

# The Value and Practice Path of Integrating Traditional Chinese Culture into Ideological and Political Education in Colleges and Universities

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**Abstract:** Traditional Chinese culture is the valuable wealth of ideological and political education in colleges and universities. Applying it to the work of ideological and political education in colleges and universities can improve the quality of ideological and political education in colleges and universities and promote the good development of students. In this process, colleges and universities should actively explore the path of organic integration of traditional Chinese culture and ideological and political education, adopt a variety of ways and strategies, enrich practical activities and create education environment, and provide high-quality education resources for the development of students. Based on this, this paper studies the path of integrating Chinese traditional culture into ideological and political education in colleges and universities, analyzes the value of integrating Chinese traditional culture into ideological and political education in colleges and universities, and puts forward specific implementation strategies, aiming at creating a strong traditional cultural atmosphere and improving the effect of ideological and political education.

**Key words:** Traditional Chinese culture; Colleges and universities; Ideological and political education; Value; Practice path

## Introduction

In the history of the development of the Chinese nation, traditional culture is like a bright pearl shining in the spiritual world of the Chinese people. With the development of globalization, the inheritance of traditional culture among young people is facing severe challenges. As an important position for talent training, colleges and universities integrate traditional Chinese culture into ideological and political education, which not only helps to improve students' cultural accomplishment, but also enhances their national pride and cultural self-confidence. This paper aims to explore the value and practice path of integrating Chinese traditional culture into ideological and political education in colleges and universities, in order to provide new ideas and methods for ideological and political education in colleges and universities.

## 1. The value of integrating traditional Chinese culture into ideological and political education in colleges and universities

### 1.1 It is conducive to enhancing students' cultural self-confidence

Traditional Chinese culture has a long history, is extensive and profound, and contains the spiritual pursuit and value orientation of the Chinese nation. By integrating this cultural essence into ideological and political education in colleges and universities, students can feel the great wisdom and long history of the Chinese nation in the process of in-depth understanding and learning of traditional culture, better understand and recognize the brilliant achievements of Chinese culture, and cultivate their cultural confidence. This kind of self-confidence is not only the recognition and pride of their own culture, but also the source of strength to stick to their original heart in the face of the impact of multiple cultures.

### 1.2 It is conducive to promoting students' all-round development

Moral concepts, life philosophies and aesthetic pursuits in traditional culture can provide students with rich spiritual nourishment and promote their all-round development. The goal of ideological and political education in colleges and universities is to cultivate talents with all-round development. By integrating traditional cultural elements, it can not only improve students' cultural quality, but also have a positive impact on morality, intelligence, sports, aesthetic education and labor education. Traditional Chinese culture contains the inheritance of wisdom and aesthetics, which can promote the improvement of students' aesthetic quality and artistic quality, and then improve students' comprehensive quality and personal cultivation, so that they can become well-developed talents.

### 1.3 It is conducive to the inheritance of fine Chinese culture

Traditional Chinese culture is the spiritual lifeblood of the Chinese nation and a spiritual bond that maintains social harmony. Integrating it into the ideological and political education in colleges and universities is not only to respect and inherit the traditional culture, but also to give the cultural mission of the young people in the new era. Through education and guidance, students can deeply understand the value and significance of traditional culture, stimulate their sense of responsibility and mission to inherit and carry forward excellent traditional culture, and contribute to the prosperity and development of Chinese culture.

## 2. The practice path of integrating traditional Chinese culture into ideological and political education in colleges and universities

### 2.1 Optimize the curriculum and increase traditional cultural content

Curriculum is an important carrier for integrating traditional Chinese culture into ideological and political education in colleges and universities. Colleges and universities should pay attention to optimizing the curriculum and introduce traditional cultural contents into the curriculum system in combination with each other or separately, so as to improve the teaching effect of traditional culture. First of all, a special module of traditional culture should be set up. In order to integrate traditional culture knowledge systematically, schools should set up special traditional culture courses or modules to promote the integration and application of traditional culture resources. The course content should cover ancient literature, history, philosophy, art and other fields, and teachers should explain it in a simple way so that students can fully understand the essence and connotation of traditional culture. For example, according to the needs of modern society, the course content with the characteristics of The Times can be designed, including traditional culture and modern management, traditional culture and innovation and entrepreneurship, so as to enhance the practicability and appeal of the course; For example, the content of exploring and interpreting traditional cultural values can be set up, so that students can understand the significance of traditional culture to society and individuals, and cultivate students' good moral character. Secondly, take a variety of ways to carry out traditional culture extracurricular activities. In addition to classroom teaching, schools can also organize various forms of extracurricular activities on Chinese excellent traditional culture, such as organizing traditional culture lectures, seminars, reading clubs, etc., inviting experts and scholars to share and exchange; Carry out traditional culture experience activities, such as calligraphy, painting, tea art, paper cutting, etc., so that students can experience the charm of traditional culture; Traditional culture knowledge contests and speech contests are held to stimulate students' enthusiasm for participation and sense of competition. The above activities can enrich students' extracurricular life and promote students to develop their own cultural literacy in the practice of participation. Finally, the research and discovery of excellent traditional Chinese culture should be carried out. In order to better inherit and promote traditional culture, teachers can organize students to carry out relevant research and discovery work, and encourage students to deeply study the historical origin, development context and times value of traditional culture through field investigation and interview of traditional culture. Encourage students to carry out cultural innovation research, and use modern scientific and technological means to promote the modernization of traditional culture. In this process, the university may cooperate with local governments and cultural institutions to jointly carry out the protection and inheritance of traditional culture and contribute to the prosperity and development of traditional culture. Through the implementation of the above measures, the university can provide students with a comprehensive, in-depth and vivid environment for learning traditional culture, and cultivate their cultural accomplishment and national pride.

### 2.2 Innovate teaching methods and deepen integrated education of the two

In order to cultivate students' interest in learning traditional culture, teachers should pay attention to innovative teaching methods, set up teaching from a multi-dimensional perspective, and deepen the integration of traditional culture and ideological and political education. Firstly, creative teaching should be carried out. The integration of traditional cultural elements should not be confined to the process of imparting knowledge from books. In order to attract students' interest, teachers should adopt creative teaching methods such as heuristic, discussion style and case style to guide students to actively think about the modern significance and value of traditional culture, encourage them to put forward new ideas and creativity, and stimulate students' innovative thinking and creativity. For example, activities such as case analysis and role play based on traditional culture should be designed to encourage students to feel the charm of traditional culture in practice and cultivate their ability of critical thinking and problem solving; The creation of artistic performance situations to promote students' interaction and communication, so as to better experience the beauty of traditional culture. Secondly, encourage students to take the initiative to participate in traditional cultural activities. Colleges and universities should build platforms to encourage students to organize or participate in various traditional cultural activities, such as traditional culture festivals, poetry conferences, classical musical instrument performances, etc., to enhance students' sense of cultural experience and stimulate their interest in and love for traditional culture. Invite experts and scholars for academic exchanges to broaden students' horizons of knowledge; Use virtual reality technology to enrich students' learning experience of traditional culture, lead students into the traditional cultural atmosphere, and let students learn and understand traditional culture anytime and anywhere. Finally, interdisciplinary teaching should be organized. Traditional Chinese culture is extensive and profound, involving many fields such as literature, history, philosophy and art. To integrate traditional culture into ideological and political education, teachers should break the disciplinary barriers and realize interdisciplinary teaching. According to the specific content of ideological and political courses, teachers should skillfully integrate relevant traditional cultural elements, such as explaining ideological and political theories in combination with historical events, and explaining ideological and political viewpoints through analyzing the ideological connotations in literary works; In musicology, the performance skills of traditional music should be studied, and students should be guided to think about traditional culture from a cross-cultural perspective. Invite experts from different disciplines to give interdisciplinary lectures to broaden students' knowledge horizons and promote the deep integration of traditional culture with ideological and political education.

### 2.3 Enrich practical activities and promote the inheritance of traditional culture

Practical activities are an important way for students to get in touch with traditional culture and inherit traditional culture. Schools should pay attention to traditional festivals, folk activities, etc., organize and carry out a variety of practical activities to promote the inheritance and development of traditional culture. Firstly, practical activities should be arranged both inside and outside the school. Schools should plan and organize a series of practical activities on and off campus so that students can experience the charm of traditional culture. Through field trips, volunteer service and cultural exchanges, students can gain an in-depth understanding of the historical background, social functions and modern values of traditional culture. For example, students can visit history museums, cultural heritage sites, participate

in the production of folk crafts, or go to the countryside for cultural research. Make full use of the resources of traditional festivals and folk activities, such as the Spring Festival reunion dinner, the Lantern Festival, the dragon boat race in the Dragon Boat Festival, the Mid-Autumn Festival and the theme education of “Thanksgiving and filial piety” in the Double Ninth Festival, so that students can feel the profound heritage and unique charm of traditional culture in the participation; Organize students to go to cultural sites and other venues, learn paper-cutting, embroidery and other traditional crafts, close to accept traditional culture, feel its deep cultural heritage. Secondly, traditional culture clubs or interest groups should be set up. Student self-governing organizations are an important part of campus culture and an important force to inherit traditional culture. Colleges and universities should encourage students to spontaneously set up traditional culture associations or interest groups, such as calligraphy clubs, tea art clubs, poetry recitation groups, etc., and regularly hold community activities, such as calligraphy competitions, tea art performances, poetry creation, etc., to provide a platform for students to display their talents and exchange learning. Societies can also cooperate with off-campus institutions to carry out cultural exchange activities, broaden students’ horizons and social circles, and improve students’ cultural literacy. Through the activities of clubs and groups, students can have a deeper understanding and experience of the charm of traditional culture, and enhance their sense of identity and belonging to traditional culture.

#### 2.4 Create a nurturing environment and a strong cultural atmosphere

Schools should attach importance to the construction of education environment, integrate traditional culture and ideological and political education into all aspects of the campus, create a strong traditional cultural atmosphere, and promote the good development of students. First of all, pay attention to the construction of campus culture. Campus culture is an important carrier to inherit and carry forward traditional Chinese culture. Colleges and universities should pay attention to creating a strong atmosphere of traditional culture on campus, and let students feel the charm of traditional culture imperceptibly in their daily study and life by hanging celebrities’ calligraphy and painting, setting up cultural corridors and holding traditional culture exhibitions. Various traditional culture-themed activities, seminars and performances should be held regularly to provide students with more opportunities to understand and get in touch with traditional culture and inspire their cultural confidence and patriotic feelings. Secondly, we should strengthen the application of information technology. With the rapid development of information technology, digital learning platform has become a new way to inherit and carry forward traditional culture. Schools should make full use of modern information technology means to build online learning platforms such as digital libraries and digital museums of traditional culture to provide students with convenient and efficient learning resources. These platforms can record rich traditional cultural resources, such as ancient books and documents, calligraphy and painting works, pictures of cultural relics, etc., which is convenient for students to conduct independent learning and research; They can also provide interactive communication and online tutoring functions to help students solve problems and perplexities in their studies. Through these digital learning platforms, students can more easily contact and learn from traditional culture, and form deep feelings and firm identification with traditional culture.

## Conclusion

To sum up, it is of far-reaching significance and value to integrate traditional Chinese culture into ideological and political education in colleges and universities. In practice, schools should optimize curriculum, innovate teaching methods, enrich practical teaching activities, and create a good education environment, so as to effectively promote the integration of traditional culture and ideological and political education, and contribute to the inheritance and promotion of excellent traditional Chinese culture. The process of education integration will constantly produce new problems and situations, and colleges and universities should continue to explore and practice more effective ways of integration, so that traditional Chinese culture can play a greater role in ideological and political education, and lay a solid foundation for cultivating talents with national feelings and international vision in the new era.

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