

A Study on the Innovation of Chinese Excellent Traditional Culture in College Students' Ideological and Political Education

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Abstract: Chinese traditional culture is the crystallization of the excellent wisdom of the Chinese nation and the profound embodiment of the spirit of the Chinese nation. College students are the pillars of social development and bear the task of building the motherland. In order to better cultivate the correct values of college students, we must improve their own ideological and political quality to let them establish a sense of responsibility and mission to the country and nation. By analyzing the value of traditional culture in the ideological and political education of colleges and universities and the problems existing in the integration of traditional culture into the ideological and political education of colleges and universities, this paper studies the innovative path of the integration of traditional culture into ideological and political education in colleges and universities and the purpose is to put forward some suggestions for promoting the development of ideological and political education in colleges and universities in China.

Keywords: traditional culture; ideological and political education; stratification; individuation

1. Introduction

1.1. Clear righteousness and profit is helpful to cultivate the correct values of contemporary college students.

Since the reform and opening up, China's economy has made great progress, and the people's material living standards have also been significantly improved. However, with the rapid development of material life, many college students have lost their way in spiritual life and the trend of money worship and hedonism began to grow among contemporary college students. The root cause of this phenomenon is the fault of traditional culture which has caused a huge impact on the development of contemporary college students.

In the traditional Chinese culture, there was detailed description of righteousness and benefit which focused on the concept of righteousness as the first. For example, in the Confucian thought, Confucius regarded righteousness as the standard of all behavior, and thought that righteousness was the standard for people to live in the world, and the prerequisite for becoming a gentleman. In addition, Mencius also put forward the concept of "prefer justice to life". Xunzi also put forward the concept of "using righteousness to control profit", and thought that it was necessary to control the greed of people through righteousness so as to ensure the development of society.

The concept of righteousness and benefit in Chinese traditional culture is always the value orientation of the development of the Chinese nation, and undoubtedly should also become the value orientation of contemporary college students.

Therefore, the integration of traditional Chinese culture into ideological and political education in colleges and universities, and the combination of humanistic spirit and scientific spirit, can help students clear the correct view of righteousness and benefit, and undoubtedly help contemporary college students to form the correct values.

1.2. Advocating continuous self-improvement will help to strengthen the will of contemporary college students.

The majority of contemporary college students are only children of the post-90s generation and they were born after China's reform and opening up. It can be said that they have rarely suffered setbacks in their growing up, and even a large number of the students have been spoiled since childhood, which to some extent, reduces the ability and perseverance of contemporary college students to resist pressure. However, the competition in contemporary society is becoming increasingly fierce, and the employment situation is also very severe, which means that when these college students enter to society in

the future, they may not be easy, which requires their perseverance and the spirit of self-improvement.

The Chinese nation is a self-supporting and tenacious nation, and all the history of the Chinese nation reflects the indomitable, diligent and unremitting enterprising spirit which has always been the mainstream thought of Chinese traditional culture. Yue King Gou Jian had a "taste of courage"; Si Maqian once insisted on writing "Historical records" in spite of being punished by castration (a punishment in ancient China) ; Mencius had also said that "neither poverty nor lowly condition can make him swerve from principle." It can be seen that continuous self-improvement is an excellent culture in the development of the Chinese nation, and creates a good cultural atmosphere for the development of the national character of the Chinese nation. At the same time, it is also the backbone of the development of the Chinese nation and is of great significance to the quality development of contemporary college students.

Therefore, we should integrate the traditional Chinese culture into the ideological and political education in colleges and universities, and advocate the spirit of self-improvement so as to help contemporary college students to form the persistent and dauntless will and to better meet the challenges of society.

1.3. Promoting patriotism help to cultivate the patriotism sentiments of contemporary college students

Peace and development are the themes of today's world, however, the world today is not a truly peaceful and prosperous time. For example, the constant South China Sea disputes, the strong infiltration of Western culture, and even "wall pushups thought" and "Color Revolution." constantly impact the spiritual world of contemporary college students, and affect their patriotic feelings.

In the traditional culture of China, there was Wen Tianxiang, "who had "A death befalls all men alike, I'll keep a loyal heart to make a name in history" ;There was Lu you with "Wang Shi North set the Central Plains Day, the family sacrifice did not forget to sue Nai Weng"; There was also Lin Zexu, "For the purpose of the national benefits, everyone is obligated to sacrifice himself rather than escape from the misfortune for his own benefits". The national spirit with patriotism as the core has played a great role in the process of Chinese revolution, construction and reform, and has also been further enriched and developed. The historical mission of "every man alive has a duty to his country" reminds us that strengthening education in patriotism is the only way for socialism with Chinese characteristics to flourish.

Hence, ideological and political education in colleges and universities needs to strengthen the traditional culture education of college students, and strengthen the patriotic feelings of college students, to make them full of infinite

love for the motherland and the people, which makes the future development of our country more smooth and makes our country have more potential for development in the future.

2. Problems of Existing in the Integration Process of Traditional Culture in the Ideological and Political Education in Colleges and Universities

2.1. Focus on theoretical education and lack of practical education

In the ideological and political education of modern colleges and universities, there has been a set of relatively complete ideological and political education theory curriculum system, mainly including "Cultivation of Ethics and Fundamentals of Law", "Basic Principles of Marxism" , "Introduction of the Mao Zedong thought and theoretical system of Chinese characteristic socialism" ,"Outline of modern history" and in class, teachers tell a lot about traditional Chinese culture. In addition, many colleges and universities also offer a lot of traditional culture courses such as, poetry appreciation, couplets appreciation, tea culture and so on. It can be said that in the ideological and political education of modern colleges and universities, the theoretical teaching of traditional culture is gradually forming a system, however, in the ideological and political education of modern colleges and universities, there is few or no practical activities of traditional culture.

Although the theory teaching can make the college students increase the knowledge, the simple theory teaching can easily make the students in the fatigue state, affecting the effectiveness of the theory teaching. The rich and colorful practical activities can not only test the correctness of theoretical knowledge, but also, more importantly, enable college students to apply the traditional cultural knowledge they have learned to practice and combine theory with practice so as to deepen the contemporary college students' understanding and love of Chinese traditional culture in the process of imperceptible, and to make ideological and political education more effective.

2.2. Centering offline education, and lack of online education

With the development of Internet and computer technology, the number of Internet users in China is also increasing. In 2016, the number of Internet users in the Internet in China reached 731 million, and the Internet popularity reached 53.2%^[11]. But the contemporary university student also occupies the quite large proportion in these netizens. In daily life, college students are often with the network, but also rarely not contact with the network. It

can be said, that the network has become a necessity of life for contemporary college students.

In the contemporary society where the Internet is so popular, the traditional culture in the process of the integration into the ideological and political education in colleges and universities appears to be out of step with the current society. In the process of integration of traditional culture into ideological and political education in colleges and universities, it mainly presents the way of offline integration, that is, it mainly centers on offline classroom teaching, face-to-face education, but with little help from the Internet platform. The Internet has the characteristics of rapid transmission of information, timeliness and so on. If it is used effectively, it can complement the current ideological and political education model under the line of colleges and universities.

2.3. Centering on dominant education and lack of recessive education

Dominant education refers to the tangible education that the educate are consciously influenced through the organized, planned, direct and explicit educational activities. Recessive education refers to the educational process in which the educate is unwittingly affected by the social activities of implicit purpose, unplanned, indirect and implicit under the macro-domination.

In the process of integration into ideological and political education in colleges and universities, the traditional culture are mainly in explicit ways, such as classroom teaching, conversation, forum, meeting and so on. In the process of integrating traditional culture into ideological and political education in colleges and universities, although dominant education is essential, because it can transfer Chinese traditional culture to college students more systematically and directly; However, to some extent, recessive education is more likely to have an impact on college students, but also easier to be accepted by college students.

3. The Innovation of Traditional Culture in Ideological and Political Education in Colleges and Universities

3.1. Carrying out practical activities and combining theory with practice

Action is the beginning of knowledge, and knowledge is the achievement of action. In colleges and universities, social practice is the main channel for training talents, and has a very important practical function. Injecting Chinese traditional culture into the social practice activities of college students, on the one hand, can bring a better normative role to the social practice behavior of college students and on the other hand, can help us to carry on the traditional culture education to the university students in the process of imperceptibly.

In the process of integrating traditional culture into ideological and political education in colleges and universities, first of all, we should organize college students to visit places such as patriotism education bases and traditional cultural hometown as much as possible, so that college students can live in their own circumstances and thus truly feel the spirit of self-improvement and perseverance in Chinese traditional culture. Second, the educator for ideological and political educators in colleges and universities can also actively organize student activities related to traditional culture, such as the knowledge contest of Chinese culture, the poetry conference, the recitation of classics, etc. to let the university students in entertainment at the same time imperceptibly accept the influence of traditional culture. Third, ideological and political educators in colleges and universities can also strengthen the national cultural education of college students by holding the party group day with the theme of traditional culture. Finally, educators of ideological and political educators in colleges and universities can also carry out educational activities in the fields of love and professionalism, obeying discipline and abiding by the law, as well as honesty and trustworthiness through the opportunity of course practice to let college students understand the connotation of Chinese traditional culture in the real working atmosphere.

By holding the activities in which the college students can participate in themselves, they can understand and feel the profound and profound traditional culture and the true meaning of the national spirit, and enhance the sense of identity and belonging of the college students to the traditional culture.

3.2. Opening network platform to combine offline and online

The construction of network ideological and political education propaganda platform in colleges and universities is an inevitable requirement for the development of the new situation. " Central Committee of the Communist Party of China's Opinion on Further Strengthening and Improving the Ideological and Political Education of College Students "clearly puts forward that "take the initiative to occupy the network ideological and political education in the new position, Strengthen the construction of network ideological and political education team, form a network ideological and political education work system, and firmly grasp the initiative of network ideological and political education." Therefore, in the process of integrating traditional culture into ideological and political education in colleges and universities, we should take the initiative to occupy the new plateau of the Internet, strive to build an information platform for ideological and political education on the network, and combine ideological and political education with the network so as

to create a new platform for ideological and political education in colleges and universities.

First of all, the educators of ideological and political educators in colleges and universities can set up a separate educational website related to traditional culture which often publishes some information about traditional cultural knowledge and traditional cultural activities and use the forum in the school net to initiate the topic discussion about the traditional culture. In addition, site managers should pay attention to proactively promoting the site, so as to affect college students as much as possible.

Secondly, the educators of ideological and political educators in colleges and universities should as soon as possible open official accounts such as Official account on WeChat, Weibo Subscription account, and so on, and send college students some more readable traditional cultural knowledge, or recommend some classical classics from ancient China to let them feel the great charm from the traditional culture, and learn about Chinese traditional culture anytime and anywhere. In addition, educators of ideological and political educators can also let interested students to operate these official accounts, which can not only exercise the actual operation ability of college students, but also promote students to learn Chinese traditional culture actively.

Finally, educators for ideological and political educators in colleges and universities can often hold competitions with the traditional culture as the theme based on the network platform, which can take the form of writing articles, music, micro-films, etc. and give the winning team or individual appropriate material or spiritual rewards, so as to fundamentally improve the effectiveness of ideological and political education.

3.3. Integrating traditional culture into campus culture and combining explicit education with recessive education

Campus culture is a kind of campus overall style and atmosphere which is formed by the study, life and work of various subjects on campus. Campus culture is not only ideological, but also the features embodied by the campus. It is not only the existence of reality, but also the accumulation of history. Good campus culture can to a large extent encourage college students to work hard and make progress. However, in the current era of commodity economy, the bulletin board of many colleges and universities has become advertising publishing center. Some of the traditional cultures in the campus are just synonyms for some buildings and sculptures, while others can only be found in the museum of school history. Instead, it is the pursuit of fashion and pop music as the mainstream of literary performances, pragmatism for the purpose of the exchange of test experience and so on.

Integrating traditional culture into campus culture can enrich campus cultural life. The enriched campus cultural

life can not only enrich the college students' after-school life, expand their vision and open their thinking, but also create a good ideological and political education environment and atmosphere, which in turn, will promote the development of ideological and political education in colleges and universities.

First of all, the educator of ideological and political educators in colleges and universities can use the school newspaper, propaganda bar, campus broadcast and other media to promote traditional Chinese culture so as to play a "silent" role. Secondly, educators of ideological and political educators in colleges and universities can carry out a variety of extracurricular activities, such as organizing competitions for knowledge of traditional culture, speech competitions, reading classics, cultural salons, essay competitions, etc., and inviting Chinese masters to give lectures on traditional culture and open exhibitions of traditional culture and art, etc. Finally, educator of ideological and political educators in colleges and universities can also take the opportunity of major traditional national and cultural festivals, and combine the Chinese traditional Spring Festival, Ching Ming Festival, Dragon Boat Festival, Mid-Autumn Festival and other major traditional festivals with special significance to increase the propaganda of traditional culture.

4. Conclusion

For ideological and political education in colleges and universities, Chinese traditional culture can be said to be an ideal fertile soil containing rich resources. In the process of integrating traditional culture into ideological and political education in colleges and universities, educator of ideological and political education in colleges and universities can absorb nutrients from Chinese excellent traditional culture, and culture can further enrich and advance with the times in the construction of its own content, which is a mutually reinforcing process. Therefore, the integration of traditional culture into ideological and political education, can better make the role of traditional culture, and enhance the effectiveness of ideological and political education in colleges and universities.

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