

Research on the strategy of integrating Chinese excellent traditional culture into Ideological and political courses in Colleges and Universities

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Abstract: the ideological and political course in Colleges and universities, as a teaching discipline to guide students' Ideological and political education, not only pays attention to the dissemination of subject knowledge, but also pays attention to the cultivation of students' ability. Its teaching goal is to cultivate high-quality talents with more comprehensive development of intelligence, physique, art and labor for the country and society. Chinese excellent traditional culture is the soul of the Chinese nation. Integrating it into the ideological and political course teaching in Colleges and universities is conducive to guiding students to establish good cultural self-confidence, promoting students to understand the connotation of Chinese excellent culture and further enhancing their sense of responsibility for the construction of the motherland. In this regard, this paper mainly expounds the significance and Strategies of the integration of Chinese excellent traditional culture into the ideological and political course in Colleges and universities, hoping to provide some theoretical and empirical reference for the integration of Chinese excellent traditional culture into the ideological and political course teaching in the future.

Key words: Chinese traditional culture; Colleges and universities; Ideological and Political Education

Culture is the soul foundation of a nation and the precious wealth of a country's development. In China's long history of development, a lot of excellent traditional culture has been accumulated, including spiritual concepts, quality and morality, ideology and culture, etc. As the main position of cultivating high-quality compound talents, colleges and universities must shoulder the historical responsibility of cultivating builders and successors of the cause of socialism with Chinese characteristics, and the ideological and political course in Colleges and universities is an important required course to guide students to correctly understand China's national conditions and correct students' three outlooks. Therefore, in the context of morality education, it is of great practical significance to integrate the excellent traditional Chinese culture into the ideological and political classroom in Colleges and universities.

1. The significance of integrating Chinese excellent traditional culture into Ideological and political courses in Colleges and Universities

1.1 It helps to enrich the teaching content of Ideological and political course in Colleges and Universities

In the course of thousands of years of historical development, the Chinese people, with their wisdom and strong will, have created a magnificent Chinese civilization and established a splendid traditional Chinese culture. Today, China's excellent traditional culture still has strong development value and educational significance. It not only contains the ancient poetry, ancient prose, etiquette, folk customs and other contents of the traditional culture, but also contains the educational concept of "self-improvement and self-improvement", the educational spirit of "morality and perseverance", and the patriotic feeling of "every man is responsible for the rise and fall of the world", which provides extremely rich teaching content and theoretical support for the development of Ideological and political teaching in Colleges and universities. If the ideological and political teachers in Colleges and universities can make full and reasonable use of this inexhaustible treasure and cultivate students with Chinese traditional culture, they will be able to deliver more high-quality construction talents for the construction of socialist society with Chinese characteristics.

1.2 Help to improve the internal quality of College Students

At present, many problems faced by college students can find the desired answers in our excellent culture. For example, due to the continuous progress of social development, the development of globalization has provided mankind with a more open and diverse social ideology and culture. Under this social background, college students' thinking and ideology will inevitably be lack of social responsibility and moral consciousness. At this time, if the ideological and political education in Colleges and universities can give full play to the advantages of China's excellent traditional culture, carry out infiltration education for students, help students understand their own problems step by step, and guide them to solve problems correctly, it will be easier to reap good results of Ideological and political education. Especially for college students, their ideas are still in an important period of formation. Schools should attach great importance to the cultivation of students' moral quality, and reasonably use the content of Chinese excellent traditional culture, so as to improve students' internal quality and form noble moral sentiment through their own efforts.

1.3 Help to cultivate the patriotic feelings of College Students

There are many records about "patriotism" and homesickness in ancient Chinese literature. For example, the expression of a strong patriotic emotion in ancient China, such as "seeking to benefit the country and live with it", mostly reflects a just quality that people are willing to make contributions and sacrifices for the motherland. It is precisely because of these spiritual forces of the culture of social justice that a great Chinese nation has gone through thousands of years. The patriotism hidden in China's excellent traditional culture provides a continuous stream of cultural resources for colleges and universities to cultivate students' patriotism. If the ideological and political education in Colleges and universities can make full use of this resource, it is bound to greatly improve students' sense of identity and

belonging to the Chinese nation, so that they have a strong patriotic feeling.

2. Strategies of integrating Chinese excellent traditional culture into Ideological and political courses in Colleges and Universities

2.1 Cultivate students' interest in learning excellent traditional culture with the help of new media

Nowadays, college students are active in this intelligent information age, and electronic products such as mobile phones and computers increasingly dominate most of their cultural and spiritual activities. Therefore, reading is characterized by leisure, convenience and brevity. This form of reading has gradually become an important habit of the majority of students, which not only deeply affects the students' reading psychology, but also affects the college students' understanding and cognitive level of China's traditional culture education in a certain sense. Therefore, ideological and political teachers in Colleges and universities may wish to make good use of new media technology to spread Chinese excellent traditional culture to students in the classroom.

In the ideological and political class in Colleges and universities, teachers can display the excellent traditional Chinese culture to students through multimedia means in various forms, such as vivid pictures, vivid language, vivid and interesting pictures or videos, so as to mobilize their desire to explore and seek knowledge of the excellent traditional Chinese culture, and gradually deepen students' understanding and understanding of the traditional Chinese culture, And improve the sense of identity with traditional culture. In addition, ideological and political teachers in Colleges and universities should also make full use of the time in and after class, appropriately increase the frequency of interaction with students, and interact with them by using microblog, wechat, mobile app, Tencent space, etc., so as to effectively understand and master their understanding and internalization of China's excellent traditional culture. Of course, teachers themselves should also strengthen the study and research of Chinese excellent traditional culture. Collect educational materials related to traditional culture through multimedia and network, select excellent traditional culture content for sorting and text arrangement, and build excellent traditional culture learning module according to students' interests, so as to provide convenience for students' learning of traditional culture.

2.2 Making use of Chinese excellent traditional culture to innovate ideological and political teaching content

China's excellent traditional culture contains extremely rich ideological and political education resources, which has a powerful educational function. As an important platform to promote and traditional Chinese excellent traditional culture, the ideological and political course in Colleges and universities must strengthen the integration of traditional culture and classroom teaching, which can not only greatly improve the pertinence of ideological and political education in Colleges and universities, It can further enrich the teaching content of Ideological and political classroom in Colleges and universities.

The construction of efficient and high-quality classroom is inevitably inseparable from students' active learning behavior in the classroom. Therefore, to integrate Chinese excellent traditional culture into Ideological and political courses in Colleges and universities, we should also fully respect and ensure the dominant position of students in the classroom, and constantly attract students to actively participate in the learning activities of Ideological and political content. In this regard, teachers can build an efficient and high-quality ideological and political classroom through diversified teaching methods and new teaching tools. For example, when teachers guide students to establish national cultural confidence in Ideological and political education, they should not only rely on the text explanation in textbooks, but also enrich the classroom content with examples of Chinese excellent traditional culture. Otherwise, it is difficult for students to truly understand the connotation of the Chinese national spirit. Ideological and political teachers can also make full use of educational networks and platforms to collect some distinctive Ancient Poems (such as the Analects of Confucius, Tang poetry and Song Ci), high-quality model essays, music and picture materials that can reflect the advanced cultural spirit of the Chinese nation, and make relevant introductions in classroom teaching. As a result, students' cognition and understanding of Chinese national culture is no longer only superficial, but has a more profound and vivid understanding of it. In this way, students can not only fully feel the charm of China's excellent traditional culture, but also more deeply understand the connotation of China's excellent traditional culture, and it is easier to establish good cultural confidence.

2.3 Making use of Chinese excellent traditional culture to innovate ideological and political teaching methods

For students, if they want to truly become qualified talents in line with social development, they must have both excellent professional knowledge and skills and correct ideals and beliefs. In this regard, the ideological and political teachers in Colleges and universities need to teach the students the moral system of "benevolence, righteousness, etiquette, wisdom and faith" and related ideas in the process of integrating Chinese excellent traditional culture into classroom teaching. Among them, in Ideological and political classroom teaching, teachers must follow the principle of "changing according to the situation and people", and carry out teaching according to students' grade, major and cognitive characteristics, guide students to fully understand common moral problems in life, learning, emotion and other aspects, and help and guide students to absorb humanistic nutrients from China's excellent traditional culture, Make it gradually form a good personality.

It is worth noting that if teachers want to better integrate Chinese excellent traditional culture into the ideological and political classroom, they also need to strengthen extracurricular ideological and political teaching and guidance education, so as to further strengthen the educational effect of the integration of the two. For example, in College Ideological and political classes, teachers can list some famous works related to teaching content to help students form correct ideological values. Students can freely choose books of interest according to teachers' recommendations and self preferences. In this way, we can not only further expand the teaching content of Ideological and political course, but also get twice the result with half the effort. In addition, if conditions permit, teachers can also organize students to

participate in some social experience activities, such as visiting the “monument to the people’s Heroes” or memorial hall, watching movies or documentaries promoting the excellent traditional Chinese culture, etc., so as to motivate students. After that, students are encouraged to express their feelings in words and carry out mutual exchanges to deepen students’ impression of the excellent traditional Chinese culture. This kind of social practice activity with strong educational significance is not only more in line with students’ preferences, but also an extension of the ideological and political classroom, and its educational effect is even better than the simple ideological and political classroom teaching.

2.4 Using Chinese excellent traditional culture to strengthen the construction of campus culture

After completing the classroom teaching task of students’ Ideological and political theory knowledge and Chinese excellent traditional culture, College Ideological and political teachers should also pay attention to guiding students to integrate the content learned in the classroom into the inheritance and inheritance of traditional culture. In this regard, teachers may wish to take students’ Ideological and political classroom theoretical knowledge as the basis, organize students to actively participate in the construction of campus culture, and guide them to publicize and carry forward Chinese excellent traditional culture.

For example, teachers can organize students to form a group to promote Chinese excellent traditional culture. Now many college students will carry out publicity work through wechat official accounts, student associations and other available ways, so can the publicity work of Chinese excellent traditional culture. Promoting Chinese excellent traditional culture in schools can not only let more students understand the cultural connotation and ideology of our country, but also attract more students to actively participate in the publicity and promotion of excellent traditional culture, which is conducive to creating a good campus cultural atmosphere. In addition, in order to further improve students’ understanding of the excellent traditional Chinese culture and enable students to form a correct three outlooks ideology and political position, ideological and political teachers can also organize some learning activities or competitions of Ideological and political education and Chinese culture, encourage students to actively participate, and reward students who actively participate according to their performance. This way of learning and inheriting Chinese excellent traditional culture can not only greatly promote the construction of campus culture, but also a valuable way of Ideological and political education, which is conducive to further promoting the integration and penetration of College Ideological and political classroom and Chinese excellent traditional culture.

3. Concluding remarks

In a word, the development of Ideological and political courses in Colleges and universities is to cultivate morality and cultivate people, help students’ self reflection and restraint through ideological education guidance, and gradually make them qualified socialist successors, which coincides with the educational philosophy of China’s excellent traditional culture. Therefore, the integration of China’s excellent traditional culture and the ideological and political classroom in Colleges and universities is more conducive to improving the effectiveness of Ideological and political teaching in Colleges and universities, and is also more conducive to the inheritance and promotion of China’s excellent traditional culture, which is not only an important trend of the development of higher education, but also the embodiment of China’s education law.

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