The Exploration of Strengthening the Education of Chinese Excellent Traditional Culture in Colleges and Universities in the New Era

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Keywords: traditional culture education, path, core values

Abstract. In order to strengthen the Education of Chinese Excellent Traditional Culture, we should accurately grasp the core task and follow the fundamental, effectively link the first class and the second class, comprehensively integrate into the construction of campus culture, and give full play to the leading role of teaching staff and theoretical research.

1. Introduction

Chinese excellent traditional culture is the spiritual root and cultural soul of the Chinese nation, the solid ideological foundation of the great rejuvenation of the Chinese dream. It is more urgent and important to further inherit and carry forward the Chinese excellent traditional culture since the new era of socialism with Chinese characteristics, which is not only the inherent requirement of cultivating and practicing the socialist core values, implementing the fundamental task of building up people by virtue, but also the objective need to deepen ideological and political work and raise the level of talent training.

2. The core tasks of strengthening Chinese excellent traditional culture education in colleges and universities

To strengthen the Chinese traditional culture education in colleges and universities, is an important way to further promote the construction of socialist core values, what is more, it is an inevitable choice to further strengthen cultural self-confidence of socialism with Chinese characteristics. General Secretary Xi Jinping made clear in the nineteen Party Congress report: to dig the Chinese excellent traditional culture ideas, humanistic spirit, moral specification, combined with the times to inheritance and innovation, make Chinese culture show enduring popularity and style of the times\textsuperscript{[1]}. It is used as one of the three aspects important contents of cultivating and practicing socialist core values. The 19th CPC National Congress report expounded, comprehensive and accurate implemented the fourteen basic strategies of of socialist ideology with Chinese characteristics in the new era, mentioned explicitly to adhere to the socialist core value system, and further put forward the cultural self-confidence is a more basic, deeper and more lasting force in the development of a country and a nation, we should promote the creative transformation and innovative development for the Chinese excellent traditional culture\textsuperscript{[2]}.

The national spirit with patriotism as the core is the quintessence of the socialist core value system and a powerful spiritual force to maintain the national unity and prosperity and development. To strengthen Chinese excellent traditional culture education, the first task is to vigorously carry forward unity and solidarity, peace-loving, hardworking and brave, ceaseless self-improvement of the national spirit with patriotism as the core, and regard it as the main line. We should conscientiously follow the laws of students' cognition and education, plan as a whole, design at different levels, link up organically, advance systematically, and integrate Chinese excellent traditional culture into all aspects of ideological and moral education, cultural knowledge education, technical skills education, art and physical education, and social practice education. At the same time, we also need to dig hard into the Chinese excellent traditional cultural resources, carry out various practical activities widely, nourish
young students, strengthen personality cultivation, cultivate national spirit, improve humanistic quality, and promote all-round development.

To achieve this goal, in practice, we must promote the construction of campus culture as the carrier, create vigorously a strong atmosphere to carry forward the Chinese excellent traditional culture, explore actively the effective form and long-term mechanism of Chinese excellent traditional culture education, educate and guide teachers and students to understand the essence, feel the charm, accept the baptism of excellent traditional culture. Strengthen their sense of responsibility and mission to inherit and carry forward the Chinese excellent traditional culture, consciously inherit and carry forward the Chinese excellent traditional culture, enhance cultural self-confidence. Guide students to care about the fate of the country, consciously combine individual ideal with national dream, personal value with national development, consciously achieve a common destiny with the motherland, and advance with the times.

3. The basic principle of strengthening Chinese excellent traditional culture education in colleges and universities

3.1 Always persist in the combination of Chinese excellent traditional culture education and core values construction.

The socialist core values is the core values of socialism, but also the core values of the Chinese nation, the socialism culture characteristic with the Chinese nation’s value characteristics should be in one combined. We must adhere to the standpoint, viewpoint and method of historical materialism and dialectical materialism, effectively tap and interpretate the deep value concept and its modern value of the excellent traditional culture, deeply dig and elucidate the times value of Chinese traditional culture which is benevolence, people-oriented, credibility, justice, concordance, and great harmony, tell about China value with the wisdom of China idea, Chinese excellent traditional culture could play a part in the important source of conserve socialist core values really.

3.2 Always persist in the combination of Chinese excellent traditional culture education and talent training.

To carry forward the excellent traditional culture, it is the most fundamental to integrate the excellent traditional culture into the talent training system, to integrate the excellent traditional culture elements into the curriculum construction and the professional construction. We should persist in the combination with classroom education and practical education, not only give full play to the main role of classroom teaching, but also pay attention to play an important role in extracurricular activities and social practice. We should persist in the combination with excellent traditional culture education, campus culture, local culture and enterprise culture construction, which not only carry forward the excellent traditional culture, but also promote the integration of various cultures, and upgrade as a whole. We should persist in the combination with school education, family education and social education, not only to give play to the main position of higher education, but also to strengthen the cooperation between family, society and school so as to form the educational strength. We should persist in the combination of pertinence and systematicness, according to the characteristics of physical and mental development of students in different grades, we should not only distinguish the levels, stress the key points, but also strengthen the organic cohesion of each grade and push forward gradually.

3.3 Always persist in the combination of Chinese excellent traditional culture education and the revolutionary education of the times.

We should vigorously promote the national spirit with the core of patriotism, actively promote spirit of the times with the core of reform and innovation, to inherit and carry forward the revolutionary tradition culture. It is need to be made clear that the Chinese nation's longing for a good dream, the characteristics of the glorious dreams of the Chinese nation, the Chinese nation's persistence of
dream, so that the teachers and students may count it as a personal favor, and emulate those better than themselves, fully arouse the unlimited potential and motivation of contemporary college students wonderful interpretation of life in order to achieve the "Chinese dream". At the same time, we should attach great importance to the cultivation of students' national self-confidence and pride, to guide students to establish a world vision, learn advantages from others' strong points, see clearly Chinese socialism rooted in the fertile soil of Chinese culture, reflecting the will of Chinese people, it is the inevitable requirement adapted to the development and progress of the times.

4. The main path finding of strengthening Chinese excellent traditional culture education in colleges and universities

4.1 Strengthen the construction of the first class, and firmly defend the main position of Chinese excellent traditional culture education

4.1.1 Give full play to the main channel of ideological and treatment theory course. Actively promote the Chinese excellent traditional culture into the teaching materials into classrooms, into the hearts of students, promote the combination of ideological and political education and the education of excellent traditional culture, deep dive the rich resources of ideological and political education contained in Chinese excellent traditional culture. Carry out thematic teaching, practice teaching, and improve the actual effect of classrooms, integrate the excellent traditional culture with the teaching of ideological and political theory courses, and situation and policy courses. Strengthen participation guidance to the second class, let students learn the traditional culture in the first class, moreover, put them into action in the second classroom.

4.1.2 Give full play to the role of cultural education of the general knowledge course. To further strengthen the construction of traditional culture courses, to promote the offer excellent traditional culture courses, combined with professional features offer additional elective courses e.g. history, literature, art and other related courses. Deep dive the connotation of the traditional culture, nurturing students' good moral behavior imperceptibly. Cultivation of students in physical education teaching, increase the specific gravity of Taijiquan, Taiji sword, etc. courses, actively explore to offer archery, dragon boat, dragon and lion dance courses. We should give full play to the role of college public elective courses, based on the rich traditional culture of public elective courses, more offer some aditional culture courses with great impact and high popularity.

4.2 Strengthening the construction of the second class, and actively expanding the effective ways of Chinese excellent traditional culture education

4.2.1 Conscientiously organize and carry out all kinds of thematic education activities. Establish and standardize a number of etiquette systems with rich connotations, carry out solemn ceremonies, such as adulthood ceremony, entrance ceremony, etc. Make full use of the Spring Festival, Pure Brightness, Dragon Boat Festival, Mid-Autumn Festival and other traditional festivals, as well as important historical figures anniversary, we could disseminate the unique advantages of Chinese excellent culture, to carry out Chinese traditional cultural education activities that is take "benevolence, righteousness, ceremony, wisdom, faith" as the content, stimulate the national self-esteem, self-confidence, pride and feelings of love the Party, love the country, teachers and students.

4.2.2 Carefully plan excellent traditional culture into campus activities. To carry out the excellent traditional culture lectures, hold activities e.g. classic reading, classic books recommendation, reading and writing competitions related with the Chinese excellent traditional culture, and guide the young students to practice moral culture combined with daily life. Hold the Chinese excellent traditional culture knowledge contest, photography contest, speech contest and other activities, to promote Chinese opera, calligraphy elegant, art, traditional sports etc into the campus, forming a three-dimensional presentation of the Chinese excellent traditional culture and multi communication.

4.2.3 Carry out excellent traditional culture and education practice activities in a deep-going way. We will incorporate excellent traditional cultural practice activities into the practical teaching syllabus,
make full use of social resources such as museums, exhibition halls, cultural sites, historical sites and existing educational bases, carrying out the practical activities of theme education. To organize college students to actively participate in excellent traditional culture social practice activities through social investigation, voluntary service and public welfare activities, so we could inherit and carry forward Chinese excellent traditional culture and enhance the cultural identity and cultural self-confidence of college students at the same time.

4.3. Strengthening the construction of campus culture and creating a strong atmosphere of Chinese excellent traditional culture education

4.3.1 Enhance the connotation of excellent traditional culture in earnest. The essence of Chinese excellent traditional culture should be injected into the cultivation of education teaching concept, university spirit and the construction of campus culture, to further highlight the school characteristics. Meticulously organize design development and wide application for image identification system, continuously enhance the university's cultural heritage, enhance the cultural level.

4.3.2 Carry out the activities of excellent traditional culture education in earnest. Make full use of campus network, school newspaper, newspaper bar, campus broadcast, campus window, blackboard newspaper, WeChat, Weibo, mobile phone client and other carriers, widely promote the Chinese excellent traditional culture, vigorously create a strong publicity atmosphere. The influence of Chinese excellent traditional culture is as omnipresent as air, and it can produce educational guidance and effect to infection to the teachers and students at all times, so we can really get into the brain and get into the heart.

4.3.3 Integration excellent traditional culture into environmental culture. Closely around the high starting point of the excellent traditional culture to promote the construction of environmental culture, building a large number of sculptures in line with the characteristics of colleges and universities, and actively organize the participation of teachers and students, enhance their identity, cultivate their noble sentiment, arouse their patriotic enthusiasm, inherit and carry forward Chinese excellent traditional culture.

5. Strengthening demonstration and guiding construction, and giving full play to the guiding role of Chinese excellent traditional culture education

5.1 Giving full play to the demonstration and guiding role of teaching staff.

The important contents of Chinese excellent traditional culture should be incorporated into the study plan of central group and the daily education of the Party members, the professional training of the teaching staff, and the pre-job training plan for the new teachers. Effective measures should be taken to carry out the plan seriously. Improve the teachers’ moral and cultural accomplishment, and make them the guide to the healthy growth of students.

5.2 Strengthening the theoretical research of excellent traditional culture education.

Bring the theory and practice of education about Chinese excellent traditional culture into scientific research projects, attract the backbone of the entire school, expand the theoretical research to a high standard, and strive to launch a number of significant research results, and through academic seminars, the results should be used in the practical work, the study of Chinese excellent traditional culture can really leading the fashion, and promoting the work.

Acknowledgements

This article is founded by the special project of Ideological and political work on the research of philosophy and Social Science in Universities of Jiangsu (2017SJBFDY683), the key project of scientific research fund of Taizhou Polytechnic College (TZYKYZD-17-4).
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