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# Research on the Path of Ideological and Political Education in Colleges and Universities Based on the Inheritance of Excellent China Traditional Culture

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**Abstract:** The integration of excellent China traditional culture into ideological and political education in colleges and universities can not only strengthen the spiritual foundation of students, but also enhance the attraction of ideological and political courses, cultivate new people of the times and serve the strategic needs of the country. This paper expounds the value implication of integrating excellent China traditional culture into ideological and political education in colleges and universities, and probes into the path of ideological and political education in colleges and universities based on the inheritance of excellent China traditional culture from the aspects of establishing systematic traditional culture teaching courses, carrying out case teaching and scene experience normally, expanding the teaching boundary of ideological and political courses with digital technology, and constructing the ecological environment of ideological and political education for cultural education, so as to provide beneficial reference for the innovation of ideological and political education in colleges and universities.

**Keywords:** excellent China traditional culture; cultural inheritance; universities; ideological and political education

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## 1. Introduction

The leadership of the CPC Central Committee stressed that “the excellent traditional Chinese culture should be passed down from generation to generation.” This important exposition provides a fundamental guideline for the integration of excellent China traditional culture into ideological and political education in colleges and universities. The excellent China traditional culture has experienced thousands of years of development and fusion, which contains rich spiritual and cultural connotation and is an important material for ideological and political education in colleges and universities. By integrating excellent China traditional culture into ideological and political education in colleges and universities, it can not only enhance students’ cultural self-confidence, but also help them establish correct values and outlook on life, build up students’ spiritual foundation, train socialist builders and excellent successors with China characteristics, and promote the inheritance of excellent China traditional culture. This paper explores the path of ideological and political education in colleges and universities based on the inheritance of excellent China traditional culture from multiple angles, hoping to provide theoretical reference and practical guidance for innovation of ideological and political education in colleges and universities<sup>[1,2]</sup>.

## **2. The value implication of excellent china traditional culture into ideological and political education in colleges and universities**

### **2.1. Build a strong spiritual foundation**

Excellent China traditional culture is the spiritual crystallization of thousands of years of civilization of the Chinese nation, with profound spiritual and cultural connotation. By integrating excellent traditional China cultural elements such as poetry, calligraphy, intangible cultural heritage skills, ink painting and opera into the ideological and political education in colleges and universities, the organic integration of ideological and political theory and contemporary values will help students deeply understand the ideological and political theory knowledge, guide them to establish correct world outlook, outlook on life and values, and cultivate students' cultural confidence. At the same time, through systematic ideological and political education of traditional culture for students, it helps to give play to the ideological and political leading role of "benevolence, righteousness, propriety, wisdom and faith," tolerance spirit of harmony but difference and dialectical thinking of neutralization in traditional culture, effectively bridge the cultural root loss phenomenon in the process of modernization, enable students to adhere to their ideals and beliefs under the impact of multiculturalism, and build a solid spiritual foundation for students<sup>[3]</sup>.

### **2.2. Enhance the attraction of ideological and political lessons**

Excellent China traditional culture contains rich philosophical implications and historical stories, which is an important material for ideological and political education in colleges and universities. The introduction of debates in "University" and "Doctrine of the Mean" and loyalty and wisdom in "Historical Records" by college teachers in ideological and political courses is helpful to arouse students' interest in participating in discussions, so that they can deeply grasp the moral requirements of loyalty and tolerance in the process of understanding historical figures and allusions, stimulate students' emotional resonance and improve the teaching effect of ideological and political courses. For example, by introducing historical figures such as Zhuge Liang and Wang Yangming, teachers of ideological and political courses in colleges and universities introduce their stories of dedication and unity of knowledge and action, and associate them with socialist core values such as struggle and autonomy, so as to make the theories related to socialist core values perceptible and touchable. This kind of teaching mode makes ideological and political education change from single narration to moistening silent cultural infiltration, and enhances the attraction of ideological and political course.

### **2.3. Serving national strategic needs**

Social modernization construction and development not only need the support of economy and science and technology, but also need the support of deep cultural soft power. Excellent China traditional culture is the treasure of the Chinese nation. The spiritual connotation of propriety, righteousness, honesty, loyalty, filial piety and benevolence contained in it is the key factor to maintain social harmony and stability. By integrating these values into ideological and political courses in colleges and universities, it is helpful to cultivate socialist builders and successors with deep feelings for home and country, strong sense of social responsibility and noble moral sentiment, provide spiritual impetus for high-quality and sustainable development of national economy and society, and meet the implementation needs of national strategies such as cultural power and talent power.

## **3. Path of ideological and political education in colleges and universities based on inheritance of excellent china traditional culture**

### **3.1. Establish systematic traditional culture teaching curriculum**

In order to promote the deep integration of excellent China traditional culture into ideological and political education in colleges and universities and give full play to the role of culture in educating people, the key lies in the establishment of a systematic curriculum system for traditional culture teaching.

First, colleges and universities can skillfully integrate the spiritual connotation of excellent China traditional culture such as “unity of knowledge and action” and “dedication” into the core curriculum of ideological and political education, so as to enrich the content of ideological and political education. For example, teachers of ideological and political courses in colleges and universities can introduce historical allusions related to Confucianism when explaining the knowledge points of “people’s nature”, and lead out the thought of “people-oriented” by telling stories, so as to deepen students’ understanding of ideological and political theory; When expounding “ideal and belief,” teachers of ideological and political courses in colleges and universities can introduce the viewpoint of “knowing and practicing” in “The Doctrine of the Mean,” combine the idea of rule by virtue of ancient sages with the idea of modern social governance, attract students to actively search and read “The Doctrine of the Mean,” understand the connotation of excellent China traditional culture, improve the teaching effect of ideological and political courses, and inherit excellent China traditional culture.

Second, traditional culture courses are added to the compulsory curriculum system of each major in colleges and universities, and they are divided into two modules: basic theory and modern solution. Among them, the basic theory curriculum module focuses on the explanation of the core concepts of Confucianism, Buddhism and Taoism, aiming at enabling students of all majors to further understand the essence of excellent China traditional culture such as “benevolence, righteousness, wisdom and faith” and spread excellent China traditional culture; the modern solution curriculum module focuses on discussing the practical value of excellent China traditional culture in contemporary social governance and ecological civilization construction. In order to avoid the traditional culture course setting in the form, colleges and universities can design traditional culture courses with different emphasis and difficulty points for students at different stages, so as to make the courses more hierarchical and accurately match the cognitive level of students in freshmen, sophomores and juniors. For example, for freshmen, colleges and universities should focus on “knowledge” and “understanding” when designing traditional culture courses, aiming at enabling students to understand the introduction of traditional culture; For sophomore and junior students, colleges and universities should focus on “use” and “transformation” when designing traditional culture courses, such as guiding students to participate in discussing practical projects integrating and innovating traditional culture and ideological and political education, aiming at cultivating students’ knowledge transfer ability and innovative practice ability, and realizing the internalization and externalization of excellent China traditional culture connotation<sup>[4]</sup>.

Third, the core of curriculum design lies in people. Colleges and universities need to set up a special “Chinese Excellent Traditional Culture Education Center”, regularly invite masters of traditional Chinese studies and non-genetic inheritors to give lectures on campus, so that they can communicate deeply with teachers of ideological and political courses, and at the same time, carry out special training for teachers of ideological and political courses, such as intangible cultural heritage skills experience, integration and innovation practice of traditional culture and ideological and political education, etc., so as to continuously improve their cultural literacy level and build a “double-teacher” teacher team. At the same time, colleges and universities bring traditional culture teaching into the important index of teachers’ annual assessment, and regard students’ satisfaction with traditional culture courses and assessment scores as the key indicators for evaluating the quality of ideological and political education in colleges. Through performance appraisal, excellent teaching case awards and other ways, we will constantly promote the innovation and optimization of traditional culture curriculum teaching, promote the normalization of traditional culture curriculum teaching, and spread and inherit excellent China traditional culture<sup>[5]</sup>.

### 3.2. Case teaching and situational experience normalization

In order for students to deeply grasp the essence of excellent China traditional culture, immersive experience teaching is also very important in addition to theoretical course knowledge teaching. Teachers of ideological and political courses in colleges and universities can carry out case teaching and situational experience teaching on a regular basis. The specific contents are as follows:

Firstly, teachers of ideological and political courses in colleges and universities should dig deep into historical

allusions related to learning, politics and life from excellent China traditional culture, construct case base, and lay a good foundation for better case teaching. For example, teachers of ideological and political courses in colleges and universities introduce cases such as Wang Yangming's "unity of knowledge and action," Zhuge Liang's "dedication" and Yue Fei's "loyalty to serve the country," and analyze the cases by playing classic film and television clips, texts and pictures. On this basis, teachers of ideological and political courses in colleges and universities can compare and analyze Wang Yangming's "unity of knowledge and action" and "Lei Feng spirit", so as to make students realize the importance of honesty and self-discipline in their own development and strengthen their consciousness of honesty and self-discipline; teachers of ideological and political courses in colleges and universities can compare and analyze Yue Fei's "loyalty to serve the country" and Huang Jiguang's "sacrifice life and forget death", so as to cultivate students' patriotic feelings and national responsibility. It should be noted that teachers of ideological and political courses in colleges and universities should closely link these cases with the actual life of students, such as associating "the state of etiquette" with modern social etiquette and network civilization, guiding students to conduct group discussion, so that they can deeply understand the essence of traditional culture such as propriety, integrity and shame while perceiving the beauty of traditional culture.

Second, colleges and universities design specific situational experience activities, such as simulating the situation of "township rules and regulations" to mediate contradictions, so that students can play the roles of village head and mediator respectively to immerse themselves in the wisdom of autonomy in traditional society; carry out "ancient costume experience day", so that students can wear Han clothes and swords to personally experience the atmosphere of the state of etiquette; set up the topic of "conflict between traditional culture and modern values" to cultivate students' critical thinking; Organize activities such as dialogue interpretation of Analects of Confucius and performance of traditional opera fragments, so that students can immerse themselves in cultural charm.

Third, colleges and universities set up the second ideological and political class outside the school. For example, organize students to go to the old revolutionary areas and famous mountains and rivers for on-the-spot investigation of traditional culture; organize students to study the Analects of Confucius in Qufu, observe calligraphy exhibition in Luoyang, and learn intangible cultural heritage crafts in non-genetic inheritance bases. In this process, students can personally touch historical relics, communicate closely with inheritors, immerse themselves in excellent China traditional culture, understand the historical origin of "ritual and music civilization," and realize the professional spirit of "dedication music group."

### **3.3. Digital Technology Expands the Teaching Boundary of Ideological and Political Course**

At a time when the state attaches more and more importance to the construction of digital education, colleges and universities should actively implement relevant policies and measures, introduce big data, artificial intelligence, virtual reality and other cutting-edge technologies, promote the digitalization and intelligence of traditional cultural ideological and political teaching, and expand the teaching boundary.

First, build a digital repository. Colleges and universities use artificial intelligence, big data and other digital technologies to build a digital education platform for Chinese excellent traditional culture, integrate digital classics (such as electronic version of Four Books and Five Classics), expert and scholar explanation videos, interactive multimedia courseware, variety program videos of China in Classics and Biography of Masters, etc. to construct a digital traditional culture education resource library. Students can log in mobile APP to watch expert lecture videos or variety shows anytime and anywhere, learn traditional cultural knowledge in fragments, understand the values of loyalty to serve the country and worry about the country and the people in learning traditional culture, so as to make traditional cultural knowledge penetrate into the whole process of students' daily study and life, realize the normalization of traditional cultural knowledge learning, and build up the online traditional cultural ideological and political education position.

Second, the use of artificial intelligence technology to implement personalized teaching. Through AI-assisted teaching system, teachers of ideological and political courses in colleges and universities independently collect and analyze students' daily learning behavior data, such as the frequency of watching online lectures, speeches on forums, questions raised,

etc., automatically generate data analysis reports, clarify students' personality characteristics and interest preferences, and construct students' portraits. The system automatically pushes the corresponding traditional cultural content according to the student portrait. For example, for science and engineering students interested in traditional culture, the system can push them traditional culture case analysis videos containing "craftsman spirit", and independently insert ideological and political education contents, such as closely associating "craftsman spirit" in traditional culture cases with contemporary professional accomplishment, and attaching corresponding text analysis and discussion topics, so that students can deeply understand the importance of professional accomplishment improvement from understanding the connotation of traditional culture. This helps students to organically combine the "craftsman spirit" they have learned with professional course knowledge, so that they can become new people with solid knowledge and skills, high quality, professional accomplishment and cultural confidence.

Third, simulate the construction of traditional cultural scenes. Teachers of ideological and political courses in colleges and universities use virtual reality (VR) technology and augmented reality (AR) technology to simulate and restore traditional cultural scenes, such as designing virtual tour projects of "crossing Han and Tang Dynasties," so that students can exchange poems face-to-face with famous poets, experience intangible cultural heritage skills, immerse themselves in the profound connotation and charm of excellent China traditional culture, enhance students' cultural self-confidence and national pride, and urge them to consciously spread excellent China traditional culture such as opera, poetry and intangible cultural heritage skills.

Fourth, data-driven teaching precision. With the help of AI system, teachers of ideological and political courses in colleges and universities monitor students' learning attitude towards traditional culture courses, students' emotional changes, students' understanding of ideological and political theory, students' mastery of traditional cultural knowledge and other learning data in real time. The system analyzes these data and generates data analysis reports to clarify the improvement of students' comprehensive quality and the deficiencies of curriculum settings. In this case, teachers of ideological and political courses in colleges and universities can automatically adjust the curriculum setting of traditional culture through AI system, optimize the organic integration path of ideological and political education and excellent China traditional culture, and cultivate outstanding youth in the new era who consciously spread and inherit excellent China traditional culture.

### **3.4. Constructing ecological environment of ideological and political education for cultural education**

Construct the ecological environment of ideological and political education for cultural education, create a strong atmosphere of excellent China traditional culture, and educate people with culture. First, colleges and universities integrate traditional cultural elements such as paper-cut, opera facial makeup, poetry, ink painting, embroidery, etc. in campus canteen, teaching building corridor, library and other places, such as displaying classic poems and calligraphy and painting works in the corridor of teaching building, introducing the lives of historical figures, etc.; construct traditional culture special exhibition hall, display excellent paper-cut, calligraphy, embroidery, ceramics and other artistic works, and provide supporting intelligent interpretation services. Students can also enter virtual scenes for simulation practice with the help of relevant equipment. By taking these measures, excellent China traditional culture can be integrated into students' daily study and life, leading students to understand the connotation of traditional culture, forming cultural identity, and enhancing students' cultural self-confidence and national responsibility. Second, colleges and universities regularly organize spiritual and cultural activities such as "Traditional Culture Festival," non-genetic inheritors entering campus, cultural lectures, traditional skills display, etc. to create a strong traditional cultural atmosphere. For example, colleges and universities can choose traditional festivals such as Spring Festival, Dragon Boat Festival and Mid-Autumn Festival, organize students to participate in traditional cultural experience activities such as making zongzi, writing Spring Festival couplets and enjoying the moon, so that students can feel the cultural charm behind the festival in immersive cultural experience, so as to be cultural people. In addition, colleges and universities can also establish long-term cooperative relations with museums, cultural sites, non-genetic inheritance bases and other social and cultural institutions, provide students with rich cultural

practice opportunities, build a platform for off-campus traditional cultural ideological and political education, and improve the effectiveness of educating people.

#### 4. Epilogue

To sum up, introducing excellent China traditional culture into ideological and political education in colleges and universities is the key path to implement the fundamental task of establishing morality and building people and serving the strategic needs of the country. This paper expounds its value implication and explores the ideological and political education path of colleges and universities based on the inheritance of excellent China traditional culture from multiple angles. With the increasing demand for high-quality talents due to economic and social development, colleges and universities should constantly explore the path of deep integration of excellent China traditional culture and ideological and political education. At the same time, they should be alert to “path dependence” and seize the development opportunities of digitalization and information technology, such as exploring AI technology to enable traditional cultural ideological and political education, constructing cross-cultural dialogue mechanism, etc., and dynamically optimizing educational methods.

#### Disclosure statement

The author declares no conflict of interest.

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