

# Application Research of Traditional Cultural Literacy in Digital Ideological and Political Education

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## Abstract

In the context of rapid informationization and digitalization, the inheritance and innovation of traditional cultural literacy have become important components of ideological and political education in the new era. This paper explores the application of traditional cultural literacy in digital ideological and political education by analyzing the impact of digital technology on ideological and political education. It combines the connotation and value of traditional culture to propose effective pathways for integrating traditional cultural literacy with digital ideological and political education. The study suggests that the deepening of digital ideological and political education requires full utilization of the advantages of digital technology, integrating the core values and educational concepts of traditional culture to comprehensively enhance college students' cultural confidence, moral quality, and innovative ability.

## Keywords

Traditional Cultural Literacy; Digitalization; Ideological and Political Education; Application Research.

## 1. Introduction

In the context of globalization and informationization, cultural inheritance and innovation have become important issues in contemporary education[1]. As the spiritual lifeblood of the Chinese nation, traditional culture still holds profound significance in today's society. With the rapid development of digital technology, the education sector is continuously exploring ways to integrate traditional culture with modern technology. As a crucial component of higher education, how to effectively integrate traditional cultural literacy into ideological and political education in the digital age is an important research direction at present.

## 2. The Connotation and Value of Traditional Cultural Literacy

### 2.1. The Connotation of Traditional Cultural Literacy

Traditional cultural literacy refers to an individual's understanding, recognition, and practical ability concerning their own nation's traditional culture. It encompasses mastery of various aspects such as history, philosophy, literature, art, and moral norms[2]. It includes not only the transmission of knowledge but also the inheritance and promotion of cultural spirit. Cultivating traditional cultural literacy helps to enhance cultural identity, boost cultural confidence, and ensure that individuals maintain their cultural roots in modern society.

### 2.2. The Educational Value of Traditional Cultural Literacy

The value of traditional cultural literacy in education is reflected in several aspects[3]. Firstly, it helps to enhance college students' cultural identity and national pride, thereby boosting

cultural confidence. Secondly, through the study of traditional culture, college students can better understand and practice the core values of the Chinese nation, such as honesty, benevolence, and righteousness. Finally, the cultivation of traditional cultural literacy can help college students develop good moral character and a sense of social responsibility, laying a solid foundation for their future development.

### 3. The Current Development of Digital Ideological and Political Education

#### 3.1. The Impact of Digital Technology on Ideological and Political Education

Digital technology has brought profound changes and development opportunities to ideological and political education, as shown in Table 1. The application of new educational tools, such as online education platforms, virtual reality technology, and digital resource libraries, has allowed ideological and political education to break through the limitations of traditional classroom time and space, greatly enhancing the flexibility and interactivity of teaching. Furthermore, the application of digital technology has promoted innovation in teaching modes, such as flipped classrooms, online interaction, and situational teaching, injecting new vitality into ideological and political education[4].

**Table 1.** Impact of Digital Technology on Ideological and Political Education

Teaching Method	Benefits	Challenges	Examples
Traditional Classroom	Face-to-face interaction, Immediate feedback	Limited to physical space and time	Lectures, Group discussions
Digital Platforms	Flexibility in time and location, Access to diverse resources	Requires digital literacy, Potential for distractions	MOOCs, Online forums

#### 3.2. The Challenges of Ideological and Political Education in the Digital Age

Although digital technology provides a broad platform for ideological and political education, it also presents several challenges. First, there is the issue of content adaptation—how to effectively combine traditional ideological content with modern technological means requires further exploration. Second, the proliferation of information and the widespread use of virtual social networks lead to fragmented thinking and attention among college students, which raises higher demands on the effectiveness of ideological and political education. Lastly, the imbalance in digital educational resources exacerbates disparities in educational quality, posing new challenges to educational equity.

### 4. The Application of Traditional Cultural Literacy

#### 4.1. Pathways for Integrating Traditional Culture with Digital Technology

##### 4.1.1. Utilizing Digital Platforms to Disseminate Traditional Culture

The rapid development of digital platforms provides unprecedented opportunities and channels for the dissemination and education of traditional culture. Through these platforms, traditional culture can be presented to college students in a more vivid and interactive manner, significantly enhancing the efficiency and impact of cultural dissemination[5]. First, online course platforms like MOOCs and micro-courses have made the study of traditional culture no longer restricted by time and space. college students can access a wealth of traditional cultural knowledge at any time, from anywhere, through these platforms. For example, courses on classical literature, traditional arts, and historical philosophy can be delivered through video lectures, online discussions, and assignment submissions, allowing college students to systematically and deeply understand the essence of traditional culture. Secondly, virtual

museums and digital libraries provide college students with an immersive learning environment. Virtual museums use advanced technology to recreate the exhibits, historical scenes, and cultural heritage of physical museums in a three-dimensional form, allowing college students to deeply explore various aspects of traditional culture through online browsing and interactive learning. Digital libraries offer a vast collection of digital resources, from ancient texts to modern research, catering to college students' diverse learning needs regarding traditional culture. Additionally, social media and short video platforms like WeChat, Weibo, Douyin, and Kuaishou have become emerging mediums for the dissemination of traditional culture[6]. Through these platforms, traditional culture can be integrated into college students' daily learning and life in a more relatable and accessible way, using formats such as short videos, graphic content, and live broadcasts. For example, short videos that explain the customs and significance of traditional festivals, or live streams showcasing the skills of intangible cultural heritage artisans, can effectively stimulate college students' interest in and recognition of traditional culture.

#### **4.1.2. Traditional Cultural Education in a Digital Context**

Advances in digital technology, especially virtual reality (VR) and augmented reality (AR), provide a new immersive learning experience for traditional cultural education[7]. These technologies create realistic virtual environments that allow college students to "personally experience" the essence of traditional culture, thereby deepening their learning experience. Using VR technology, historical scenes and cultural sites can be simulated, allowing college students to "immerse" themselves in ancient palaces, battlefields, temples, and other settings. For example, when studying ancient Chinese history, college students can use VR equipment to visit simulated sites like the Great Wall and the Forbidden City, as if they were physically there, gaining a more direct and profound learning experience. This immersive experience not only enhances college students' interest in learning but also deepens their understanding and recognition of traditional culture. AR technology can integrate virtual information with the real environment, providing college students with dynamic and interactive learning experiences. For example, with AR applications, college students can "see" virtual information related to traditional culture in the real world, such as detailed introductions and historical backgrounds of exhibits while visiting museums using their phones or tablets, making the learning process more comprehensive and engaging. This "realistic interactive" learning method greatly enhances college students' perception and learning of traditional culture.

#### **4.1.3. Cross-disciplinary Design of Ideological and Political Education Courses**

The integration of traditional culture with ideological and political education requires more than just a content overlap; it necessitates a comprehensive integration through cross-disciplinary course design[8]. This integration helps college students fully understand traditional culture and enriches their thinking and cognitive structures through a multidisciplinary perspective. In history courses, college students can analyze traditional cultural aspects such as political systems, legal norms, and social ethics to better understand the governance structure and value systems of ancient Chinese society, thus forming thoughts and understandings about modern social governance. For example, explaining the Confucian concept of "benevolent government" can be linked to modern concepts of "people-centered" governance, inspiring college students to think about contemporary governance ideals. In literature courses, college students can study traditional literary works such as "The Analects" and "Dream of the Red Chamber" to explore the moral, philosophical, and social values embedded within them. These literary works not only allow college students to appreciate the beauty of traditional culture but also provide wisdom in conduct and decision-making, helping them form healthy values and life views. In philosophy courses, traditional Chinese philosophies like Confucianism, Daoism, and Buddhism can be compared and contrasted with

Western philosophies, helping college students build a global perspective and cultural inclusiveness. For instance, exploring the relationship between "harmony between humans and nature" and modern ecological philosophy, or comparing "non-action" with modern management theories, allows college students to understand the contemporary relevance and application of these philosophies through a cross-disciplinary lens. Through such cross-disciplinary course designs, college students not only gain a deep understanding of traditional culture from different academic perspectives but also develop a scientific, comprehensive worldview, outlook on life, and values, enhancing their overall competence.

## **4.2. The Impact of Traditional Cultural Literacy on College Students' Moral and Ethical Qualities**

### **4.2.1. Enhancing Cultural Confidence and Establishing Correct Values**

Cultivating traditional cultural literacy greatly enhances college students' cultural confidence[9]. Cultural confidence not only represents recognition and pride in one's own national culture but also serves as an intrinsic value affirmation and spiritual support. In the context of globalization, college students face challenges and impacts from diverse cultures, and maintaining cultural identity while establishing correct values is a crucial task in ideological and political education. Through studying traditional culture, college students can deeply understand the core values of the Chinese nation, such as "benevolence, righteousness, propriety, wisdom, and trust," "harmony," and "patriotism." These values are not only the essence of Chinese culture but also fundamental guidelines for college students in modern society. With enhanced cultural confidence, college students can maintain clarity and steadfastness when facing the influence of foreign cultures, drawing strength from the core values of Chinese culture to form a correct worldview, outlook on life, and values. This cultural confidence manifests not only in the recognition of one's own culture but also in the critical absorption and understanding of foreign cultures. As college students enhance their cultural confidence, they develop a more open and inclusive mindset, respecting and understanding the value of other cultures, thus forming a more comprehensive and multidimensional cultural perspective.

### **4.2.2. Enhancing Moral Cultivation and Cultivating Social Responsibility**

Traditional culture contains rich moral education resources that form the foundation of college students' moral cultivation and are essential for nurturing a sense of social responsibility. Integrating these moral concepts into ideological and political education helps college students develop sound moral qualities and a strong sense of social responsibility[10]. Confucian teachings emphasize "benevolence" and "honesty" as core moral values. "Benevolence" represents care and understanding for others, while "honesty" is the cornerstone of interaction between individuals and society. In ideological and political education, by explaining and discussing these moral values, college students can learn how to interact with others and understand their responsibilities within society. Daoist philosophy emphasizes "non-action" and respecting natural laws, which provide important insights for modern ecological civilization. By guiding college students to understand Daoist philosophy in ideological and political education, educators can cultivate college students' respect for nature and environmental consciousness, thereby enhancing their sense of social responsibility in environmental protection. Additionally, the traditional cultural concept of "patriotism" emphasizes the close connection between individuals and the nation or society. This concept plays a significant role in cultivating college students' sense of social responsibility. Through studying traditional culture, college students can understand the relationship between individual responsibility and national destiny, thereby inspiring their patriotism and social responsibility.

### 4.2.3. Promoting Innovative Thinking and Expanding Cultural Horizons

The cultivation of traditional cultural literacy not only involves the inheritance of historical culture but also the inspiration and guidance of college students' innovative thinking. Innovative thinking is essential for the development of modern society, and the wisdom and philosophy contained in traditional culture serve as crucial resources for fostering such thinking. In traditional culture, Confucianism emphasizes "inner sagehood and outer kingdom," advocating for the realization of external societal governance through internal moral cultivation. This philosophy encourages college students to find a balance between personal development and social responsibility, inspiring their innovation and pioneering spirit in real-world situations. Daoist philosophy emphasizes "the way of nature," [11]advocating for adherence to natural laws. This philosophy guides college students to follow natural laws and emphasize sustainability in modern scientific and technological applications, thereby maintaining ecological balance while fostering innovation[12]. Buddhist philosophy emphasizes "selflessness" and "emptiness," advocating for transcending the self and letting go of attachments. This philosophy helps college students remain calm and objective when facing difficulties and setbacks in the innovation process, encouraging them to challenge themselves and continually break through mental barriers[13]. Through studying these traditional cultural philosophies, college students can gain inspiration in their thinking, broaden their cultural horizons, and enhance their overall competence. When facing complex modern social problems, they can apply the wisdom from traditional culture to propose innovative solutions, better adapting to social development[14].

## 5. Pathways for Integrating Traditional Cultural Literacy with Digital Ideological and Political Education

### 5.1. Building Diverse Teaching Platforms

In a digital context, building diverse teaching platforms is essential for integrating traditional cultural literacy into ideological and political education. These platforms include online courses, resource libraries, social media, and mobile apps that connect education with college students' daily lives[15]. Through these tools, college students can access traditional culture content flexibly, using e-books, audio, video resources, and interactive tools to meet personalized learning needs[16]. Social media platforms like WeChat and mobile apps also allow schools to push cultural knowledge, organize discussions, and share cultural activities, making traditional culture more accessible and engaging for college students[17].

### 5.2. Innovating Teaching Methods and Models

Innovative teaching methods and models are key to effectively integrating traditional cultural literacy into digital ideological and political education. Flipped classrooms allow college students to learn basic knowledge independently before class, with class time focused on discussions and problem-solving[18]. Situational teaching, using virtual and augmented reality, creates immersive environments that help college students better understand traditional culture. Project-based learning encourages college students to explore traditional culture through real-world projects, fostering deeper understanding and teamwork[19].

### 5.3. Conducting Practical Activities to Enhance Cultural Experience

Practical activities effectively integrate traditional cultural literacy into ideological and political education by allowing college students to apply theoretical knowledge to real-life situations[20]. Organizing museum visits and cultural site tours helps college students experience traditional culture firsthand, strengthening their cultural identity. Participating in traditional festivals like the Spring Festival enhances their understanding and appreciation of

cultural values[21]. For activities that can't be experienced in person, online virtual experiences, such as crafting traditional artifacts or learning traditional music, offer alternative ways to connect with traditional culture[22].

#### 5.4. Strengthening Teacher Development to Enhance Teaching Quality

Strengthening teacher development is crucial for improving the quality of ideological and political education[23]. The ways to strengthen teacher development are shown in Table 2. Schools should provide systematic training to help teachers master digital teaching tools and deepen their understanding of traditional culture. Continuous learning and research are essential for teachers to stay current with educational trends[24]. Schools should also create platforms for teacher collaboration, fostering experience-sharing and joint research. Additionally, offering rewards and incentives for teaching innovation can motivate teachers to explore new methods, driving the ongoing development of ideological and political education[25].

**Table 2.** Teacher Development Activities

Development Activity	Target Skills	Expected Outcomes
Training Workshops	Digital literacy, Pedagogical skills	Improved teaching effectiveness
Academic Research	In-depth knowledge, Critical thinking	Enhanced academic and teaching capabilities
Collaboration Platforms	Experience sharing, Resource development	Collective progress in teaching quality

## 6. Conclusion and Outlook

The integration of traditional cultural literacy with digital ideological and political education presents new opportunities and challenges for modern education. By building diverse teaching platforms, innovating teaching methods and models, conducting practical activities, and strengthening teacher development, schools can effectively incorporate traditional cultural literacy into digital ideological and political education, cultivating a new generation of college students with cultural confidence, moral integrity, and innovative capabilities. In the future, as educational technology continues to evolve, the integration of traditional culture and digital education will deepen further, providing richer resources and platforms for the comprehensive development of college students.

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