

# The Path to Enhancing Traditional Cultural Literacy of College Students majoring in Finance and Accounting

Yanzhu Li

Hainan Vocational University of Science and Technology, Haikou 571126, China

**Abstract:** Culture is an important support for national development and a key factor for people to establish confidence and faith. As a cradle for cultivating top talents in various fields, universities should focus on integrating traditional cultural literacy education into the talent cultivation process, effectively expanding the path of traditional cultural literacy cultivation. Based on this, this article conducts research on the path to enhance the traditional cultural literacy of college students majoring in finance and accounting. Firstly, the important value of enhancing the traditional cultural literacy of college students majoring in finance and accounting is analyzed, and the existing problems in the current cultivation process are elaborated. Based on this, corresponding practical strategies are proposed, including attaching importance to the infiltration of traditional culture, carrying out characteristic education activities, linking students with professional ethics, creating a traditional cultural atmosphere, and playing the role of teachers as models, in order to effectively enhance the traditional cultural literacy of college students majoring in finance and accounting, laying a solid foundation for their future career development and social contributions.

**Keywords:** Universities; Accounting major; Traditional cultural literacy; Education reform; Comprehensive quality

## Introduction:

In the context of globalization and informatization, cultural literacy education for college students majoring in finance and accounting is particularly important. Traditional culture, as a spiritual treasure of the Chinese nation, not only carries rich historical heritage, but also contains profound moral wisdom. For college students majoring in finance and accounting, improving traditional cultural literacy not only helps to broaden their knowledge and enhance their comprehensive quality, but also promotes the development of their professional ethics and personal character. However, there are still many shortcomings in traditional culture education in current universities, resulting in limited awareness and understanding of traditional culture among students. Therefore, this article aims to explore the path to enhance the traditional cultural literacy of college students majoring in finance and accounting, in order to provide useful references for relevant educational practices.

## I. The Important Value of Enhancing the Traditional Cultural Literacy of College Students majoring in Finance and Accounting

Universities bear the important mission of cultural inheritance and innovation, and strengthening the cultivation of traditional culture among college students plays an important role in talent cultivation. This is mainly reflected in the following aspects: firstly, traditional cultural literacy is an important component of the comprehensive personal development of finance and accounting major college students. Traditional culture contains rich philosophical ideas, moral concepts, and humanistic spirit. By studying traditional culture, college students can broaden their horizons, enhance cultural heritage, enhance personal cultivation, help them form a sound personality and correct values, and provide spiritual support and moral guidance for their future career. Secondly, traditional cultural literacy helps college students majoring in finance and accounting to improve their professional ethics. As a financial and accounting personnel, professional ethics such as integrity, integrity, and a sense of responsibility are crucial. The concept of integrity and the distinction between righteousness and profit in traditional culture have a positive impact on cultivating the professional ethics of college students majoring in finance and accounting. By studying traditional culture, students can gain a deeper understanding of the connotation and requirements of professional ethics, thereby better adhering to professional ethics norms and contributing to the stable development of enterprises and the harmony and stability of society. In addition, enhancing traditional cultural literacy can also help finance and accounting college students enhance their cultural confidence. In the context of globalization, cultural confidence is of great significance for a country's soft power and competitiveness. As the backbone of the future economy and society, financial and accounting college students' cultural confidence will directly affect the cultural security and development of the country. By learning and inheriting traditional culture, students can gain a deeper understanding of the history and cultural traditions of the Chinese nation, enhance their sense of identity and pride in Chinese culture, and contribute to the cultural prosperity and development of the country.

From this, it can be seen that cultivating the traditional cultural literacy of students majoring in finance and accounting is crucial. Universities should pay more attention to traditional cultural education, provide rich traditional cultural resources for students majoring in finance and accounting, and promote their comprehensive development.

## II. Existing problems in the cultivation of traditional cultural literacy among college students

### 1. Insufficient implementation of traditional cultural education

In the current university education system, traditional cultural education is often seen as marginalized content and has not received

sufficient attention and investment. There are many limitations in the specific implementation process. On the one hand, the curriculum is not comprehensive and systematic enough. Although many universities offer courses related to traditional culture, they often only serve as elective courses or brief introductions, lacking in-depth and systematic teaching, resulting in college students' understanding of traditional culture remaining superficial and difficult to form a deep understanding and insight. On the other hand, teaching methods and means are single. Traditional cultural education often adopts a traditional teaching style, lacking innovation and interactivity, making it easy for students to feel bored and uninteresting during the learning process, making it difficult to stimulate learning interest and enthusiasm.

#### 2. Students have a shallow awareness of learning traditional culture

Traditional culture carries the history, wisdom, and spirit of the nation, but most college students have insufficient understanding of traditional culture, lack sufficient attention and enthusiasm, and have a shallow awareness of learning traditional culture. With the acceleration of globalization and the rapid development of information technology, students are facing more diverse cultural choices. They often tend to pursue novel and fashionable cultural elements, while lacking a deep understanding and recognition of the connotation and value of traditional culture, which makes it difficult for students to draw wisdom from traditional culture and combine traditional culture with modern life. Cultural consumption in society often leans towards entertainment and fast food, lacking in-depth exploration and dissemination of traditional culture, which limits the formation of students' awareness of learning traditional culture.

#### 3. Technological products bring impact to traditional culture

With the rapid development of science and technology, smart phones and the Internet have penetrated into all aspects of college students' lives. While scientific and technological products have brought convenient access to information and rich entertainment experience to college students, they have also brought considerable impact on traditional culture. On the one hand, the entertainment trend of technological products has had an impact on traditional culture. Modern technological products provide college students with a variety of entertainment methods, such as online games, short videos, etc. These entertainment methods often have strong appeal, causing college students to become addicted to them and neglect the learning and inheritance of traditional culture. The value and significance of traditional culture are gradually fading, making it difficult to attract the attention and interest of college students. On the other hand, the information on the Internet is complex, and it is difficult to distinguish the true from the false. College students are often difficult to distinguish the true from the false when acquiring traditional cultural knowledge, and are easily misled. The phenomenon of information overload affects college students' correct cognition of traditional culture, and weakens students' interest and motivation in learning traditional culture.

### **III. The Path to Enhancing Traditional Cultural Literacy of College Students majoring in Finance and Accounting**

#### 1. Emphasize the infiltration of traditional culture and improve traditional culture courses

In order to effectively enhance the traditional cultural literacy of finance and accounting majors, universities should attach importance to the infiltration of traditional culture and promote the further improvement of the traditional cultural curriculum system. Schools should clarify the status and role of traditional culture in their teaching syllabus, ensuring that traditional culture education runs through the teaching of finance and accounting majors. By formulating corresponding teaching plans and curriculum arrangements, traditional culture courses should be made mandatory or elective courses in finance and accounting majors, ensuring that students have sufficient time and opportunities to access and learn traditional culture. The content of traditional culture courses should be rich and diverse, covering multiple aspects such as classic literature, poetry, and historical allusions. Emphasis should be placed on the practical application of traditional culture, combined with the characteristics and needs of the accounting profession, to explore the embodiment and role of traditional culture in the field of finance and accounting, so as to enable students to deeply understand the essence and connotation of traditional culture, feel the charm and value of traditional culture. To effectively support traditional cultural literacy education, schools should introduce and cultivate teachers with profound traditional cultural heritage and teaching experience, improve the teaching quality and level of traditional cultural courses, encourage teachers to innovate teaching methods and means, use case analysis, group discussions, interactive teaching and other methods, and stimulate students' learning interest and enthusiasm.

#### 2. Carry out characteristic educational activities and develop cultural knowledge literacy

Special educational activities can effectively enrich students' learning experience and develop their cultural knowledge literacy. In this regard, schools should focus on organizing diverse forms of activities, allowing students to experience the charm of traditional culture in practice, thereby deepening their understanding and identification with traditional culture, and developing cultural knowledge literacy. For example, schools can organize traditional cultural knowledge competitions to stimulate students' interest and enthusiasm for traditional cultural knowledge, allowing them to learn and master traditional cultural knowledge in the competition, exercise their thinking and teamwork abilities, and promote their comprehensive development. For example, schools can hold lectures and exhibitions on traditional culture, invite experts, scholars or cultural celebrities to give lectures on traditional culture, explain their insights and experiences to students, and deepen their understanding of traditional culture; Organize traditional cultural exhibitions to showcase traditional cultural artworks and artifacts, allowing students to experience the charm of traditional culture up close; Carry out traditional cultural experience activities, organize students to visit historical and cultural sites, museums, etc., so that students can personally experience the historical heritage and cultural connotations of traditional culture; Carry out traditional culture experience courses, such as calligraphy, tea art, Paper Cuttings, etc., so that students can learn and inherit traditional culture in practice. Through the implementation of characteristic educational

activities, students are encouraged to learn and master traditional cultural knowledge in a relaxed atmosphere, and their cultural literacy is improved.

### 3. Connect with student professional ethics and solidify the foundation of student development

The sensitivity of financial and accounting professional work is high, and practitioners need to have good professional ethics. In daily work, they should be strict with themselves and not lose their bottom line for personal gain. In this regard, universities should pay attention to integrating traditional cultural literacy education into the teaching of finance and accounting majors, in order to enhance students' cultural literacy and solidify their professional foundation in finance and accounting. Firstly, permeate the traditional cultural literacy of "responsibility first". Confucius believed that accounting personnel should ensure financial balance and accurate accounting. Throughout history, the professional ethics of financial and accounting personnel have been clearly demonstrated. In teaching, teachers should use the consistent principles of Chinese accounting history to demand and educate students, emphasizing the importance of "Dao" and "De" in traditional culture, so that students can better understand the connotation of moral concepts and consciously practice them in professional practice. Secondly, infiltration is based on honesty. The Analects mention that "since ancient times, there have been dead people, and without faith, there is no standing", emphasizing the importance of integrity. In the process of historical development, integrity has gradually given meaning to the new era. In cultivating financial and accounting talents, universities should pay attention to establishing the quality of student integrity, requiring students to be honest and trustworthy, and not to falsify accounts. For the entire field of finance and accounting, if we cannot adhere to the principle of integrity, it will not only cause serious economic and reputational losses to the enterprise, but also affect the professionalism and authority of the accounting profession, bringing a crisis of trust to the entire industry. Finally, infuse benevolence as the foundation. Teachers should pay attention to transmitting the Confucian concept of benevolence in their teaching, guide students to strictly demand themselves, respect and cherish their profession, and cultivate students into excellent talents who love themselves and adhere to the professional ethics of finance and accounting. Throughout history, there have been systematic laws and regulations that constrain the professional ethics of financial and accounting personnel. As future talents engaged in financial and accounting work, college students should focus on continuously improving their ideological level, adhere to basic professional principles, and wholeheartedly serve social construction.

### 4. Creating a Traditional Cultural Atmosphere and Enhancing Students' Moral Literacy

To effectively realize the important value of traditional cultural literacy education, schools should focus on creating a good traditional cultural atmosphere and promoting the improvement of students' moral literacy. Firstly, actively promote traditional culture. Schools can set up traditional culture bulletin boards, hang traditional culture slogans, play traditional culture promotional videos, etc., so that students can feel the atmosphere of traditional culture everywhere on campus; Organize traditional culture festivals, traditional culture weeks, and other activities to encourage students to actively participate and experience the charm of traditional culture firsthand. Secondly, strengthen the construction of campus culture. Schools can integrate traditional cultural elements into campus cultural construction, incorporate traditional elements into campus architectural design, and create a campus environment with traditional characteristics; Add traditional culture courses to the curriculum, so that students can receive the influence of traditional culture while learning professional knowledge. Financial and accounting teachers should lead students to actively participate in campus cultural construction activities, leading them to participate in campus classic recitation competitions, drama performances, and other activities, in order to enhance their ideological and moral character and popularize traditional cultural knowledge.

## Conclusion:

In summary, in the new era environment, the cultivation of financial management professionals in universities should inherit excellent traditions, promote traditional cultural literacy education, guide financial and accounting personnel to establish moral and personality pursuits, and demonstrate the high realm of the financial and accounting field since ancient times. In the education of traditional cultural literacy, schools should focus on improving the education system, optimizing and innovating teaching methods, creating a good atmosphere for learning traditional culture, promoting the deep integration of traditional culture and financial and accounting professional education, and driving students to better inherit and carry forward excellent traditional Chinese culture, becoming outstanding talents with noble character and profound cultural literacy.

## Reference:

- [1] Pei Li, Lili Xie, Jiwen Wang, et al. Practice and Exploration of Excellent Traditional Chinese Culture Education in Universities: Taking the Accounting Culture Course as an Example [J]. *Public Relations World*, 2022, (14): 55-57.
- [2] Fang Yang, Chen Hanlong. Research on Accounting Ethics Education in Higher Education Institutions: From the Perspective of Educational Effectiveness [J]. *Chinese Journal of Multimedia and Online Teaching (First Ten Days)*, 2018, (09): 15-17.
- [4] Chao Gao. Application of Tea Theory in Accounting Methods for Higher Education Institutions [J]. *Fujian Tea*, 2018,40 (09): 280.
- [5] Fu Wang. New Approaches to Innovating Ideological and Political Education in Universities through Traditional Culture: A Case Study of Jiangsu Vocational College of Finance and Accounting [J]. *Journal of Nanjing Vocational and Technical College of Industry*, 2018, 18 (02): 95-97. DOI: 10.15903/j.cnki.jnii.2018.02.024.