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The Value and Realization of China's Excellent Traditional Culture: Based on the Perspective of Ideological and Political Education in Colleges and Universities

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Abstract: The outstanding traditional Chinese culture is an important resource for ideological and political education of college students. Strengthening the education of national traditional culture for college students enables them to gain inspiration and nourishment from the outstanding traditional Chinese culture. It also helps them establish concepts of harmony, correct views on interests, and communication. Universities should actively draw on the essence of outstanding traditional Chinese culture, discard its shortcomings, and allow it to shine and thrive within the academic environment.

Keywords: Excellent Traditional Chinese Culture; Ideological and Political Education in Universities; College Students

Culture is the soul of a country, the lifeblood of a nation, and the spiritual home of its people. Realizing the value of outstanding traditional Chinese culture in the context of ideological and political education in universities is the foundation for enhancing national confidence. In-depth research and discussion on the value of outstanding traditional Chinese culture in university ideological and political education help to deeply explore its connotation and stimulate its activity and development in universities. By taking its essence and discarding its dross, the value of outstanding traditional Chinese culture is manifested in the ideological and political education of the new generation of university students in the context of the new era.

1. The Expression of Outstanding Traditional Chinese Culture in Ideological and Political Education in Universities

1.1 The excellent traditional Chinese culture is a solid foundation for cultivating the ideal character of teachers and students

The "Book of Rites: Great Learning" once stated: "The way of the university is to manifest bright virtue, to renew the people, and to rest in the highest good."^[1] The fundamental task of contemporary ideological and political education for college students is to cultivate moral integrity. The ideal personality concepts in traditional Chinese philosophy provide standards and foundations for cultivating talent in college students' ideological and political education, serving as a source of thought for achieving internal cultivation and external governance and pursuing personal values. Chinese traditional culture provides theoretical basis and methodological guidance for moral education, laying the ideological foundation for building first-class universities and cultivating first-class talents. By drawing on the wisdom of traditional culture, college students can engage in self-education, enhance their cognitive abilities, safeguard their moral integrity, and forge a personality that aligns with social construction in terms of ideology, moral quality, psychological quality, and behavior.^[2]

1.2 Chinese excellent traditional culture is the fundamental guarantee for strengthening cultural confidence among teachers and students

The report of the 19th National Congress of the Communist Party of China pointed out, "Without high cultural confidence and without the prosperity of culture, there will be no great rejuvenation of the Chinese nation."^[3] In universities, firm cultural confidence is an important manifestation of cultural value realization. Actively exploring the intrinsic value of excellent traditional Chinese culture allows for a proper understanding of traditional culture, a more confident approach to foreign cultures, achieving consensus on cultural values, and enhancing the adaptability to cultural transformation. This helps avoid the errors of cultural inferiority and arrogance, effectively resisting cultural revivalism and historical nihilism. In the moralization process of ideological and political education for university students, it promotes national spirit, the spirit of the times, and traditional Chinese virtues, demonstrating that solutions to real problems in universities can be found in traditional

Chinese culture, thereby obtaining more fundamental, profound, and lasting strength.^[4]

1.3 The outstanding traditional Chinese culture is a catalyst for enhancing the cultural identity of both teachers and students

With the rise of multiculturalism, "the old cultural spirit has waned, but the new cultural spirit has not yet been established."^[5] Universities address the loss of cultural direction and the intellectual poverty in education by enhancing the cultural identity and adaptation of teachers and students.

Edward Hall once said, "The most important psychological element in culture is the function of identity; identity is the bridge between culture and personality."^[6] In the context of the new era, the identity function of excellent traditional Chinese culture becomes more prominent, and its philosophical thoughts have strong cohesion and vitality in the ideological and political education of university students. In the process of ideological and political education, creatively transforming and innovatively developing traditional culture can better nurture the minds of teachers and students, form a conscious cultural choice, strengthen the value consensus of traditional Chinese culture and the cultural identity of universities, thereby enhancing the cohesion and unity of universities and increasing students' high recognition and adaptation to excellent traditional Chinese culture.

2. Analyzing the Challenges of Integrating Excellent Traditional Chinese Culture into Ideological and Political Education in Universities

Currently, after a period of exploration and practice in campus culture construction, most domestic universities have put the integration of excellent traditional Chinese culture into campus culture construction on the agenda. However, there are still some issues in the process of integrating traditional culture into campus culture construction.

2.1 The importance is not sufficiently emphasized

"People are the main subjects of campus culture in universities, and they are also its primary carriers and the most dynamic elements. The formation, development, and shaping of campus culture are fundamentally the result of the joint efforts of all faculty, staff, and students in the university."^[7] However, in reality, university administrators, teachers, and students, who are the main subjects of campus culture, still lack sufficient attention to the importance of integrating excellent traditional Chinese culture into campus culture construction. Some teachers, especially those teaching specialized courses, lack awareness of the importance of traditional culture. Influenced by the employment-oriented talent training model, they focus solely on professional knowledge and skills in their teaching activities, neglecting the imparting of excellent traditional Chinese cultural knowledge and the cultivation of humanistic spirit. This negatively impacts the comprehensive development and growth of students.

2.2 The relevant systems are incomplete

A school's regulations serve to standardize the behavior and conduct of teachers, students, and staff, ensuring the proper operation of the school. Some universities, due to the lack of awareness among school leaders about the importance of integrating excellent traditional Chinese culture into ideological and political education, have neglected the construction of related systems. In terms of traditional culture teaching systems, there is a lack of systematic planning for traditional culture teaching content, leading to fragmented education content and arbitrary teaching design; the variety and hours of courses are insufficient, resulting in students' lack of knowledge about traditional culture; the evaluation system lacks indicators for traditional culture education, causing teachers to be unenthusiastic about teaching and students to be unmotivated to learn in actual practice.

2.3 Insufficient basic investment

As university leaders in decision-making positions lack sufficient attention to the importance of integrating China's excellent traditional culture into ideological and political education in higher education institutions, and due to inadequate related systems, there is often insufficient investment in basic infrastructure. The lack of sufficient funding for infrastructure leads to campus layouts and landscapes lacking the essence of traditional Chinese culture, making it difficult for teachers and students to work and study in an environment rich in traditional cultural elements. In terms of faculty development, there is a shortage of educators proficient in traditional culture education, with an insufficient number of teachers qualified to teach traditional Chinese culture, leading to poor teaching outcomes.

3. Strategies for Integrating Outstanding Traditional Chinese Culture into Ideological and Political Education in Universities

In the current context, ideological and political education in universities faces significant challenges. Due to the infiltration of Western culture, many college students are becoming increasingly unfamiliar with China's outstanding traditional culture. "College students should extensively absorb progressive foreign cultures as an appropriate supplement to their own culture."^[8] We should constantly bear the historical mission of inheriting and innovating China's outstanding traditional culture. Integrating China's outstanding traditional culture into ideological

and political education in universities is of strategic importance and cultural value for inheriting and developing excellent traditional culture, enhancing cultural literacy, strengthening cultural confidence, safeguarding national cultural security, improving national cultural soft power, and promoting the modernization of the national governance system and governance capabilities.^[9]

3.1 Innovate the form and content of education

The innovation of the forms and content of ideological and political education is key to overcoming challenges. Emphasis should be placed on interaction and participation, using stories, case studies, and discussions to engage students. First, various cultural activities, practical explorations, and cultural experiences can be organized to involve students personally, allowing them to deeply appreciate the charm of China's excellent traditional culture and enhance their understanding and interest. Universities can regularly hold activities related to campus cultural construction to widely promote China's outstanding traditional culture, such as hanging famous quotes and displaying portraits of renowned figures. Secondly, Chinese cultural classics are the essence of the Chinese nation. By reading classic works, college students can gain a deep understanding of China's excellent traditional culture, thereby fostering a strong interest in it. Finally, the integration of China's excellent traditional culture with the core socialist values should be emphasized. Core socialist values are a collection of value concepts pursued by contemporary Chinese people and represent the core of the Chinese spirit.

3.2 Enhancing the Quality of Ideological and Political Education Teachers in Universities

Political and ideological teachers play a crucial role in integrating Chinese traditional culture with ideological and political education in universities. Therefore, it is necessary to strengthen the construction of the ideological and political teaching team by adhering to the requirements of strong political consciousness, deep emotional attachment, innovative thinking, broad vision, strict self-discipline, and upright character. This will enhance the cultural cultivation of ideological and political teachers.^[10] Firstly, university ideological and political teachers should focus on their own knowledge accumulation, particularly in traditional culture, continuously improving their academic literacy. Secondly, they should cultivate their cultural cultivation, including knowledge in literature, art, history, and philosophy. Lastly, they should actively participate in academic research activities, attend academic conferences, engage in academic exchanges, and expand their academic influence.

3.3 Conduct campus cultural activity construction

"Today, what we advocate for inheritance is a transition from natural to conscious, consciously promoting the development, transformation, and innovation of cultural inheritance towards our ideals."^[11] Effectively enhancing the education of outstanding traditional Chinese culture among university students has become an urgent issue. Universities are important venues for the inheritance and promotion of outstanding traditional Chinese culture and are powerful carriers for educating university students. Through the construction of diverse campus cultural activities, universities can effectively improve the overall quality of students. Universities should focus on campus cultural construction, hold cultural activities, and conduct traditional culture lectures to enable students to gain a deeper understanding and experience of outstanding traditional Chinese culture.

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