

A Probe into the Value of Chinese Excellent Traditional Culture to College Students' Ideological and Political Education

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Abstract : This article briefly introduces the value of Chinese excellent traditional culture to the ideological and political education of college students. Through the analysis of the existing problems in the ideological and political education of college students at this stage, it explores the value of Chinese excellent traditional culture in the ideological and political education of college students. Effective measures are to transform the traditional ideological and political education of college students, effectively integrate the excellent traditional Chinese culture, guide college students to establish correct values, cultivate good ideological and moral qualities, and promote the improvement of college students' ideological and political education.

Keywords : Excellent Traditional Culture; College Students; Ideological and Political Education; Effective Measures

In recent years, computer information technology has been widely used in people's lives. Under the situation of globalization, people's minds have been liberated, but they have also been impacted by many foreign ideas, especially for college students. More and more, if the work of ideological and political education is neglected, it will easily lead to the absorption of negative ideas, which is not conducive to cultivating excellent college students. Under such circumstances, it is necessary to strengthen the ideological and political education of college students, give full play to the value and influence of Chinese excellent traditional culture, integrate it into the ideological and political education of college students, innovate the ideological and political education model of college students, enrich the content of ideological education, and cultivate high-quality talents who inherit my country's excellent traditional culture.

1. The value of Chinese excellent traditional culture to the ideological and political education of college students

1.1 Help students resist the influence of diverse values

The goal of running a university is to provide society with high-quality talents, meet the needs of society for human resources, and provide an important guarantee for social and economic development. Therefore, whether college students have a high comprehensive quality is not only related to their personal long-term development, but also affects the sustainable development of my country's social economy. With the formation of global economic integration, exchanges between countries around the world have become more frequent, and cultural penetration has become more obvious. The emergence of diversified values has caused a certain impact on the thinking of college students. The difference between foreign culture and traditional culture has caused some students to have bad habits of worshipping foreign and foreigners, lacking self-confidence in national culture, and neglecting the excellent traditional Chinese culture. Therefore, integrating Chinese traditional culture into the ideological and political education of college students can not only guide students to correctly understand foreign culture and absorb the essence of foreign culture, but also help consolidate the status of excellent traditional culture, so that students can establish national self-confidence, inherit and promote excellence traditional culture^[1].

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doi: 10.18686/ahe.v5i2.3330

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1.2 Improve students' moral quality and character

The talent training goals of colleges and universities seem to have changed with changes in social needs. They pay more and more attention to the cultivation of students' comprehensive qualities. On this basis, schools should adjust educational content and establish sound teaching in accordance with modern educational goals. System attaches great importance to ideological and political education, as an important discipline for cultivating students' good moral quality. In the process of college students' ideological and political education, integrating the excellent Chinese traditional culture is conducive to transforming the traditional ideological and political education mode, creating a good teaching atmosphere, attracting students' attention, and making them devote themselves to the study of ideological and political education. Cultivate sentiments in the entire cultural atmosphere, infect students imperceptibly, guide them to establish the correct outlook on life, world outlook, and values, ensure the healthy development of students' body and mind, continuously improve their own personality, develop good characters, and become the high quality required by society talent.

1.3 Carry forward the Chinese spirit

Carrying forward the Chinese spirit is the social responsibility of every Chinese people, and it is also an important task that college students must shoulder. The Chinese spirit does not stand still, but is inherited and developed. It refers to not only carrying forward the traditional excellent culture, but also innovating according to the current situation and requirements of the development of the times, and carrying forward an era with patriotism as the core. As an excellent traditional culture, patriotism covers not only peace and unity, but also emphasizes diligence, courage, and self-improvement. These good influences have infected generation after generation and are the basic ideas that every college student should possess^[2].

2. Problems existing in the ideological and political education of college students at this stage

At this stage, there are still certain problems in the ideological and political education of college students, which need to be further resolved. The main problems are: first, the diversified values have had a certain impact on students' thinking, and students' recognition of the excellent Chinese traditional culture. The knowledge is relatively superficial, so that students are more affected by external thoughts and are prone to form bad negative thoughts. Second, the current students' ideological and political learning attitude is too passive and lacks learning enthusiasm, and all their energy is basically placed in some professional courses. However, I did not realize the necessity of learning Chinese excellent traditional culture, nor did I understand the importance of ideological and political education courses. Third, at present, in the process of ideological and political education, the excellent Chinese traditional culture has not been effectively integrated, so because the Chinese excellent traditional culture has little influence on students, it does not guide students to establish correct values.

3. Effective measures to give full play to the value of Chinese excellent traditional culture in the ideological and political education of college students

3.1 Adding traditional culture courses to the Zhuang masters

The integration of Chinese excellent traditional culture into the ideological and political education of college students should not be limited to the superficial form. Instead, traditional cultural courses should be added to the entire ideological and political education system and implemented. On the one hand, colleges and universities should clarify the necessity of offering traditional culture courses and regard Chinese excellent traditional culture as an important teaching content in the ideological and political education system. To formulate appropriate educational goals based on the actual situation, it is necessary to pay attention to the ultimate learning results of students, but also not to ignore the performance of students in daily study and life, so that students can truly understand the excellent traditional Chinese culture and change their thinking. On the one hand, in the course of teaching, teachers should highlight the student's dominant position, attach importance to students' feelings, help students understand, enhance students' emotional experience, so that they can learn the spirit of Chinese excellent traditional culture and achieve effective cultural penetration^[4].

In addition, in order to improve the level of ideological and political education of college students and effectively integrate into the excellent traditional Chinese culture, we should continue to expand the faculty and improve the strength of college teachers. The following points should be achieved: first, to develop a complete teacher recruitment system, college teachers should have political beliefs, have a strong heart, have a solid theoretical foundation, and be able to keep pace with the times. Second, strengthen for the training of teachers, carry out training activities related to the excellent Chinese traditional culture to improve the professional ethics of teachers. At the same time, it is necessary to reflect on the teaching work, so that teachers can continuously improve their own

teaching level, and timely discover the deficiencies in teaching, and take targeted measures to solve the problem. Third, we must pay attention to the construction of teachers' morality, adhere to the people-oriented concept, pay attention to the psychological condition of teachers, improve the humanistic quality of teachers, and infect students with teachers' personality charm.

3.2 Combination of theory and practice

To integrate the excellent Chinese traditional culture into the ideological and political education of college students, we should insist on the effective integration of theoretical teaching and practical teaching. Merely instilling excellent Chinese traditional cultural theoretical knowledge into students will not make students truly comprehend it. It is just superficial and cannot show students in daily life. Only through practical activities can students' understanding and feelings be deepened. Consolidate the ideological consciousness of students. Therefore, based on theoretical knowledge education, colleges and universities can actively organize students to participate in extracurricular practical activities, allow students to go from campus to society, infiltrate the excellent traditional Chinese culture in practical teaching activities, enhance students' sense of responsibility, and establish correct values. For example, teachers can organize students to walk into historical museums, or some historical sites and other places, so that students can feel the rich historical and cultural heritage, form firm beliefs, and strengthen students' national emotions. Some public welfare activities and volunteer activities can also be organized to let students practice and learn Chinese virtues ^[5].

3.3 Give full play to the role of new media technology

In the ideological and political education of college students, the integration of Chinese excellent traditional culture should follow the development of the times, give full play to the role of new media technology, use computer information technology to increase the propaganda of Chinese excellent traditional culture, and add excellent in the major new media platforms on campus. In the relevant sections of traditional culture, political theme templates are set up, and communication and interaction between teachers and students are strengthened based on the Internet platform, so that teachers can grasp the students' ideological trends in time and carry out targeted ideological and political education.

4. Conclusion

All in all, we should give full play to the value of Chinese excellent traditional culture in the ideological and political education of college students, promote the spirit of the Chinese nation, and strengthen students' sense of social responsibility. In the actual teaching process, theoretical teaching and practical teaching should be effectively integrated to improve the level of ideological and political education and achieve better teaching results.

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