Application of Big Data Analysis in the Study of the Inheritance of Cultural Confidence in the Teaching of Ancient Literature in Chinese Department

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Abstract. China has a long history and culture for 5000 years. Ancient literature is an important carrier of traditional culture, but influenced by the concept of professional education talents, some colleges and universities have some problems in cultivating cultural self-confidence in ancient literature teaching. Ancient culture is the inexhaustible motive force for the development of the Chinese nation, and it is also the demand of the times. With the development of society, traditional culture plays a very important role in national development. By combining the teaching of ancient literature with the inheritance of traditional culture, we can not only effectively promote the teaching reform of ancient literature, but also build up the cultural self-confidence of the Chinese nation. This paper first analyses the importance of cultivating students’ cultural self-confidence. Then it combines big data technology to analyze the reasons for the lack of cultural self-confidence among college students. Finally, some suggestions are put forward.

Keywords: Cultural Confidence, Ancient Literature Teaching, Inheritance, Chinese Department, Big Data Analysis

1. Introduction

In the development of our motherland, if we want to enhance students’ cultural self-confidence, we need to integrate the content of traditional culture with the actual situation of teaching. By guiding students to build a good environment, students can learn traditional cultural knowledge[1,2]. In the teaching of the Department of Chinese Language, teachers can help students understand the traditional culture in the study of ancient literature, such as the history of literature, the thoughts and feelings of articles, the function of words and sentences, etc[3,4]. According to the different contents of textbooks, students deepen their understanding of Chinese culture in the infiltration of cultural knowledge. In this way, we can promote the sustainable development of teaching. Among contemporary college students, Korean
culture is rampant, which has a great impact on the infiltration of Chinese culture. In the teaching of Chinese Department in university, we must realize the importance of the development of ancient literature course for students. Through the combination of teaching content, we can design and carry out comprehensive teaching activities[5,6].

2. The importance of cultivating students’ cultural self-confidence

2.1. The foundation of revitalizing the Chinese nation

In a nation, the influence of culture can not be underestimated. Culture is the essence, backbone and source of a nation. It is the backing of Chinese spiritual world. In the influence of extensive and profound traditional culture, we will deepen our understanding of different contents and develop our excellent culture. With the development of society, the impact of foreign culture is very serious. The students’ learning status is also very unsatisfactory. They pay too much attention to Korean and Japanese culture, which is very harmful to the development of Chinese culture. If we want to change this situation, then we must strengthen students’ cultural self-confidence. Faced with the impact of foreign cultures, we also recognize the importance of traditional cultural education to enhance students’ cultural self-confidence. By enhancing students’ cultural self-confidence, students’ national self-confidence can be enhanced, and the goal of revitalizing China can be achieved.

2.2. The process of historical and cultural inheritance

China has a long history of 5000 years. There are many stories and excellent qualities of traditional culture. Traditional culture also relies on its own quality, which affects generations of Chinese children. Up to now, our country still has many excellent moral qualities, such as hardship, simplicity, dedication and so on. However, with the promotion of globalization, foreign cultures began to enter China and influence China. In recent years, Chinese people’s cultural self-confidence has gradually lost. Chinese people began to get used to foreign festivals and worship foreign cultures. However, the excellent traditional culture left behind by our country is gradually not recognized. The meanings of different words and sentences appearing in ancient literature are also gradually disappearing. If we can not get the inheritance of Chinese children, it will directly affect the cultural heritage and the development of the motherland.

2.3. Improving the quality of national spiritual civilization

At present, our country is still in the stage of socialist construction. Our society is in the period of transformation, and the psychological state of college students has also appeared in the period of transformation. Faced with many forks in life, we need to integrate different situations to guide students. After entering university, it is very important for students to improve their enthusiasm for learning. At this stage, students are influenced by the surrounding factors, and their thoughts and behaviors have been greatly affected, such as individualism, money worship, and egoism. Faced with this situation, this paper combines classical culture teaching to help contemporary young people establish a correct outlook on life and values. By letting students deepen their impression of traditional culture in their study and exploration, they can build up cultural confidence. In learning, we can help students find the direction of life through guidance, so that they can be guided by cultural self-confidence. By improving themselves in an all-round way, college students can deeply feel the pride of belonging to Chinese children.

3. Current situation of college students’ lack of cultural self-confidence

A total of 600 questionnaires were issued, and 561 questionnaires were valid, with an effective rate of
93.5%. The specific analysis is as follows.

3.1. Alienation and misreading of traditional culture

National culture is the root of our culture. Nan Huaijin, a master of Chinese traditional culture, pointed out: "A country and a nation lay stress on the cultural heritage... The most frightening thing is that the fundamental culture of a country and a nation has perished, which will be doomed forever and will never turn over. At present, there are some misunderstandings in college students’ alienation from traditional culture. The results of the research on alienation and misunderstanding of traditional culture are shown in Figure 1. The survey results show that lack of national cultural cognition and lost direction in multiculturalism are the most important reasons, 90.0% and 74.6% respectively.

![Figure 1](image1.png)

**Figure 1.** The alienation and misunderstanding of traditional culture

3.2. Blind pursuit of western culture

In recent years, with the deepening of economic and cultural exchanges among countries. Influenced by the temptation of Western material civilization, college students have gradually penetrated into the acceptance and worship of Western culture, such as KFC, McDonald’s, American blockbuster, Samsung, Apple Mobile, Christmas, Valentine’s Day. College students adore Western lifestyle and consumption concept very much. The challenge of western ideological trends to the mainstream values is often carried out through cultural infiltration. Especially for young college students. Through questionnaires, the main reasons for college students’ blind pursuit of Western culture are as follows, as shown in Figure 2. The survey results show that Decreased cultural self-confidence and Lack of Traditional Culture are the most important reasons, 86.5% and 82.9% respectively.

![Figure 2](image2.png)

**Figure 2.** The main reasons for blind pursuit of western culture
4. Strategies for cultivating students’ cultural self-confidence

4.1. Cultivating college students’ cultural identity
The power of example is infinite. The Chinese nation has thousands of years of traditional culture, which contains rich cultural and ideological and political education resources. In our family, first of all, we can communicate and interact with our elders. Starting from the little things in life, we should actively create a strong cultural atmosphere. By feeling the charm of traditional culture, college students can understand and learn traditional cultural knowledge, which is closer to life and reality. In this way, college students’ understanding of Chinese excellent culture is more vivid. Secondly, students should be more proactive in understanding the basic history, cultural traditions and moral concepts of the Chinese nation. Only by forming a strong sense of identity with the excellent traditional Chinese culture, can college students enhance their national self-confidence and pride. Only in this way, can college students realize their self-consciousness, self-confidence and self-improvement of excellent traditional culture.

4.2. Building campus culture and promoting students’ cultural confidence
Through the environment of teaching and educating people, schools can better cultivate college students’ rational spirit and humanistic feelings, which helps to stimulate college students’ cultural innovation consciousness. Firstly, university teachers should enhance their cultural self-confidence. Teachers are leaders and imparers in students’ cultural life. Generally speaking, teachers have higher cultural literacy and deeper theoretical foundation than students. Secondly, schools should actively create a strong campus cultural atmosphere. Campus culture is actually a kind of "hidden curriculum", which affects students all the time. Schools can hold some cultural activities regularly, which can excavate the traditional culture of the Chinese nation. By creating a cultural atmosphere, college students will build strong cultural self-confidence.

5. Conclusion
Ancient literature as an important carrier of traditional culture, its teaching process should be combined with the inheritance of traditional culture. The combination of the two can transform knowledge education into quality education. At the same time, it can make the inheritance of traditional culture come true. Only by activating each person’s deep cultural genes can we build up the cultural self-confidence of the Chinese nation, which is the cultural responsibility of the ancient literature course. At the same time, in the process of building national cultural self-confidence, we can actively use computers and big data technology as an aid to organically combine modern technology with quality education.

Acknowledgements
This word was supported by Shenyang Psychology Association & The Subject of Shenyang Psychological Consultant Association (Spsy201903).

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