

# Application of Excellent Traditional Culture in Ideological and Political Education in Colleges and Universities

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**ABSTRACT.** This paper analyzes the value of traditional culture in ideological and political education in colleges and universities from three aspects: students, teachers and curriculum. The application of traditional culture in ideological and political education is discussed, and some suggestions are put forward, including improving teachers' ability, improving classroom process, making extensive use of resources and creating learning environment. The aim is to promote the effective combination of traditional culture and ideological and political education in colleges and universities, and to enhance the effectiveness of talent training in China.

**KEYWORDS:** Higher education, Traditional culture, Ideological and political teaching

## 1. Introduction

Chinese traditional culture is the key content of national development at the present stage, which plays an important role in opening up the road of socialism with Chinese characteristics. Ideological and political education is an important course of college students' moral cultivation, and combining it with excellent traditional culture is the main development direction of the course system in the future.

## 2. The Value of Excellent Traditional Culture

### 2.1 Help Students Understand Traditional Culture

Influenced by many factors, Chinese traditional culture is often at a disadvantage in the world cultural exchange, Chinese students have less contact with traditional culture, and cultural inheritance is seriously affected. In recent years, teenagers' attention has gradually been paid more to Chinese traditional culture. The relevant investigation results show that the most favorite musical instruments of post-2000s generation in China are zither and pipa, but because the attention of teenagers is mostly subjective behavior without guidance, the center of gravity and direction of cultural communication have appeared a certain deviation. The application of traditional culture in ideological and political education in colleges and universities can help students to correctly understand Chinese traditional culture and avoid the distortion and deification of excellent culture in the process of communication. It is the essence of the five thousand years of development of the Chinese nation and the correct embodiment in modern youth.

### 2.2 Improve the Ideological and Political Curriculum

Excellent traditional culture is a summary of China's five thousand years of development, which is an important guiding basis for China's development at this stage. The application of excellent traditional culture in ideological and political education can make the curriculum system more in line with the needs of China's development. At the same time, in the traditional Chinese context, the pursuit of meaning is distinct. Folk customs, opera, calligraphy and painting, martial arts and so on in the traditional culture all contain the promotion of their own comprehensive accomplishment and the pursuit of a better life, which greatly enriches teachers' curriculum materials, makes ideological and political courses more rich and perfect, conforms to students' curriculum demands, and effectively promotes the achievements of ideological and political education in colleges and universities.

### 2.3 Enhancing National Cultural Confidence

The concept of cultural self-confidence has been put forward for a long time, and with the joint efforts of relevant departments, the cultural self-confidence of our citizens has improved significantly. But it needs to be clear that the promotion of cultural self-confidence in our country has not yet been in an optimistic state, such as the use of Western festivals in China to reduce the popularity of citizens to verify the promotion of cultural self-confidence, reflecting the emergence of some people still have a narrow nationalistic feeling, lack of trust in China's outstanding cultural vitality. The application of excellent traditional culture in ideological and political education in colleges and universities can make students understand more about the rich content and ideological advantages contained in Chinese traditional culture, help students to look at cultural exchanges with a correct attitude, enhance the cultural confidence of young people from the root, and then enhance the national cultural confidence.

### **3. Application of Excellent Traditional Culture**

#### ***3.1 Promoting the Traditional Cultural Literacy of Ideological***

Under the training mode of ideological and political teachers in colleges and universities, excellent traditional culture is only extended as teachers' knowledge, which leads to many ideological and political teachers' understanding of excellent traditional culture on the surface at this stage, only staying at the level of theoretical expression, unable to effectively combine excellent traditional culture with ideological and political education, and it is difficult for students to understand the ideological connotation of traditional culture from the curriculum. To improve the effectiveness of the application of excellent traditional culture in ideological and political education in colleges and universities, the first task is to enhance the ideological and political teachers' understanding of traditional culture.

First of all, the public education department should pay attention to the training of ideological and political teachers. Strengthen cooperation with traditional culture related colleges, hire professional traditional culture researchers to train ideological and political teachers, help teachers correctly understand the scope, content and core ideas of traditional culture, so that teachers can flexibly select traditional culture auxiliary curriculum education according to curriculum content in the process of preparing lessons, promote the effective combination of the two, while increasing the proportion of traditional culture education, and ensure the full implementation of ideological and political curriculum requirements.

Secondly, improve teachers' daily behavior norms. The integration of knowledge and practice is a concentrated embodiment of the development of Chinese traditional culture, and teachers' curriculum language and daily behavior will have a great impact on the penetration effect of excellent traditional culture. Relevant departments should set higher standards for teachers' daily behavior, ensure that teachers' behavior meets the requirements of traditional culture, and avoid teachers' different words and deeds leading to poor penetration of traditional culture. At the same time, teachers should strengthen their comprehensive quality construction, absorb more traditional culture in their daily life, make the ideological and political curriculum carry out in the elegant atmosphere of traditional culture, enhance students' acceptance and trust in traditional culture, and strengthen the effect of traditional culture infiltration in ideological and political education.

Finally, teachers should strengthen their traditional skills construction. The ideological connotation of excellent traditional culture and traditional skills are difficult to separate, teachers in the process of teaching appropriate display of traditional skills will often achieve unexpected results. Teachers should take the initiative to learn some traditional skills in their daily life. They should be used in ideological and political courses to arouse classroom atmosphere, promote students' interest, encourage students to take the initiative to learn traditional culture, strengthen the influence of traditional culture on students, promote students' ideological and moral character, and strengthen the achievements of ideological and political education.

#### ***3.2 Optimizing the Patterns of Traditional Cultural Penetration***

The conventional traditional culture application mode in ideological and political courses is mostly theoretical description and demonstration explanation. This kind of curriculum model often makes students regard traditional culture as a course case, students pay less attention to it, and the effect of traditional culture infiltration is poor. At the same time, the process of traditional culture argumentation is more abstract, and the requirement of students' quality is higher, which often leads to the gap of teaching effect caused by the ability gap, which has a serious impact on the development of students. Therefore, teachers should pay more attention to the development of innovative methods in the application process of excellent traditional culture in ideological and political education, and use students' interest in traditional culture to strengthen the achievements of ideological and political education.

Firstly, Ideological and political teachers should adopt more open ideas in the process of preparing lessons. At the present stage, the students' interest in traditional culture has obviously increased, and the trend of promotion has

become more and more obvious over time. In daily life, teachers should pay attention to browsing the media commonly used by students, make clear the interest points of students in traditional culture, and start with interest points to prepare lessons, and use students' interests to strengthen the effect of ideological and political courses. At the same time, because of the characteristics of network information dissemination, the traditional culture that students understand contains a lot of subjective thoughts. Teachers should collect data extensively in the process of preparing lessons, seek help from professional researchers, eliminate the dross part of network communication, show students the true face of excellent traditional culture, make students understand traditional culture accurately, and help students to establish correct cultural view and world outlook.

Secondly, Teachers increase the proportion of interactive teaching in the course. Poor classroom teaching is a common problem in public education in colleges and universities. The relationship between ideological and political courses and students' major is low, the students' attention is insufficient, and the teaching effect is more difficult to guarantee. The application of excellent traditional culture in ideological and political education provides teachers with rich interactive materials, which can effectively improve the current situation of poor teaching results in ideological and political courses. In daily life, teachers should take the initiative to learn more simple skills in traditional culture to enrich classroom teaching. Such as bamboo flute, which can be quickly formed in a short time, in line with students' imagination of traditional artistic conception, is the focus of students' interest in traditional culture, relying on Chinese traditional music has rich ideological and cultural connotations, can effectively enhance students' interest, improve classroom activity, and carry out ideological and cultural education for students, is a high quality material for teachers' classroom interaction.

Thirdly, extensive use of traditional cultural resources. The history of traditional culture is far-reaching, it is difficult for ideological and political teachers without systematic study to show their meaning to students comprehensively, so teachers should widely use various materials and tools to assist students to understand Chinese traditional culture in the course preparation. Such as the relevant professional micro-class, admiration class, professional researchers' speech video and so on, so that students and advanced traditional culture research, to avoid the students' subjective assumptions have a negative impact on the teaching results, strengthen the penetration of traditional culture in ideological and political education results.

Finally, Create a learning environment for traditional culture. The learning environment will have a great impact on the students' learning results, and the school and related managers should create a strong cultural atmosphere for the students to ensure that the traditional culture permeates the results. On the one hand, more Chinese traditional elements are added to the school buildings to enhance students' affinity to traditional culture and strengthen students' learning motivation; on the other hand, traditional cultural elements are integrated into students' campus life, such as adding traditional cultural related projects such as archery to the school sports meeting; and cultural far-reaching activities such as Confucius' Day are held.

#### **4. Conclusion**

The excellent traditional culture is the core embodiment of the spiritual character of the Chinese nation, which is of great help to the establishment of the excellent character of college students. Ideological and political teachers should start with students' interest, strengthen the penetration of Chinese traditional culture in ideological and political courses by various means, enhance students' traditional cultural literacy, cultivate students' spiritual character with Chinese characteristics, make students more in line with the needs of the development of Chinese characteristics, and provide talent guarantee for the sustainable development of the country.

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