Reflection on Integrating Excellent Traditional Culture into College Students' Ideological and Political Education

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Abstract. Chinese excellent traditional culture contains the unique spirit of the Chinese nation, which is an important theoretical source for college students' ideological and political education. Currently, there are still some practical difficulties in integrating excellent traditional culture into college students' ideological and political education. The reality requires us to innovate college students' ideological and political education methods, expand new ideas, build new platforms, create new atmosphere, offer new ways and create new carriers. The excellent traditional culture will be effectively integrated into the curriculum reform, into the publicity media, into the construction of campus culture, into the life field of college students.

1 Introduction

Excellent traditional Chinese culture contains the unique spirit of the Chinese nation and shows the practical style. Over the years, it has been internalized as an important value for Chinese people. Colleges and universities are an important carrier and effective platform for innovation and continuation of Chinese excellent traditional culture. At the same time, they also shoulder the important mission of moral education and college students' ideological and political education. Finding out the fit point between excellent traditional culture and college students' ideological and political education can effectively enhance the sense of mission and responsibility of college students to inherit and carry forward excellent traditional culture, enhance theoretical identification, cultivate the people national spirit and enhance moral cultivation.

2 The Relationship Orientation between Excellent Traditional Culture and College Students' Ideological and Political Education

2.1 Excellent traditional culture enriches and expands the theoretical content of college students' ideological and political education

Chinese excellent traditional culture is the spiritual foundation and soul home of the Chinese nation. It is the condensation and inheritance of various ancient Chinese civilizations over the past five thousand years, and the accumulated cultural concepts and social norms affect generations of Chinese descendants. The fusion system in Chinese excellent traditional culture includes various cultural forms such as words, customs, folk art forms, pictures, languages, etc. Meanwhile, the implicit connotation contains various spirit combinations such as patriotism, national spirit, struggle spirit, integrity spirit, enterprising spirit, harmonious spirit, etc. Its broad and profound, inclusive and intergenerational characteristics offer high-quality materials and complete ideological sources for college students' ideological and political education. Combining the excellent traditional cultural resources with college students' ideological and political education can stimulate college students' patriotic enthusiasm. Strengthening national self-confidence and improving personal moral quality will help college students establish correct values, outlook on life and world outlook, effectively form a good field of humanistic morality on campus, and better play the leading role of "cultural education". The college students' ideological and political education in the new era should be in line with the excellent traditional culture, innovate in the integration, enrich and expand college students’ ideological and political education resources.
2.2 The college students’ ideological and political education process effectively inherits and carries forward the excellent traditional culture

Chinese excellent traditional culture keeps pace with the times, and the accumulated historical and cultural crystal is blooming with the progress of the times. In the process of continuous progress and evolution, the code of conduct and values are inherited and developed. Its essential flexibility, inheritance, development and contemporary reality are vividly reflected in the fields of social and cultural life and educational activities. The prosperity and innovation of Chinese culture in the new era are inseparable from the origin of Chinese excellent traditional culture, which offers a multi-angle and all-round theoretical resources for college students' ideological and political education. At the same time, college students' ideological and political education process has also become an effective carrier of cultural communication, which is reflected in the innovation and continuation of excellent traditional culture. With the progress of the times, the theory and content of college students’ ideological and political education have already matched with social culture, enriching the connotation of social culture. After continuous development and refinement, college students’ ideological and political education has been innovated in the inheritance. In the near future, these theoretical achievements will also be part of Chinese excellent traditional culture.

3 Practical Dilemma of Integrating Excellent Traditional Culture into College Students' Ideological and Political Education

3.1 The "deficiency" of college students' recognition to excellent traditional cultural values

At present, college students have a low level of cognition and a "lack" of value recognition to Chinese excellent traditional culture influenced by the multiculturalism and values of western developed countries. It is shown in the following aspects: first, college students' traditional cultural awareness is weak. They don’t pay attention to Chinese traditional culture, but advocate western food and western festivals, such as KFC, McDonald's, Christmas, Valentine's day, etc., which are more recognized in college students' hearts than Chinese traditional food and traditional festivals in varying degrees. Second, they lack of traditional cultural knowledge. The survey shows that college students' extracurricular reading rarely involves excellent works and classical works in ancient China, but tends to be the books mainly for entertainment and application. Therefore, their knowledge of traditional culture is seriously lacking. Third, they lack of traditional cultural value identity. Impacted by western multiple values, contemporary college students advocate money and pursue personal interests. They believe that the patriotism, collective concept, dedication and other valuable spirits contained in excellent traditional culture are not suitable for the development of the times. Fourth, college students' moral consciousness is weakened. It is manifested in the lack of public morality awareness, the loss of humanistic spirit, the disregard of the collective attention to the individual, etc.

3.2 The "lack" of excellent traditional culture in college students' curriculum

At present, the main courses of college students' ideological and political education include "Basic Principles of Marxism", "Research on Mao Zedong Thought and Theoretical System of Socialism with Chinese Characteristics", "Ideological and Moral Cultivation and Legal Basis" and "Outline of Chinese Modern History". However, the relevant courses of "Chinese Traditional Culture Theory" have not been included in the course system of ideological and political theory. Some colleges and universities have offered elective courses such as "Sinology" and "Introduction to Traditional Culture", but their contents have only been generalized as background knowledge. There is basically nothing related to traditional culture, morality, concept and social concept. Due to the lack of excellent traditional culture in the course of ideological and political education for college students, the teachers cannot carry out the traditional culture education comprehensively and scientifically, which weakens college students' value identification to the traditional culture. Due to the lack of attention in the curriculum and the space compression in the subject, the "Chinese excellent traditional culture theory" cannot exist as an important educational course.
Reasonable and effective teaching content cannot be formed, and it is more difficult to integrate into the ideological and political education theory system.

3.3 The "absence" in the connection between excellent traditional culture and college students' ideological and political education

Colleges and universities undertake the arduous task of moral cultivation and college students' ideological and political education, and have great responsibility in the teaching of college students' knowledge and the cultivation of morality. Currently, the connection between traditional culture and college students' ideological and political education is "absence". Colleges and universities pay more attention to the theory and guidance of traditional culture education. However, the "practice dimension" corresponding to the "theory dimension" of excellent traditional culture is not in-depth. If the theoretical education lacks the support of real life practice, it will be empty. The asynchrony between class and class makes it difficult for college students to experience, feel and explore the practical changes brought by the traditional culture to their study and life practice. Once college students find that there is a contradiction between the things in real life and the traditional cultural concepts, they will understand the traditional culture in a "instrumental" way of thinking, which will lead to the disunity of knowledge and action. In addition, colleges and universities do not pay much attention to the field and background construction of excellent traditional culture collaborative education, such as campus culture, teacher-student interaction, practice, community culture, etc. As a result, the soul of traditional culture has lost the support of system and real life, and college students' sense of identity to traditional culture has been weakened, resulting in little effect of college students' ideological and political education.

4 Effective Way of Integrating Excellent Traditional Culture into College Students' Ideological and Political Education

4.1 Integrating excellent traditional culture into teaching material, classroom and mind, and expanding new ideas of college students' ideological and political education

First of all, the construction of excellent traditional culture teaching materials is listed as the top priority in education and teaching reform. It is necessary to change the current situation of "big and empty" textbooks such as "Introduction to Chinese Traditional Culture" and "General Theory on Chinese Traditional Culture Spirit", and organize excellent experts and scholars to compile specialized, scientific and standardized curriculum textbooks. Secondly, the excellent traditional culture courses are included in the special culture course system and listed as the required courses of the school based on high-quality teaching materials. From the aspects of curriculum setting, teacher matching, practical teaching, etc., it should integrate the excellent traditional culture into the whole process of college students' teaching and practice. Through the teachers' teaching, students can realize the infinite charm and essence of Chinese excellent traditional culture, and strengthen the recognition of traditional culture and value. Finally, the traditional "cramming" and "indoctrination" teaching should be transformed into "experiential", "inquiry" and "interactive" teaching. To find out the fit point between excellent traditional culture and contemporary real life, college students are aware of the vitality and existence value for traditional culture. Integrating emotion of excellent traditional culture into students' mind can enhance their confidence in excellent traditional culture. Only when the excellent traditional culture "enters the teaching materials," the classroom "and" the mind "can the new thinking of ideological and political education of college students be really expanded. Only by truly achieving excellent traditional culture "into teaching materials, into the classroom, into the brain", can we really expand the new ideas of ideological and political education for college students.

4.2 Integrating excellent traditional culture into the new media, firmly grasping the "right to speak" and building a new platform for network propaganda

The network new media is an effective carrier for ideological work in colleges and universities. Colleges and universities should make full use of the characteristics of new media, such as fast
information dissemination and large coverage, and push the excellent traditional culture by means of television, radio, network, etc. College students should deepen their understanding for excellent traditional culture, and a new platform of network publicity for college students' ideological and political education should be built to firmly grasp the "right to speak" of ideological and political education. By establishing the theme website of "inheriting classics", colleges and universities set up columns to promote traditional culture in WeChat, Microblog, etc., to spread excellent traditional culture and promote the theme. Through the network real-time interaction to improve the interest of college students' ideological and political education, so that the excellent traditional culture develops, accumulates and transmits in a subtle way. In addition, students are regularly organized to watch theme films reflecting patriotism, national spirit and revolutionary spirit through effective media carriers such as radio, television, school cinema, etc. Students should carry out excellent traditional culture education and improve their ideological and moral level. In the new era, only by actively playing the propaganda role of new media and building a new network propaganda platform to promote excellent traditional culture, can college students have a better ideological and political education.

4.3 Integrating excellent traditional culture into the construction of campus culture and creating a new atmosphere of educating people with good traditional culture

Integrating the excellent traditional culture into the campus culture is an educational way with the campus infrastructure as the carrier and the campus spirit and cultural atmosphere as the mainstream, which can give full play to the educational advantages of campus culture "moistening things silently". Creating a good atmosphere of traditional culture education can stimulate emotion, shape personality, transfer positive energy, and enhance college students' cultural identity and national responsibility. It is necessary to create the atmosphere of traditional culture from different links and places for college students' study and life, thus playing the educational function of campus culture. One is to integrate traditional cultural elements into the campus architectural structure and add historical celebrity sculptures, and let students learn and live in a strong traditional cultural atmosphere. The second is to innovate the carrier and enrich the campus cultural life. For example, activities with excellent traditional culture as the theme, such as knowledge competition, singing competition, class meeting and group work, social practice, etc., should be carried out. Thus, college students can achieve the unity of knowledge and practice, and consciously practice traditional culture. Three, it is necessary explore the cultural connotation of Chinese traditional festivals and carry out rich commemorative activities. Taking the important historical node as an opportunity to spread the ideological essence of excellent traditional culture, create a new carrier of ideological and political education, and truly achieve the effect of "learning from ear to ear, without learning".

4.4 Integrating excellent traditional culture into the field of college students' daily life and creating a new carrier of college students' ideological and political education

Chinese excellent traditional culture has the ideological concept of emphasizing practice. Integrating excellent traditional culture into college students' ideological and political education must pay attention to college students' daily life field. A new carrier for college students' ideological and political education should be created. By integrating traditional culture into college students' daily life, work exchange, recreational and sports activities, dormitory collective life, practical activities, etc., college students can realize that they exist in real social life. Therefore, they can examine themselves in an all-round way, recognize the current social situation, and let the spirit of traditional culture imperceptibly into college students' hearts. In addition, Chinese excellent traditional culture emphases the educational function of practice. College students can enrich their life experience by visiting the elderly, caring for the left behind children and supporting the students in need. Learning the knowledge outside the traditional culture theory classroom makes the dull classroom theory become flexible and concrete, and the written words become vivid. The real experience broadens college students' life vision, makes them consciously accept the baptism of
Chinese excellent traditional culture, and stimulates the emotional resonance of participating in social life and practice. Only by living and studying in such an environment can one truly become "learned, interrogated, deliberated, discerned and practiced".

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