

# **The Application of Traditional Culture in the Cultivation of College Students from the Perspective of Cultural Confidence**

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**Abstract:** Cultural Self-Confidence, in Its Essence, is an Important Embodiment of the Vitality and Cohesion of a Country or a Nation. as an Ancient Civilization Country with a Long Cultural History, China Has Formed Brilliant and Rich Traditional Culture in Thousands of Years of Cultural Development and Inheritance. Since the Founding of New China, China Attaches Great Importance to the Inheritance, Development and Innovation of Excellent Traditional Culture, and Has Made a Series of Achievements. in the 21st Century, the Construction of Socialism with Chinese Characteristics Has Entered a New Era. the Vitality and Vitality of the New Era Can Not Be Separated from Excellent Traditional Culture. as the Construction and Creator of the New Era, Contemporary College Students Help Them to Establish Cultural Confidence Based on Excellent Traditional Culture, Which is Related to the Long-Term Development of the Country and the Nation. Therefore, Based on the Excellent Traditional Culture, This Paper Tries to Make an Analysis and Research on the Choice of Cultural Self-Confidence Path for College Students.

## **1. Introduction**

Cultural Self-Confidence is the Cultural Tradition, Spiritual Pursuit and Value System Derived from the Long-Term Development and Development of a Country, a Country and a Region. It is the High Recognition, Pride and Yearning of the People of a Country, a Country and a Region[1]. Willing to Forge Ahead, Brave to Forge Ahead, and Consciously Innovate Culture. the Power of Cultural Self-Confidence Comes from the Excellent Traditional Culture of a Country, a Country or a Region. Excellent Traditional Culture Can Promote Cultural Self-Confidence, and Everyone's Cultural Self-Confidence Can Promote the Spread of Excellent Traditional Culture. College Students in the New Era Are Facing the Opportunities and Challenges Brought by the Development of the Times. in the Field of Culture, How University Students Seize the Opportunities and Challenges is Related to National Development and National Rejuvenation. At the Same Time, It is Also Inseparable from the Support of Excellent Traditional Culture to Establish Cultural Self-Confidence for Contemporary College Students. in the Trend of Diversified Cultural Development, the Excellent Traditional Culture of the Country, the Understanding of the Excellent Traditional Culture of the Country, the Recognition of the Inheritance of the Excellent Traditional Culture of the Country, the Purpose of Innovation is to Guide the Students, the Students Actively Explore the Root Causes to Guide the Traditional Culture, It is Necessary to Strengthen Education.

## **2. the Value of Cultural Self-Confidence of College Students from the Perspective of Excellent Traditional Culture**

### **2.1 Carry Forward Excellent Traditional Culture and Cultivate College Students' Cultural Pride**

The 95th anniversary of the founding of the Communist Party of China is a day when the Chinese communists will not forget their original intention and forge ahead bravely, always keep Chinese characteristics, prudence, theory and self-confidence, and adhere to the socialist road. This shows the importance of cultural self-confidence in building a socialist society with Chinese

characteristics. Excellent traditional culture is an important cornerstone for college students to establish cultural self-confidence. Promoting excellent traditional culture can deepen the understanding of traditional culture, which is very important to cultivate the pride of contemporary college students.

## **2.2 Carry Forward Excellent Traditional Culture and Improve the Cultural Identity of College Students**

Significant traditional culture, promote the cultural identity of college students, can greatly improve the spirit of modern college students, showing that there is a mainstream culture, the concept of mainstream culture established, positive importance[2]. In the process of promoting excellent Chinese traditional culture, contemporary college students need excellent traditional culture with spiritual pursuit, value orientation and cultural connotation to absorb and guide their study and life. The integrity of traditional culture improves cultural self-confidence.



Fig.1 Traditional Culture

## **2.3 Carry Forward Excellent Traditional Culture and Enhance College Students' Sense of Cultural Innovation**

Chinese excellent traditional culture has experienced thousands of years of wind and rain, and still can show vigorous vitality in the new era. The reason is not only that there is no fault in the development process of Chinese excellent traditional culture, but also that Chinese excellent traditional culture is innovative. Contemporary college students are young and energetic, active in thinking, strong in innovation consciousness, outstanding in ability, and carry forward excellent traditional culture, which is not only conducive to the innovation and inheritance of excellent traditional culture, but also can cultivate the cultural innovation power of college students, so as to achieve a win-win situation.

## **3. The Dilemma of Setting Up College Students' Cultural Self-Confidence from the Perspective of Excellent Traditional Culture**

### **3.1 Communication of Excellent Traditional Culture is Blocked**

The inheritance and development of China's excellent traditional culture in the new era also depends on publicity and education. From the perspective of the inheritance and development of College Students' traditional culture, there are still some problems, and the focus of the problem is the concept of education[3]. The purpose of university education is to cultivate professional and skilled talents. In particular, social development needs technical ability. This environment leads to the lack of cultivation of humanitarianism in college students. Some universities and colleges offer excellent courses of traditional culture education, but they all use educational methods and less cultural practice activities to directly and popularize traditional culture.

### **3.2 Excellent Traditional Culture is Impacted by Foreign Culture**

At present, with the rapid development of economic globalization and information network,

culture gradually breaks the regional constraints and gradually realizes the integration of different cultures. Although it has promoted the prosperity and development of business culture to a certain extent, there are also times of merger or death[4]. China's traditional culture has been passed down for thousands of years, but it is now facing a strong influence from foreign culture. As for college students, although there are students who have respect for foreign culture, there are also attitudes that don't care about their own culture. If this situation is not guided, it will inevitably affect the inheritance and development of excellent traditional culture, and is not conducive to the construction of socialist spiritual civilization.

### **3.3 The Recognition Degree of Excellent Traditional Culture is Gradually Weakened**

China has been standing in the East for thousands of years. The traditional culture is particularly remarkable. In the long history of development, the development of China's state and excellent traditional culture complement each other. For a long time, college students are not only the important driving force of China's national development, but also the development and successor of excellent traditional culture. The cultural self-confidence of college students is related to the development of the country and the existence of excellent traditional culture[5]. At present, the cultural self-confidence of college students is generally in good condition, but there are also some negative phenomena. Individual college students weaken their understanding of excellent traditional culture, pay less attention to their own culture and have no cultural confidence. Development has produced a huge topic.

## **4. The Basic Path to Establish the Cultural Self-Confidence of College Students from the Perspective of Excellent Traditional Culture**

### **4.1 Integrate Excellent Traditional Culture with Campus Culture to Enhance the Cultural Pride of College Students**

Campus culture is closely related to the research and life of college students. Good campus culture can promote the growth of college students. Excellent traditional culture, campus culture and their interaction, its role and purpose is consistent. On the other hand, you can integrate excellent traditional Chinese culture into all aspects of campus culture construction, and integrate excellent achievements of traditional Chinese culture into all aspects of campus culture construction. You can enrich excellent traditional cultural factors in campus cultural activities. The school where the author works holds Dragon Boat Festival, mid Yin Festival, Mid Autumn Festival and other important traditional festivals every year to promote the integration of traditional culture and campus cultural life and enhance the cultural confidence of college students.

### **4.2 Integrate Excellent Traditional Culture with Social Practice to Enhance the Cultural Identity of College Students**

The Millennium heritage of Chinese civilization lies not only in its cultural charm, but also in its practicability. This practical power mainly refers to the great spiritual power contained in the excellent traditional culture which stimulates people and gives people value guidance[6]. Therefore, in the new era, to establish the cultural self-confidence of college students, we need to combine the excellent traditional culture with the practice of college students. The power of culture is not only reflected in the classroom, but also in theory, life and practice. Therefore, universities and colleges should encourage students to actively go out of the classroom, out of the campus, and actively participate in excellent traditional cultural activities. Through a variety of practical activities, we can improve students' cultural hobbies and help them build cultural self-confidence.

### **4.3 Integrate Excellent Traditional Culture and Information Network to Increase the Cultural Innovation of College Students**

Since the 21st century, the rapid development of science and technology, the rapid development of information networks, science, information, networking society. Excellent traditional culture has existed for thousands of years, and its vitality is still very active. Moreover, it is also inseparable

from the adaptability of excellent traditional culture. At present, excellent traditional culture needs to be revitalized, college students need to strengthen the connection with information network, and establish cultural self-confidence. On the other hand, the relevant government departments should pay close attention to the network and eliminate some network chaos, which violates the traditional cultural value orientation and spiritual leadership[7]. On the other hand, they should actively occupy the commanding point of the network, strengthen the propaganda of traditional culture, occupy the commanding point of public opinion, and use the network platform to spread the charm of excellent traditional culture. At the same time, more college students are invited to participate in cultural co construction and co creation activities.

#### **4.4 Give Full Play to the Communication Role of New and Old Media to Help Spread Excellent Traditional Culture**

In today's information society, the Internet uses new media, newspapers, books, radio stations, television stations, websites and other media for comprehensive publicity, the transformation of publicity forms, the popularization of traditional Chinese culture and the characteristics of the times[8]. In addition, the company has always maintained its vitality and achieved the desired results. For example, in order to bring subtle influence, the website production of Chinese traditional culture and the team of traditional culture of campus network use the construction of wechat platform, the school's humanistic tradition, in order to develop the school's excellent educational resources, make the best use of the famous forum route, and then, for its networking, it will be recorded and uploaded to the forum.

### **5. Conclusion**

The final analysis is that college students' self-confidence in culture and life depends on the difference of life reality and ideal state. Ideological and political workers in universities should firmly take responsibility and do a good job in student work. For example, when entering the school, we should set up further education courses, so that the freshmen can understand the major, reasonably plan the future development direction, and improve the guidance plan[9]. If students encounter difficulties in school, if they can't solve them, they should be helped and solved in time. In the face of some bad phenomena in society, they must explain and guide them timely and properly.

The foundation of universities and colleges is to create people. In this regard, the ideological and political workers of universities are pioneers and practitioners. They should always be considerate of students, considerate of students, intimate friends of students, guides and compasses of students, and guard all aspects of student culture. Self confidence and cultural identity contribute a lot to the development of the motherland and the growth of students.

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