Research on the Application of Computer Information Technology in the Path of Integrating Excellent Traditional Chinese Culture into Ideological and Political Education

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Abstract. With the advent of the Internet era, both mobile Internet and big data have made unprecedented progress, and the Internet has begun to spread rapidly to various industries. [1] Based on this background, we have put forward new requirements for the current major colleges and universities, requiring them to innovate the previous teaching methods, pay more attention to the humanistic quality education on the basis of attaching great importance to the professionalism of talents, and regard the traditional culture and humanistic moral education as the corresponding carriers. On this basis, this article focuses on the application of computer information technology when China’s excellent traditional culture is combined with ideological and political education.

Keywords: Computer Information Technology, Chinese Excellent Traditional Culture

1. The value of excellent culture to ideological and Political Education

The first is the thought of excellent traditional culture students, to assist them in their study and life, traditional culture can bring them positive benefits, and promote them to establish the value concept matching with it, which is beneficial to strengthen their sense of responsibility.

Second, the excellent traditional culture is the cornerstone of building the socialist core value system, but also to strengthen students’ cultural identity for socialist values. The reason for this is because China has excellent historical culture. Since ancient times, there have been various national heroes, such as Wen Tianxiang, who has never died since ancient times. Wen Tianxiang, who has always been loyal to the past, has evolved into a true portrayal of patriotism. These national heroes are very important in the cultivation of patriotism by infiltrating traditional culture into modern college students significance.

Third, the excellent traditional culture contains the content of virtues, such as the gratitude of "who says the heart of grass, and the thrifty idea of" who knows how to eat Chinese food, and how hard every grain is ". All of these can make all Chinese people have deep admiration, which is obviously beneficial to the construction of traditional habits and moral quality of contemporary college students. [2]
2. Path choice of integrating ideological and political education into Chinese excellent traditional culture in the era of computer information technology

2.1. Actively carry out student party building activities into the dormitory

When carrying out work, colleges and universities should take students as the main object, so as to ensure the smooth progress of students. Party construction. Why should we carry out party building activities into dormitories? The reasons are mainly related to the following two points: first, in order to cultivate students; comprehensive ability, they should be fully involved in it, so as to improve their sense of ownership; Second, the construction of student party building is more transparent. The party building office in the building provides due convenience for increasing the frequency of communication between teachers and students and dealing with problems. Third, the construction activities will be more colorful.

On the basis of fully drawing on the "family" responsibility system, the "family culture" matching with it will be derived. All dormitory cultural characteristics will be fully displayed in the party building activities. [3]On this basis, the five-star civilized dormitory creation activities will be carried out in a planned and purposeful way, so that they can take the responsibility of cleaning the dormitory, And on this basis, do a good job of grading the dormitory and infiltrate the final score into the assessment; Regular or irregular to carry out excellent dormitory evaluation, dormitory culture festival and other interaction, in order to strengthen their innovative consciousness.

2.2. Constructing the network learning platform matching with it

In the current stage of rapid economic development, ideological and political education in universities can not only stay in the traditional modor, but also attach great importance to the network classroom teaching. The reason is that it has the advantages that traditional classroom teaching can not be compared. The website produced should cover the characteristics of traditional culture, and at the same time, effective measures should be taken to promote the combination of network technology and modern digital. This can fully stimulate college students’ desire for learning traditional culture, and make its unique charm achieve the effect of "silence is better than sound at this time". Therefore, we should construct and optimize the campus network, and make it become the key education platform to carry forward the excellent culture of our country.(see Figure 2)

Figure 1. Host structure of computer
2.3. Take the base as the support, practice the ideological and political education work in the inheritance

First of all, with the help of the platform, actively carry out rich and colorful activities, such as environmental protection activities, cultural characteristic community activities, etc., and actively participate in cultural construction. Secondly, effective measures should be taken to maximize the value of community advantages, and relevant research teams should be built within the specified time. We will put the socialist core values into practice and implement the spirit of general secretary Xi Jinping's important speech in an all-round way, and intensify the efforts to carry out the mass line educational practice. Finally, taking college students; project declaration as a carrier, scientifically guiding students to apply for projects needs to be familiar with traditional culture according to local cultural characteristics, so as to make the communication mode more intuitive. [4]

3. Integrate the first class with the second class

For the first classroom, teachers should fully combine the nature of the classroom, and strengthen the of students. At the same time, we should carry out rich and colorful activities in a planned and organized way, and also carry out the traditional culture education of the second classroom in combination with classic columns and campus culture. Here, the opening of the second classroom in a university is taken as the main object of discussion. The second classroom of the university mainly includes the following activities: first, classical reading; second, elegant art into the campus; third, Taowu publishing house.

The ultimate goal of carrying out these activities is to make the first classroom and the second classroom in a state of mutual penetration, so that all students can be deeply aware of the unique charm of traditional culture in practical learning. Among them, the activity of "classic reading" makes the school become a corresponding pilot school, which can maximize the promotion and inheritance of Chinese traditional culture and lead all students to get good influence. Not only that, but also through the "Taowu Publishing House" activities to cultivate versatile students, and within the specified time to lead students to participate in a variety of competitions.

And for "elegant art into the campus", it can make students have a kind of invisible in front of a bright feeling. Actively participate in various propaganda activities and knowledge lectures, the purpose is to
enable students to know our traditional cultural knowledge. Obviously, it is the launch of these second classes that properly handle the drawbacks of the first classroom, which in a sense is of great benefit to students.\textsuperscript{[5]}(see Figure 3)

\begin{figure}[h]
\centering
\includegraphics[width=\textwidth]{computer_composition.png}
\caption{composition of computer system}
\end{figure}

4. The integration of Chinese traditional ideological and political education and new media

4.1. Opportunity

Currently, the way for universities to pass on excellent traditional culture is mainly through theoretical education. In the classroom, teachers talk very enthusiastically, but students are very few; learning participation is low, and there is little interaction between teachers and students. The two-way communication platform of new media breaks the traditional one-way instillation education mode, and enables students and teachers to have more interaction and exchange, which plays a role in the information exchange between teachers and students.

In the process of growing up, college students' exploration of the society is gradually enhanced, the consciousness of independent and active participation in social activities is constantly improved, and their own views and opinions are also very much hoped to be respected. In the process of traditional culture inheritance, students are passive participants.\textsuperscript{[6]}

4.2. Challenge

The challenge of multi culture to traditional culture. Under the condition of new media, the openness of the network provides channels for multicultural communication. Western blockbusters bring visual stimulation to people, but at the same time, they also contain elements such as violence, pornography and personal heroism, which have a great impact on traditional culture.

Addiction to the Internet has affected the inheritance of traditional culture. The new media era has brought "mobile phone syndrome" and "network syndrome". College students spend too much time on online games, Taobao shopping, and participating in various social activities, lacking time and energy to inherit traditional culture.

5. Conclusion

Computer information technology plays an important role in modern society. We must strengthen the interaction and integration of computer information technology represented by new media and
traditional media, so that media linkage can become a powerful tool for the dissemination of Chinese excellent traditional culture. [7] With its powerful functions and attractiveness, new media has changed the way of cultural communication almost revolutionary. The characteristics of new media platform, such as fast propagation speed, diversified forms and strong interaction, make the traditional teaching tools and teaching mode increasingly challenged. Especially the development of intelligent hand machines, it greatly reduces the cost of knowledge dissemination and changes the way people accept knowledge. In this paper. Colleges and universities can make full use of new media, broaden the communication channels, and spread the excellent traditional Chinese culture in a way that college students like to see.

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