

From the international perspective, let the traditional culture really help the ideological and political education of colleges and universities

Chang Qin

Suzhou City College Suzhou 215104, Jiangsu, China

Abstract. Traditional culture inherits rich historical accumulation, is the soul of a country, but also the backbone of a nation. So, how to clarify the fundamental problem of "cultivating what people, how to cultivate people, and for whom to cultivate people", while improving students' transnational language communication ability, the traditional culture is fully integrated into the higher "curriculum thinking and politics", and through the infiltration of the concept of moral cultivation, students can strengthen their national self-confidence and deepen their "home and country feelings". In the ideological and political practice of learning to achieve the humanistic quality and value of the guidance of the combination, in order to cultivate the new era to spread and create international culture of high-quality talents, this paper discusses this topic.

Keywords: Traditional culture helps ideological and political education.

In the new era, ideological and political education in colleges and universities is faced with the challenges of internationalization, diversification and complexity, and it is necessary to constantly innovate educational ideas and methods to improve the quality and effect of education. Traditional culture is the root and soul of the Chinese nation, the spiritual symbol and cultural self-confidence of the Chinese nation, and is also a rich resource and effective carrier of ideological and political education. How to make the traditional culture really help the ideological and political education in colleges and universities under the international perspective is a problem worth exploring.

1. First, the promotion of traditional culture into higher education ideological and political classroom education and analysis of causes

Since the 20th National Congress of the Communist Party of China, the Party Central Committee, based on XiJinPing as its core, has repeatedly emphasized that: We must train generations of talented people who can be of great use in the socialist modernization drive and who can shoulder heavy responsibilities. To ensure that the Party's cause and the building of a great modern socialist country have a successor. Water the flowers and roots. Cultivate the mind. We must adhere to reform and innovation, promote the integration of campus politics and education, and make full use of the world's innovative educational resources. While creating "Chinese cultural elements", In ideological and political teaching, use traditional culture to tell Chinese stories well and spread Chinese voices well. Cultivate successors of great powers with all-round development of morality, intelligence, physical fitness, the United States and labor. A series of studies have shown that this kind of teaching undoubtedly has a guiding light for the ideological and political education of higher education. But in the process of promotion, there are also many problems and bottlenecks.

1.1 Over-emphasis on professional learning and neglect of traditional cultural ideological and political guidance

In the environment of social and professional competition pressure, students are not some day after day immersed in hard reading busy with various examinations, or deaf to the things outside the window, only read sage books. Even if some go out of the country, when asked about the understanding of their native language culture, they know little and can not deeply communicate with each other. Some simply stay away from the crowd, lonely addicted to the virtual space of mobile phones and networks, all day long, life does not know where to go. There are even individual students

due to long-term lack of acceptance of moral education, confused thinking, outlook on life, world outlook runway deviated, and finally embarked on the road of crime.....

Looking at the rigid teaching, the original classroom ideological and political teaching content is empty, the theoretical explanation is divorced from reality, so that students have weak understanding and passive understanding in the process of listening and absorbing, and unconsciously become outside observers of ideological and political lessons.

1.2 Ideological and political education methods are outdated and single, teaching and classroom interaction lacks vitality

According to the survey of campus students, 70.1% of students think that ideological and political courses are boring and monotonous, and 14% of students have to take ideological and political courses because of academic examinations, 15.9% of students believe that ideological and political courses want to enrich new content, and need to enrich practical and interesting teaching, teaching forms should be diversified.

Among them, the students generally thought, "Cramming" into teaching seriously affects students' brain initiative in class. Teachers blindly follow the professional indoctrination, and it is difficult to combine theory with practice, ignoring the subject consciousness of students. It is obvious that the lecture of swallowing and swallowing will be piece-wise, and the result is that the teacher is unable to do anything in the teaching process.

It can also be seen from the survey that students' understanding of traditional Chinese culture only stays in the conceptualization of traditional festivals, while they are not clear about the historical origin of cultural flow behind them and the awareness of intangible cultural heritage protection.

How is the national culture inherited? This is also the question of national development, the question of The Times, and the question of rejuvenating the country. The single vision, restricted pattern and empty preaching of university ideological and political education can no longer satisfy the universality of modern ideological and political education. We must firmly grasp the political laws, formulate new topics, contents, forms and methods for ideological and political education planning, through expanding the core and extension scope of traditional cultural audiences, review the old and learn the new, follow the trend, reach a hundred years of cultivation, and realize the innovative transformation of ideological and political education and teaching.

1.3 It is urgent to change the mode of ideological and political education, and the popularization of traditional culture needs to teach students according to their aptitude

During XiJinPing visit to Harbin Engineering University in September 2023, it is necessary to train new people to take on the great responsibility of national rejuvenation. We must continue to educate people with the Thought on socialism with Chinese Characteristics for a new era and strengthen education in core socialist values. We must persist in reform and innovation, promote the integration of campus ideological and political education, and improve the pertinence and attractiveness of ideological and political courses. We will accelerate the development of a high-quality education system.

It is necessary to look at the world, regard the high-quality development of ideological and political teaching services as an important task in building a powerful education country, and constantly stimulate the impetus of education in deepening reform and innovation. Therefore, choosing what kind of theme of traditional culture to enter into the education point is a face-to-face topic of ideological and political reform in colleges and universities. In the process of implementation, we can see that through the teaching experience of folk crafts, we can explore the bright intangible cultural heritage and enhance the sense of conservation mission; Through learning to tell traditional stories, we can deeply understand the moral thoughts of Chinese culture. Explore local folk customs and experience regional cultural features and so on through field sampling survey.

Through a variety of forms of moral education, aesthetic education, ideological and political research and multi-dimensional, multi-perspective three-dimensional experience, listening and

dyeing, leading the dissemination of positive energy. Strive for self-improvement and expand the shaping power and radiation power of ideological and political education. Let the essence of traditional culture shine in teaching and educating people. Also by spreading national confidence, so that future people in the forward neutral stand, go far.

2. Second, in-depth exploration of traditional cultural ideological and political elements, to explore a new way of "moral education"

Traditional culture is the evidence of historical civilization, after thousands of years of vicissitudes, in the wash of the formation of priceless national treasures. Through learning and learning, the traditional culture combined with ideological and political concepts in colleges and universities complement each other to carry out classroom teaching, and help students establish a sunny philosophy of life at the same time, but also urge them to dare to challenge in the transformation and progress of the tide of The Times, and strive to become the pillars of society in the practice of learning.

2.1 Take the main position of traditional culture classroom as the starting point, and let ideological and political thinking supplement the calcium of spirit

"Learning without thinking is useless, thinking without learning is perilous." In colleges and universities, it is not easy for teachers to have a good ideological and political lesson. Books have strong political conceptualization and thick and lengthy theories, which often limit classroom listening. Dogmatic lectures on paper make students feel lethargic and sleepy.

In response to this situation, most colleges and universities have launched the teaching mode of the second classroom of traditional "intangible cultural heritage", focusing on the protection of cultural heritage as the central idea. Let the students internalize the mind and externalize the action through the immersive teaching experience.

For example, Jiangsu University takes the lead in teaching traditional opera in ideological and political courses, which improves the aesthetic ability while learning the artistic characteristics of traditional opera. Suzhou City College in Jiangsu Province has invited local Quyi Pingtan and embroidery masters to social practice on campus. Through hands-on teaching, students have been infected with the exquisite and beautiful traditional skills.

After that, colleges and universities have sprung up like mushrooms to set up associations, set up cultural inheritance bases, set up study clubs, and develop local textbooks, etc. Before and after setting up traditional opera, paper cutting, straw weaving, shadow play, Chinese knot, clay sculpture, pottery sculpture, tea art and other three-dimensional courses in ideological and political courses. In the multi-cultural ideological and political soil, through the close cooperation between the school and the place, the seeds of traditional culture take root and sprout in the hearts of students, enhancing the national pride and cultural identity.

2.2 Absorb the essence of excellent culture in the ideological and political park, and establish correct values of life

With the opening up of the country, some unhealthy contemporary Western thinking dregs have also invaded. The common ones are nihilism, neoliberalism, consumerism, etc., which seriously affects the correct identification of the school students' world outlook and life outlook. This has led to the breeding of bourgeois liberalization and individual heroism among some students. In life, the excessive indulgence of a small number of families and bad social guidance, students ahead of consumption, excessive waste of serious phenomenon, do not know thrift, part of the time are spent on unrestrained hedonic consumption, affecting the study. In the choice of career, some graduates after getting a diploma, suffer from gain and loss, the pursuit of high salary, high welfare work, but afraid of hardship, covet comfort, the need to meet and not meet as a measure of the meaning of life.

Then read the spiritual connotation of the traditional culture: "harmony without diversity" philosophy of life; "The sky is moving, the gentleman to self-improvement" of the magnificent

boldness; "Words must be done, action must be done, the fruit must believe" person quasi side; The social ambition of "the world is for the common good"; The spirit of reform and innovation and so on. These eulogize the great vision and great pattern of the people of The Times, and express the supreme goodness and beauty of the Hua chapter. [1]

"A country cannot prosper without virtue, and a man cannot stand without virtue." Traditional culture is an inexhaustible source of national strength. Ideological and political courses as the basic base of moral education in colleges and universities, in line with the concept of "teaching people with literature" and "cultural people", while teachers quote widely and use traditional knowledge to cultivate in their hearts, they should also adapt to the situation, so that students can be cultivated in a subtle way, so that political education classes are more vivid, and stimulate the learning resonance of college students.

2.3 Grasp the humanistic connotation of historical inheritance, carry forward and spread the "world feelings" of ideological and political thinking

Over the past five thousand years, the Chinese people have gathered an endless crystallization of national wisdom, which includes man's determination to conquer nature, unremitting self-improvement, harmony between nature and man, vigorous and promising, and norms of etiquette and governance. Qu Yuan's "Li SAO" in the "long road to repair far, I will be up and down to search", reform scholar Tan Sitong "40,000 people cry, where is the land" expressed the deep concern for the nation. In "Rizhilu • Zhengshi", the expression of strong patriotic passion is "every man has a responsibility when the country is in trouble". Mr. Sun Yat sen's "putting the world under the sun as a public servant" embodies the important responsibility of taking the world as his own and promoting the spirit of public servants. As well as Confucianism and other ideas of positive progress, self-improvement, selfless dedication and so on for the posterity should leave the moral cultivation. Exploring the traditional culture of benevolence, honesty, valuing the people, advocating justice, seeking great harmony, harmony and so on are the social ideological and political support accumulated in the course of history. It is the duty of today's ideological and political teaching to extol humanistic cultivation and traditional virtues, enhance cultural consciousness and highlight the spirit of The Times.

"Peace, amity and harmony" is the eternal theme of China's great civilization and the governance philosophy of "seeking common ground while shelving differences", "friendly benevolence and good neighbors" and "harmonious coexistence".

In the face of complex and changing global issues, it is necessary to instruct students to have a dialectical international perspective in ideological and political education, and to correctly view the relationship between China and the world with an inclusive attitude, and learn from the strengths of others. Standing at a new historical height, we will creatively transform and innovatively develop traditional culture, tell Chinese stories well, and spread Chinese voices well. [2]

3. Third, broaden the horizon of disciplines, and realize the long-term development of traditional culture to help colleges and universities to educate people

In the 21st century, through continuous pursuit of truth and unremitting efforts, our nation has finally stood tall in the east of the world, and the Belt and Road Initiative is showing the world a real, three-dimensional and comprehensive China. Traditional Chinese culture is not only the spiritual root of Anbang's rejuvenation of the country, but also the struggle guide for the future generation.

It can be seen that only by making "curriculum thinking and politics" go out of the classroom and into practice can we mobilize the enthusiasm of college students, find Chinese characteristics and feel the style of Chinese studies from understanding and exploring cultural relics, and implement traditional culture to promote the long-term feasibility of college thinking and politics.

3.1 Innovative curriculum, so that traditional cultural ideology and politics have a full voice in teaching

Multi-role practice experience should be constructed in ideological and political teaching to improve students' participation. And then enhance the charm of cultural thinking and politics. For example, Jiangsu University carried out the "Opera into the campus" series of elegant art ideological, political and aesthetic education forum. The school regularly invites professional teams into college classes to carry out activities such as opera appreciation, opera teaching, display and exchange, which sets off a wave of watching opera and loving opera culture among college students. [3]

With a series of courses, the Opera Inheritance Base brings excellent Chinese traditional culture and local opera art into the expanded classroom of ideological and political education, creating a new pattern of ideological and political art education of "educating people with culture and aesthetics". The focus of the establishment of traditional cultural ideological and political courses is to focus on the integrated functions of cultural inheritance, theoretical research, external communication and social service. Through the compilation of traditional art elective textbooks, combined with the actual general education, it penetrates into the course content highlighting local cultural characteristics, helps non-genetic inheritance protection, participates in the course teaching of international students' practice projects, establishes traditional culture websites, and makes traditional culture go abroad and spread throughout the world through research and exchange.

3.2 Pay attention to both morality and ability, and set up a team of high-quality ideological and political teachers

Colleges and universities should cultivate talents with profound cultural knowledge, excellent teaching skills, solid knowledge and foundation, high cultural accomplishment and excellent ethics into the teaching team. Let virtuous people speak sentiments; Let those who understand culture say true meaning, let those who can teach teach, and let learned people speak knowledge. This is the key to effectively integrate Chinese excellent traditional culture into the ideological and political course teaching, and better guarantee the development of traditional cultural ideological and political course activities.

In addition, experts and artists from outside the university can be hired to guide the practice of traditional cultural ideology and politics. Through various forms of study, such as special lectures, off-campus practice research and field picking, students are driven to return to local culture. Organize and observe the construction of urban culture, so as to love the national culture, and understand the rapid changes of the big country. Design ideological and political courses to carry out cultural roots, cultural shaping, cultural integrity, cultural education and other models, and strive to promote the penetration of traditional spiritual concepts into all levels of campus ideological and political education, so that students can gain through ideological and political aesthetic education culture practice, strengthen the determination to build the great rejuvenation of the Chinese nation in the future, and actively participate in the promotion of traditional culture.

3.3 With the help of information to highlight cultural propaganda, the platform on the data cloud lights up new sparks of ideology and politics

In recent years, the development of science and technology has brought about the continuous expansion of cultural media towards intelligence, digitalization, diversification, socialization and globalization. The Internet is an important result of the development of science and technology. With the coverage of multimedia cultural information, a batch of high-quality literary and cultural products have come into view through the Internet. Colleges and universities should combine information technology to innovate ideological and political teaching transmission, and use modern teaching methods to enhance the quality of ideological and political education.

On the Internet, teachers can combine the Internet and field teaching to develop online + offline mode, and combine the two advantages to teach. To open up more choices in the form of teaching, multimedia technology can be used to enrich the teaching, visual and visual functions, so as to make

it more lively and interesting. Students can realize all aspects of perception and experience in the process of research and appreciation, and with teachers' comments and explanations, students' participation will be effectively improved. With the help of information technology, colleges and universities build online learning platforms to improve the effectiveness of ideological, political and cultural education.

To sum up, in the international perspective, how to make traditional culture help the ideological and political education of colleges and universities is a systematic scientific project of education and teaching reform. Regain the memory of traditional culture, so that traditional culture in the campus ideological and political education soil to thrive and sprout, blossom and bear fruit. Only in this way can carefully cultivated talents be qualified to participate in the improvement and construction of socialist culture, and promote traditional culture and campus ideology and politics go hand in hand to set sail.

4. Four, Concluding remarks

From the international perspective, it is a challenging and meaningful work to make traditional culture really help the ideological and political education of colleges and universities. This requires us to constantly innovate ideas and methods, and constantly improve our ability and level.

We must adhere to the XiJinPing's Thought on Socialism with Chinese Characteristics for a New Era as the guidance, adhere to Marxism as the fundamental guiding ideology, and continue to combine the creative transformation and innovative development of fine traditional Chinese culture with the needs of ideological and political education in colleges and universities. Let traditional culture become the spiritual pillar, value guidance, educational resources and effective carriers of ideological and political education, and provide strong cultural support for cultivating socialist builders and successors with all-round development of morality, intelligence, physical fitness, the United States and labor.

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