

On the Integration of Traditional Culture in Ideological and Political Education in Colleges and Universities

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Abstract: Chinese Traditional Culture is the Cultural Foundation of the Formation and Development of Socialist Culture with Chinese Characteristics in the New Era. It is a National Culture Rooted in the Hearts of Chinese People, Permeated in Various Fields and Affecting People's Cognition and Behaviour. More and More Attention Has Been Paid to the Development of Traditional Culture. Chinese Traditional Culture is Closely Related to Ideological and Political Education in Colleges and Universities. Based on the Development of Traditional Culture Itself, the Needs of Ideological and Political Education in Colleges and Universities and the Needs of Training Talents, It is Urgent to Strengthen the Education of Excellent Traditional Culture. the Integration of Chinese Traditional Culture into the Ideological and Political Education of Colleges and Universities Provides Rich Educational Resources for Colleges and Universities, Promotes the Connotative Development of Colleges and Universities, and Cultivates Talents with All-Round Development, Which is Also Conducive to the Sustainable Development of Traditional Culture.

1. Introduction

Every Country Needs a Unified Spiritual Pillar, While China Needs a High Degree of Cohesion to Guide Children. Chinese Traditional Culture, in More Than 5000 Years, Has Gathered Ideas from China. Since Then, She Has Been Playing to Her Unique Strengths. the Function of Traditional Culture in the New Era is More and More Obvious. as a Place of Talent Training, Universities Play an Indispensable Role in the Inheritance, Development and Innovation of Traditional Culture[1]. University, Which is Pregnant with the Future of the Motherland and the Rejuvenation of the Country, is Responsible for the Country's Prosperity, National Unity and the Realization of the Chinese Dream. "Most Young Students Have a Lot of Responsibility At the Right Time," the Peking University Secretary Stressed At a Seminar of Peking University Teachers and Students and Traditional Culture is Meaningful. Ideological Education Resources, University and University Ideas, and Political Education Can Help People Have "Cultural Education", Promote the Establishment of Correct University Value, and Realize the Dream of China's Powerful Country and Powerful Country. in 2017, the General Office of the Central Committee of the Communist Party of China and the State Council's General Affairs Qinghuatai Were Published as "Relevant Implementation Opinions on the Inheritance and Development Plan of China's Excellent Traditional Culture". in 2018, the Ministry of Culture Issued a "Relevant Notice" on the Basis of the Inheritance of China's Excellent Traditional Culture. in the New Era, the Education of Universities and Colleges is an Important and Urgent Task to Promote the Characteristics of China and the Culture, Ideology and Political Education of China.

2. Traditional Culture and the Connotation of Ideological and Political Education in Colleges and Universities

2.1 Traditional Culture

I believe that under the influence of special natural environment, political structure, economic situation and ideology, traditional culture is a stable and unique national culture formed and

inherited by China in long-term historical development[2]. Liu Yang, a scholar, is an excellent traditional culture, whose center is the patriotism and spirit of the people. Please refer to the idea that other people don't want to forgive. The idea of forgiveness is that the spiritual value of peace and self satisfaction, the value and self negation and fair value mean the idea of harmony. The wealth knowledge created in the historical development is the national spirit handed down from generation to generation. Chinese traditional culture is broad and profound, has a long history, and is enduring. It gives us strong vitality. It is an important part of Chinese culture and the foundation of University and ideological education. From the point of view of scholars, Chinese traditional culture, through the long river of history, through the development of regional national culture, gives regionality, through various cultural debates, gives the characteristics of the times[3]. The characteristic culture of a developed country is created by the results of material and spiritual level, and inherited in this process. It is an inclusive Chinese national culture.



Fig.1 Traditional Culture

2.2 Ideological and Political Education in Colleges and Universities

The main object of Ideological and political education is people, which is used to improve people's moral quality and cultural quality. Therefore, ideological and political education has a certain purpose and organization. It exerts influence on people's cognition and behaviour through ideological ideas, political views, moral norms, etc[4].and forms social practice activities that meet the needs of certain social development. Therefore, ideological and political education is that people in a certain society, in the process of personal development, follow the national ideology and political views to regulate themselves, form the law of development of ideology and morality, internalize the law of development of this value concept into their own spiritual quality, and influence and promote each other in social development, so as to jointly improve the comprehensive cultural quality of the whole society. Ideological and political education in Colleges and universities has a specific educational goal, which is to carry out moral education for students according to the needs of social development, the requirements of educational teaching and personnel training goals, strengthen moral edification, help students to establish correct socialist values, so as to promote the educated to acquire knowledge, and constantly improve their moral character, and promote students to become People with all-round development. Therefore, ideological and political education in Colleges and universities is to educate college students through certain educational approaches and methods, with the purpose of cultivating successors in a new era with all-round development of morality, intelligence, physique and beauty with knowledge reserve and ideological quality.

3. The Relationship between Chinese Traditional Culture and Ideological and Political Education in Colleges and Universities

3.1 Integration of Traditional Culture and Ideological and Political Education in Colleges and Universities

Chinese excellent traditional culture is a diverse culture with national characteristics. It is based on the ancient Confucian ideology and culture. After a long history of reform, it has developed into

a cultural system that now conforms to the socialist core values and the cultural mainstream of social development. At present, the reform and opening-up has accelerated the spread of world culture, and the Western cultural thoughts have rapidly entered our country. College students are full of curiosity in the face of new things, and actively accept foreign cultures, and their ideas are diversified. In the face of the temptation of diverse cultures, college students may lead to the phenomenon that their will is not firm enough and their values are not unified. After the 19th National Congress of the Communist Party of China, the Central Committee vigorously promoted the socialist core values, which are consistent with the Chinese traditional culture, covering the essence of excellent traditional culture, and are the distillation and embodiment of the integration of Chinese traditional culture and the socialist culture with Chinese characteristics in the new era. Nowadays, in the stage of higher education, the integration of university courses into the content of socialist core values is of great significance to the improvement of College Students' Ideological and moral concepts, the inheritance and development of traditional Chinese culture, and the enhancement of national self-confidence and national pride.

3.2 Consistency between Traditional Culture and Ideological and Political Education in Colleges and Universities

Chinese traditional culture and ideological and political education in Colleges and universities have similarities in content[5]. Chinese traditional culture is broad and profound, rich and diverse. It is necessary to select a representative and symbolic culture to integrate with the times. Ideological and political education in Colleges and universities should select traditional culture according to the needs of social development and educational objectives, and carry on and combine them accordingly. Some scholars pointed out that “the integration of Chinese excellent traditional culture into the ideological and political education in Colleges and universities should follow the principle of finding a fit point and focusing on integration”. Some scholars believe that the traditional culture education for college students should contain the cultural spirit of vigorous and promising, self-improvement and the rise and fall of the country. Some scholars believe that we should make use of the educational resources of traditional culture, cultivate students' benevolence and harmonious feelings, and improve self-cultivation by cultivating ourselves and regulating the country and the world. The spirit of patriotism, the spirit of striving for self-improvement, and the spirit of benevolence and harmony are all consistent with the education of morality, outlook on life and values in Ideological and political education.

3.3 Traditional Culture and the Initiative of Ideological and Political Education Objects in Colleges and Universities

The object of inheriting and carrying forward the traditional Chinese culture is people, and the object of Ideological and political education in Colleges and universities is the group of college students belonging to the social builders and successors[6]. They have strong subjective initiative and strong ability to recognize and distinguish right from wrong in front of things. If we want to think about political education to achieve the purpose of cultivating talents, we must take the university into consideration Students' attitude towards traditional culture was investigated and analyzed. Through investigation, scholars generally believe that college students have certain desire and demand for traditional culture. In the survey and analysis of current college students' cultural concepts, Shen Zhuanghai and Dong Xiangbin, through a sample survey of 35 college students, think that college students identify with the value of culture, love traditional Chinese culture, and have a positive attitude towards the value of traditional culture, and put forward that college students' traditional culture identity crisis and traditional culture learning enthusiasm coexist, so universities should be strengthened Students' traditional culture propaganda and education work can stimulate students' desire and interest in learning. It can be seen that the combination of Chinese traditional culture and ideological and political education in Colleges and universities conforms to the wishes of college students, conforms to the laws of education, and plays a positive role in cultivating the moral education of contemporary college students.

4. The Necessity of Strengthening Traditional Culture Education in Colleges and Universities

4.1 The Need for the Development of Chinese Traditional Culture in the New Era

The development of Chinese culture should carry on the past and open up the future. On the basis of inheriting excellent traditional culture, we should innovate and make progress with the development of society, create new era culture and make it flourish[7]. In the process of the development of socialist culture with Chinese characteristics, Chinese traditional culture should actively respond to the trend of the times and absorb vitality. Under the background of globalization, Chinese traditional culture needs to take the initiative, transform actively, reflect and improve with the help of foreign advanced culture, and then strengthen the resistance of national culture. College students are the main group of young people, and the university has become the main position to promote traditional culture. It is the duty of the university to carry out ideological and political education for young students, while the traditional Chinese culture provides them with rich resources. Therefore, the integration of Ideological and political education and traditional culture is an inevitable need for the development of socialist culture with Chinese characteristics in the new era.

4.2 Needs of Ideological and Political Course Teaching

As mentioned in the report of the 19th National Congress of the Communist Party of China, culture is the soul of a country and a nation. We should promote national culture, build cultural self-confidence, and promote the prosperity of socialism[8]. Colleges and universities should attach importance to the educational function of culture, so that traditional culture can play a role in cultivating talents. In the era of globalization, the trend of cultural diversity is promoted. In the process of development, socialist culture with Chinese characteristics must keep pace with the times, forge ahead, actively make adjustments, and deal with the impact of various cultures on traditional Chinese culture. How to improve the ideological and political quality of college students and cultivate excellent socialist successors is related to the sustainable and stable development of the country. Ideological and political education is a course offered by colleges and universities. It is the main teaching way of Ideological and political education for college students and plays an important role in the development of Ideological and moral education for college students. The education and teaching of Ideological and political course is not only the teaching of Marxism Leninism, but also the transmission of traditional Chinese culture. General Secretary Xi Jinping once proposed that traditional culture should be the gene and symbol of the soft power of contemporary culture. Chinese traditional culture contains rich philosophy, which provides teaching materials for ideological and political courses in Colleges and universities. Therefore, the integration of Chinese traditional culture into the ideological and political courses in Colleges and universities is an important part of Ideological and political education in the new era, which is of great significance to the realization of educational objectives and the development and prosperity of national culture in China.

4.3 The Need of Training High Quality Talents in the New Era

As a builder of social development in the new era, the ideological and political of college students will affect the development of socialist social cause with Chinese characteristics, and even decide whether the “Chinese dream” can be realized. Therefore, the development of traditional culture education for college students is out of the long-term consideration of the future development of the motherland, which affects the future prosperity and development of the country[9]. College students, as the main force of building the motherland, must have good comprehensive quality and grow into high-quality talents with both ability and morality. The so-called high-quality talents, first of all, must be qualified in ideology and morality, and ideological cultivation should be based on traditional Chinese culture and historical culture. Therefore, the integration of traditional culture into the ideological and political education in Colleges and universities is an important way to cultivate high-quality talents with Chinese characteristics in the new era. Colleges and universities must put the task of Ideological and political education into

practice, education-oriented and moral education first, improve and develop the spirit of virtue in traditional culture in an upward way, and actively do a good job in the education of traditional Chinese culture.

5. Conclusion

Chinese excellent traditional culture contains rich cultural connotation and charm. In the ideological and political education of colleges and universities, we should effectively integrate traditional culture, show cultural value, enrich the teaching system of colleges and universities, improve the comprehensive quality of college students, establish noble ideological and moral standards, improve cultural self-confidence, enhance national cohesion and centripetal force, and promote the overall development of college students. Colleges and universities should continue to explore the ways to fit traditional culture and ideological and political education, create a good cultural atmosphere for students, change teaching concepts, innovate teaching models, carry out a variety of cultural heritage and promotion forms, stimulate students' learning motivation, improve students' creativity, and transport professional and innovative high-quality talents for the construction of the motherland

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