that teachers can understand and learn about dialect cultural resources and improve their ideological and political level, thus helping dialect cultural resources to be better integrated into the ideological and political education in colleges and

universities.

First, there are more strategies for teachers to do besides having correct ideological and political concepts and academic knowledge. Teachers should take the initiative to study the dialect and cultural resources of the region where the school is located, actively participate in dialect and cultural resources training courses. In addition, they should constantly expand their knowledge, understand and identify with this unique and excellent traditional culture, enhance the understanding of dialect and cultural resources, and achieve true love and respect. All of the measures mentioned can better help students understand the dialect and cultural resources and appreciate the local feelings contained therein, and inspire students to deeply love the region and even the country. In this way, we can better help students understand the cultural resources of the dialect by teaching them through words and example, appreciate the local feelings it contains, and stimulate their deep love for the region and even the country.

Secondly, teachers should strengthen their ability to naturally integrate dialect and cultural resources with the elements of ideology and politics. The first task is to let the students understand the dialect culture resources initially, for example, play the opera, songs, film and television works. What's more, variety shows related to dialect culture in the classroom are able to stimulate the students' interest. With all these activities, the students can be guided to establish the concept that dialect culture resources are part of the excellent traditional Chinese culture. In order to carry forward the excellent culture of our country and strengthen the cultural self-confidence, the students have the responsibility to learn and master the dialect culture resources. And to some extent, it's a manifestation of love for the country, influencing and touching the students in a quiet way, and letting the "hidden" connotation flow naturally. This is a kind of expression of love for the country, to influence and sensitise students in a silent way, so that the connotation of "hidden" will flow naturally, and the water will come to the surface.

Thirdly, teachers should actively explore ways to integrate dialect and cultural resources into teaching practice. First of all, they should change their teaching concepts, putting dialect and cultural resources on the same level as other resources for enhancing students' ideological and political level, and closely combining moral discipline with moral education. Next in importance, it is necessary to carry out certain academic research on dialect culture and explore its unique features that can attract students. And linked with the existing ideological and political education, according to the students' way of thinking, cognitive laws and the characteristics of the times to explore their easy to accept the teaching methods. Finally, we should grasp the essence of dialect culture resources, and improve the infectious force of the classroom with pictures, images and other intuitive teaching content.

4.2. Deepening from the teaching classroom to an effective interface with existing curricula

The classroom is the main position for cultivating students' all-round development, and in order to promote the integration of dialect and cultural resources into the ideological education of colleges and universities, it is necessary to endeavour to give full play to the function of the classroom as the main channel. The inclusion of dialect cultural resources in the ideological and political courses of colleges and universities not only adds excellent educational materials to the ideological and political education of colleges and universities, which is conducive to achieving the fundamental goal of cultivating morality and educating people, but also strongly guarantees the sustainable development of dialect cultural resources, so that the excellent traditional Chinese culture will endure and strengthen the cultural self-confidence of the children of China!

Firstly, to build a curriculum system with systematic characteristics, some colleges and universities can develop local programmes based on regional characteristics.^[4]Colleges and

universities should endeavour to combine dialect cultural resources with the ideological and political courses, such as fully exploring the socialist core values embodied in dialect cultural resources or the feelings of nationalism contained in the dialect cultural resources, highlighting the main role of the ideological and political courses in "casting souls and educating people". At the same time, colleges and universities can take advantage of some popular dialect cultural resources to set up dialect culture liberal studies courses, and the classroom form can adopt film and television appreciation, thematic discussion and scenario interpretation of dialect cultural resources, etc., to encourage students to actively participate in and popularise the knowledge of dialect culture in a subtle way. Some colleges and universities with a strong local cultural atmosphere and rich dialect and cultural resources should make use of the unique local cultural resources to write special teaching materials in line with the students' learning paths, help students fully understand the excellent traditional culture around them, and inspire a sense of responsibility among students.

Secondly, relying on the development of the times, abandoning the teaching of indoctrination and innovating the teaching mode of the curriculum. In recent years, science and technology have been advancing day by day, and online resource databases have opened up the horizons of knowledge for students and updated their learning paths, so colleges and universities should follow the trend and actively introduce modern technological means into classroom teaching, which will greatly improve the quality of education. For example, the "Guangdong Dialect Digital Resource Database" provides various types of learning resources, such as text, pictures, audio and video, so that students can further study according to their own interests outside the classroom, and understand the ins and outs of the excellent traditional culture through the dialect literature and heritage. Teachers should keep abreast of the times, enrich teaching materials, and try to use modern technological means such as AI (Artificial Intelligence), VR, and AR (Augmented Reality) in the teaching of the curriculum to help students immerse themselves in the dialect culture resources and better experience the dialect culture resources.^[5]The teaching mode of creating immersive virtual scenarios is more attractive to students, which in turn inspires their enthusiasm for learning dialect and cultural resources.

Third, take the initiative to expand the scope of the classroom, no longer confined to the campus, to create a collaborative education community. Students have to learn a great deal of professional knowledge in the classroom, and in order to better inherit dialect and cultural resources, it is necessary for colleges and universities to enter into co-operation with local protection of dialect and cultural resources, government departments, museums and memorials to build a common curriculum, which will prompt colleges and universities to cultivate more capable and compassionate service-oriented talents for local development. It can be led by the government or the college's Marxism school to establish a workshop specialising in the study of local dialect and cultural resources, encourage college teachers and staff with relevant research backgrounds to communicate with each other, and organise regular sharing sessions, so as to dig deeper into dialect and cultural resources that can highlight the characteristics of the region in the collision of ideas, and to explore protection and utilisation modes that can be widely accepted by everyone; and to intensify the collection of dialect and cultural resources. In addition, the teachers of colleges and universities, according to the existing teaching requirements, work together with the staff of the protection of dialect and cultural resources to prepare teaching materials, which closely combine the political, ideological, and contemporary nature of Marxist theory with the humanity, inheritance, and importance of the protection of dialect and cultural resources.^[6] In the joint efforts of multiple subjects, dialect cultural resources can be better integrated into the ideological education in colleges and universities.

4.3. Implementation of social practices to stimulate students' interest in dialect culture

In order to make dialect and cultural resources integrated into the ideological education of colleges and universities and into the lifelong development of college and university students, it is crucial to achieve the unity of knowledge and action, "Where the knowledge is true and sincere, that is, where it is action. The place where action is clear and discerning is knowledge." Only by transforming the concept that dialect cultural resources are valuable cultural heritage into the behavioural practice of consciously protecting and inheriting them will it be conducive to deepening the sentiments and beliefs of college students and shaping the values in line with the socialist ideology system with Chinese characteristics.^[7]

Firstly, new themes are given to social activities organised by schools. The "Internship and Teaching Support" or "Three Volunteer Activities in the Countryside" activities have been used to carry out research on the topic of "Searching for the Roots of Dialect Culture and Transmitting the Treasures of Chinese Culture". According to the location of the area is divided into different groups, and arrange professional teachers to lead the team to carry out activities. In the first stage, each group collects relevant information about the development history and main figures of the dialect culture in their region, and has a general understanding of the local dialect cultural resources, such as township rules and regulations, local music, ballads and sayings, local cultural relics, houses and buildings, daily life and so on.^[8]In the middle term, when serving in the local area, students can visit people of different ages and different occupations who use and love dialects. Connecting with those people, they can dig out more interesting dialects and cultural resources, take part in local activities with dialects and cultural colours, record what they see and hear with pen and paper and influence the form of graphics and text. Next, students will form a complete thematic research report after sorting out and analyzing. In the end, students are organized to make a speech on the whole campus, and then make a speech according to the dialect and cultural resources of the area they are studying.

Secondly, college students are encouraged to make use of the Internet to carry out the innovative practice of protecting dialect cultural resources. College students represent the future of national development, and are the builders and successors of the socialist cause with Chinese characteristics, so they should consciously take the responsibility of protecting dialect and cultural resources, combine their personal values with modern new means, and actively explore effective paths to protect dialect and cultural resources. Using new media communication means welcomed by young people, such as microblogging, short videos, public numbers, etc., we can disseminate contents such as "Interesting Science of Dialect Culture", "How Scratchy Singing in Dialect", "The Most Difficult Dialect", etc., so as to attract the students to learn the dialect culture. The contents such as "interesting science of dialect culture", "how scratchy it is to sing in dialect", "the most difficult dialect" and so on, thus attracting the attention and enthusiastic participation of the new force, and then more young people will disseminate the resources of dialect culture to the general public, and increase the frequency of the dialect culture being mentioned in daily life. At the same time, students with ideas can transform dialect cultural resources into cultural creative products according to their own understanding and feelings of dialect cultural resources.^[9]Colleges and universities can co-operate with enterprises to provide students with corresponding channels to produce dialect comics, dialect emoticons, dialect quotations bookmarks and other cultural and creative products, so as to make the dialect cultural resources take on a new lease of life, and then enhance the economic value of the dialect cultural resources and promote the development of the cultural industry. Physical dialect cultural resources into tangible products, make it circulate in modern society, when more and more people of different ages begin to pay attention to the dialect cultural resources, our country's profound and excellent traditional culture, the value of the extraordinary cultural heritage

can be passed on from generation to generation, and blossomed into a gorgeous flower of Chinese civilisation!^[10]

Acknowledgements

The authors would like to thank Zhao Min of School of Politics and Public Administration of South China Normal University for helpful discussions on topics related to this work.

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