
Research on the Path of Inheriting Excellent Traditional Chinese Culture in Ideological and Political Education in Colleges and Universities

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Abstract: Excellent traditional Chinese culture has a long history, containing philosophy on how to conduct oneself in the world, and it influences and shapes people's outlook on the world, life, and values. Applying it to ideological and political education in colleges and universities is of positive significance for college students. It not only helps cultivate their moral literacy but also aids them in forming correct outlooks on the world, life, and values, enhances their cultural confidence and political awareness, and lays a solid moral foundation for their smooth entry into the workplace in the future. Therefore, colleges and universities can actively explore the integration path of this culture based on the needs of ideological and political education, so as to effectively realize its cultural value and at the same time highlight its educational value. This paper first analyzes the value of inheriting excellent traditional Chinese culture in college ideological and political education, and then points out the inheritance paths, aiming to promote the development of college ideological and political education while improving the effectiveness of talent cultivation.

Keywords: Colleges and universities; Ideological and political education; Inheritance; Excellent traditional Chinese culture

Online publication: June 26, 2025

1. Introduction

Culture is crucial to the stable development of a country. Excellent traditional Chinese culture is the gene of the Chinese nation and occupies a vital position in undertaking national innovation. After thousands of years of development, this culture has penetrated into the depths of people's hearts and exerts a significant influence on people's ideological concepts and behaviors. With rich connotations, this culture holds an important position in college ideological and political education and plays a high educational value. By virtue of the spiritual wealth contained in it, the expected educational goals can be achieved. In college ideological and political education, emphasizing the inheritance of this culture, exploring its inheritance value, formulating implementation plans based on students' cognitive level and outlook on the world, life, and values, and exploring inheritance paths are conducive to fully demonstrating this value.

2. The value of inheriting excellent traditional Chinese culture in college ideological and political education

2.1. Help improve students' cognitive level

One of the goals of college ideological and political education is to enhance students' cognitive level. Drawing on the ideas of benevolence, patriotism, etc., in traditional culture is conducive to achieving this goal. In fact, these ideas are generally positive and uplifting, and have stood the test of time. Even today, they still influence people's ideological concepts. Integrating them into ideological and political education not only helps exert their educational effects but also conforms to the educational requirement of "fostering virtue through education." By virtue of these ideas, while enabling students to understand morality, it can also cultivate their pursuit of perfection, which is an important way to accomplish moral education tasks^[1]. In this process, as students engage with this culture, they can be deeply inspired, helping them form correct views on the world, life, and values, and improving their moral concepts and cognitive level^[2].

2.2. Help shape students' views on the world, life, and values

From the perspective of ideological and political education, inheriting excellent traditional Chinese culture is conducive to promoting the reform of higher education. Excellent traditional Chinese culture is closely related to socialist core values: the former is the source of the latter, and by providing cultural nutrients for the latter, it helps enhance the influence of these values, improve students' ability to distinguish right from wrong, and serves as an important way to consolidate the position of their ideological consciousness, thus helping them form correct views on the world, life, and values. Moreover, the ideas of prosperity, civilization, etc., contained in socialist core values do not conflict with traditional culture but are in the same line, effectively summarizing the vision for the future development of the Chinese nation. When implementing these values in college ideological and political education, attention should be paid to integrating traditional culture as the foundation. By deeply exploring cultural resources such as classic works and celebrity stories, identifying cultural elements that align with these values, and integrating them with educational requirements while injecting new era characteristics, we can shape students' views on the world, life, and values and exert the educational value of traditional culture itself^[3].

2.3. Help cultivate students' humanistic literacy

In recent years, core literacy has gradually become a focus in the field of education, and how to cultivate students' core literacy has become an important issue for relevant educators at this stage. Humanistic literacy is part of core literacy, and emphasizing its cultivation is conducive to promoting students' all-round development in morality, intelligence, physical education, aesthetics, and labor education. Against the background of quality-oriented education, cultivating students' humanistic literacy has become a major goal of college ideological and political education. Having evolved over thousands of years, excellent traditional Chinese culture includes not only humanistic spirit and etiquette but also aesthetic standards, which are beneficial to cultivating students' humanistic literacy^[4]. When inheriting excellent traditional Chinese culture in college ideological and political education, it is necessary to fully utilize and integrate educational resources related to humanistic literacy. Through rich practical activities such as poetry appreciation and DIY painting, students' aesthetic ability and taste can be improved, enabling them to engage more deeply with this culture and strengthen their humanistic literacy.

2.4. Help inherit and carry forward excellent traditional Chinese culture

With the advent of the information age, teenagers are easily influenced by the massive amount of information online. They are not interested in China's traditional culture and folk customs, nor do they have the interest and patience to understand them comprehensively. There has been a discontinuity in the inheritance of traditional craftsmanship, which is not conducive to the inheritance of this culture. Colleges and universities can incorporate excellent traditional Chinese culture into ideological and political education, explore its cultural essence based on the needs of inheritance,

and combine it with popular culture. In addition, it can also be integrated with modern culture to stimulate students' enthusiasm for learning, researching, and inheriting this culture. In this way, students can perceive the charm and value of this culture, cultivate their cultural confidence, and take the initiative to assume the responsibility of inheriting and carrying it forward, thus laying a foundation for the continuity of this culture^[5].

3. Approaches for colleges and universities to inherit excellent traditional Chinese culture in ideological and political education

Attaching importance to the inheritance and innovation of excellent traditional Chinese culture is of vital significance, as it is not only related to the country's cultural strength but also closely linked to the cultivation of the people's national spirit. In the context of the new era, colleges and universities should, while based on their own characteristics, give full play to their advantages in educating people, conduct in-depth exploration, and effectively integrate this culture into ideological and political education through measures such as starting from textbooks to highlight traditional cultural characteristics and expanding publicity channels to promote the inheritance of traditional culture^[6].

3.1. Starting from textbooks to highlight traditional cultural characteristics

The inheritance of excellent traditional Chinese culture in college ideological and political education cannot be separated from college textbooks. We can start by deepening their cultural attributes, so that they can meet the needs of the times, improve their educational level, and highlight their systematicness. Specifically, the following points can be implemented: First, add content related to traditional culture in textbooks and attach importance to cultural publicity work^[7]. When designing textbooks, schools should express the relationship between this culture and national development, and also actively elaborate on its connection with national rejuvenation, so as to guide students to establish correct views on the world, life, and values. In addition, the wisdom of ancient sages can be integrated into textbooks to give full play to the positive role of the value of this traditional culture, which is mainly reflected in national governance, social development, and other aspects. At the same time, national policies, social hot issues, etc., can also be incorporated into textbooks to analyze traditional culture from a new perspective, understand its role and function in modern society, thereby changing students' concepts, improving their understanding of this culture, and cultivating their political literacy. Second, endow textbooks with historical genes. This traditional culture has a long history. When compiling textbooks, it is necessary to show its development process, understand the representative cultural achievements in different periods, and help students take the initiative to approach traditional culture by telling them stories of historical figures and exploring cultural phenomena, so that they can understand the specific process of its evolution and development. At the same time, students should be guided to think about the role and influence of this culture in different historical periods, so as to encourage them to think deeply, explore the relationship between traditional culture and society, and on this basis, guide them to think about the path of inheritance and innovation of this traditional culture in the new historical context from a modern perspective. In addition, the rapid development of society and the increasing diversity of cultural forms have led to significant changes in traditional culture, such as the emergence of new forms of expression^[8]. Based on this, textbooks should not only focus on historicity but also pay attention to the advanced nature of the times, that is, emphasize keeping pace with the times, and incorporate cutting-edge research results and new cultural issues into textbooks, so as to change students' concepts and make them take the initiative to understand the new trends of this culture. Moreover, practicality should also be integrated into textbooks. That is, textbooks should focus on the integration of traditional culture and modern life, and add content related to the transformation and development of this traditional culture. The above content includes the re-interpretation of this culture and in-depth research on combining this culture with modern society. By enhancing the practicality of textbooks, students' ability to use the knowledge they have learned to solve practical problems can be improved.

3.2. Expand publicity channels to promote the inheritance of traditional culture

In inheriting fine traditional Chinese culture through ideological and political education in colleges and universities, efforts should be made to continuously expand publicity channels, such as through new media and campus websites.

First, in the context of the new era, college students, as trendsetters of the times, are a large group among new media platforms. Promoting traditional culture through these platforms not only fits students' habits of using media platforms but also helps realize the value of such culture, and at the same time, has positive significance for improving the quality of education. Based on this, colleges and universities should guide students to flexibly use different media platforms, such as Weibo and Bilibili, to actively promote videos, articles and other content related to the culture. With relaxed and humorous language, students' enthusiasm for researching and inheriting the culture can be stimulated. At the same time, colleges and universities can set up an operation team and select operators through talent shows, auditions and other forms. In practical work, operators can regularly edit articles and videos on new media platforms. After editing, they are reviewed by teachers, and after passing the review, they are pushed regularly. In addition, topic guidance is carried out in the comment area to create conditions for teachers and students, as well as among students, to guide them to communicate and discuss the culture. This allows students to understand the connotation of the culture through interaction, laying a foundation for them to comprehend the spirit of the culture. Second, colleges and universities cannot do without the campus website as a position for the dissemination of news and knowledge^[9-10]. To make this position play its due role, we should start from its characteristics. To promote the culture on the campus website, it is necessary to base on its characteristics and also adopt the method of adding special columns to the website. Taking the website pages and editors as publicity channels, we can actively promote contents such as classic books and outstanding figures closely related to the culture. Moreover, by means of hyperlinks, these contents can be sent to QQ or WeChat groups, guiding students to read the columns and requiring them to write their learning experiences. Later, sub-columns related to students' feedback can be set up. This way is not only conducive to establishing a connection between students and the columns, enhancing the stickiness between them, but also can stimulate and sustain students' enthusiasm for learning and inheriting fine traditional Chinese culture. By guiding them to read the contents continuously, it helps improve their cognitive level and recognition of the culture.

3.3. Strengthen curriculum construction to give play to the educational function of culture

For college students to better learn and inherit the culture, they should take the ideological and political classroom as the main channel, pay attention to the infiltration of the culture, and through infiltrating it into the whole process of ideological and political education, put the cultivation of students' values in a prominent position. The connotation of the culture is used to cultivate students' learning self-confidence, so as to give full play to its educational function. First, college ideological and political courses should change their concepts, focus on in-depth research on the traditional culture, and through academic research, enable the Chinese civilization to spread farther and longer. By extracting the cultural essence, the culture can be effectively integrated with advanced culture. Based on teaching practice, a curriculum system is constructed, so that students of different majors and grades can learn knowledge, master skills, form correct outlooks on the world, life and values, and promote the effective integration of the culture and ideological and political education. Second, when designing curriculum contents, colleges and universities should, based on teaching practice, analyze and explore the culture from a historical perspective, understand its connotation and unique vitality. With the help of teaching resources and teaching platforms, the educational system is enriched. For example, traditional virtues and the wisdom of ancient sages are integrated into it, and effectively connected with social issues. At the same time, combined with students' actual life, the spirit and emotions in the culture are used to give students life wisdom and inspiration, so as to cultivate their cultural confidence and pave the way for them to grow into qualified new people of the era.

3.4. Carrying out practical activities to enhance students' cultural confidence

College students, as a special group, are active in thinking and have strong curiosity. In order to better inherit the

traditional culture in ideological and political education, we should carry out rich practical activities based on their physical and mental characteristics and cognitive rules, and provide students with a stage to show themselves through role-playing and speech activities, so as to promote the culture. For example, when conducting role-playing activities, colleges and universities should formulate a list of roles for the role-play. They need to identify relevant roles around the specific culture, and arrange various departments to select appropriate roles based on their majors. Then, students can collect historical stories related to these roles through library research and online inquiries. In practical work, each department should give full play to its subjective initiative, compile stories by itself, carry out stage design and action arrangement, etc., to interpret the story in the form of drama performance. In this process, colleges and universities can invite relevant school leaders to participate and comment on students' performances, so as to deepen their understanding of the culture. When organizing students to participate in the "Three Goes to the Countryside" activity, the school can take students out of the campus during winter and summer vacations. In this process, students can be divided into several study groups to take turns to visit surrounding areas to learn about local historical buildings, traditional handicrafts, etc., so as to change students' perception of the culture. For speech activities, colleges and universities should combine the activities with Chinese traditional festivals, integrate the traditional customs and historical culture of the festivals into the speech content, and use credit incentives to improve students' enthusiasm for participation, so that they can feel the charm of the culture through the activities. In addition, the school should also give full play to the role of associations, and create a cultural atmosphere through holding film and television literature and art competitions, film and television appreciation, tea ceremony etiquette and other activities related to the culture, so as to improve students' enthusiasm and autonomy in inheriting the culture.

4. Conclusion

In short, the proposal of the path for colleges and universities' ideological and political education to inherit the excellent traditional Chinese culture is not achieved overnight, nor will it be smooth sailing. It requires relevant educators to actively change their concepts, so as to have a more comprehensive and clear understanding of its inheritance, so that they can keep pace with the times in education and teaching, and actively promote its inheritance and innovation, so as to respond to the call for reform. This paper starts from teaching materials to highlight the characteristics of traditional culture, expands publicity channels to promote the inheritance of traditional culture, and other aspects, in order to promote the development of ideological and political education in colleges and universities, and improve the efficiency and effect of talent training.

Funding

2023 Jilin University Undergraduate Teaching Reform Research Project "Construction and Practice of the Collaborative Education Model for the 'Ideological and Political + Archaeology' Experimental Class".

Disclosure statement

The author declares no conflict of interest.

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