

Probe into Teaching Approaches for Integrating Excellent Traditional Chinese Culture into Ideological and Political Education in Higher Education Institutions

Lian LIAN¹, Dongdong XU^{2*}

1. School of Marxism, Shandong Vocational University of Foreign Affairs, Weihai 264500, China; 2. School of Nursing Shandong Vocational University of Foreign Affairs, Weihai 264500, China

Abstract This paper conducts an in-depth analysis of the integration of excellent traditional Chinese culture into ideological and political education courses in universities. It clarifies its core value, current challenges, and implementation pathways, striving to enhance the grasp of traditional essence, optimize the development paths of ideological and political education in higher education, infuse it with the vitality of the times, and promote its innovative exploration under new circumstances.

Key words Excellent traditional Chinese culture, Ideological and political education courses in universities, Path optimization

0 Introduction

At the centennial celebration of the Communist Party of China, the General Secretary Xi Jinping emphasized the imperative to uphold the integration of the fundamental tenets of Marxism with China's realities and the essence of its traditional culture^[1]. The values, humanistic spirit, and ethical framework of China's fine traditional culture provide substantial support for the national developmental path and the practice of its great rejuvenation. Employing cultural essence as a pedagogical vehicle, and organically combining it with ideological and political education for university students, serves to cultivate their sense of mission toward national rejuvenation while enhancing the practical impact of ideological education^[2].

As wisdom tempered through the long history, Chinese civilization demonstrates its superiority across all dimensions. Serving as the core pillar of the Chinese national spirit, from ubiquitous patriotism education to manifested core values like collectivism, it holds profound significance for the ideological and political education system in higher education. The deep integration of traditional culture with ideological and political education in universities facilitates cultivating high-caliber talents in step with contemporary demands, reinforcing the progression of the Chinese national community^[3]. Through systematic excavation and promotion of China's fine traditional culture, it becomes possible to comprehensively grasp the historical accumulation and spiritual essence of the Chinese nation. The quintessential wisdom and values carried within this culture^[4] can enhance students' resilience against social issues and temptations. Infusing cultural elements into the ideological and political education system for university students

strengthens their cultural identity, thereby fostering a sense of social responsibility and historical mission. Adopting this approach facilitates cultivating outstanding student cohorts that are globally competitive yet nationally rooted, thereby supplying intellectual contributions and developmental energies to the cause of China's rejuvenation^[5].

1 Value analysis of integrating traditional Chinese culture into ideological and political education in higher education institutions

1.1 Guiding student development while upholding "fostering virtue through education" During the 20th CPC National Congress, the General Secretary Xi Jinping clarified that the essence of educational reform lies in guiding students' holistic development and fully implementing the fundamental requirement of "fostering virtue through education." The primary mission of education is cultivating high-caliber talents with both moral integrity and professional competence, particularly among university students. Patriotism occupies a central position in the Chinese nation's value system, serving as a driving force that unites national strength and inspires progress. With its profound historical accumulation, traditional Chinese culture provides rich resources for ideological and political education in higher education. Integrating cultural heritage elements into classroom teaching helps students comprehend cultural values while nurturing their awareness of cultural inheritance, thereby consolidating cultural confidence and collective cohesion. Through this mechanism, the younger generation can genuinely understand their responsibilities as members of the Chinese nation and deepen their affection for the motherland. The foremost task of education is supplying qualified builders and successors for the socialist cause. This necessitates advancing institutional arrangements for patriotic education and national spirit cultivation, alongside permeating education with fine traditional Chinese culture. Such approaches guide students in establishing

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Lian LIAN, master's degree candidate, research fields: philosophy.

* Corresponding author. Dongdong XU, master's degree candidate, research fields: ancient Chinese literature.

positive values, strengthen national identity, and cultivate specialized talents with global perspective yet national commitment. These educational measures not only promote students' comprehensive growth but also propel national prosperity and the process of national rejuvenation.

1.2 Promoting patriotic accomplishment and promoting socialist core values The treasury of Chinese traditional culture is full of wise ideological crystallization, laying the foundation for the construction of socialist core values, inheriting and developing these cultural treasures, which can provide positive guidance for the shaping of values and the development of life for college students, and patriotism constitutes the core supporting force of the Chinese nation. Intellectuals and progressive personages in the past century have shown their aspirations and dedication to serve the country with the help of concrete practice and emotional sustenance. Young people shoulder the important task of national rejuvenation. In the national education system, patriotism education plays an irreplaceable role in the construction of spiritual civilization, focusing on stimulating young students' patriotic enthusiasm and national cohesion. It can contribute to the prosperity of the country and the cause of national rejuvenation.

1.3 Improving students' moral quality and shaping their lofty character University education plays a pivotal role in shaping the values of young students. Few students exhibit moral shortcomings, manifesting as lack of ideals, prevalent individualism, and weakened traditional values. Students should recognize the significance of traditional Chinese ethical principles—benevolence, righteousness, propriety, wisdom, and fidelity—applying these standards in daily interactions. Integrating these with ideological and political education enables internalization of concepts and externalization in conduct. Incorporating traditional culture into the educational framework fosters integrity and noble moral character. Ethical norms must be demonstrated through behaviors such as respecting others, prioritizing collective interests, aligning words with deeds, and diligent scholarship. Families and schools must collaborate to construct robust moral education environments. Through thematic cultural activities, for example, reciting literary classics, celebrating folk festivals, students proactively engage with cultural essence, achieving genuine understanding and acceptance of ethical codes. Only thus can we cultivate pillars of society who master modern technologies while inheriting traditional virtues, thereby contributing to social progress.

2 Difficulties in the implementation of ideological and political education in colleges and universities to absorb traditional Chinese culture

2.1 Low sense of identity of students with traditional culture

In the current social environment, college students exhibit a lackluster state of intrinsic identification with and extrinsic interest in traditional culture, thereby diminishing its permeation on campuses. Even as traditional culture, the historical bedrock of national development, aggregates time-honed wisdom and insights, rapid

societal transformations and multicultural influences have engendered a pronounced preference for novelty among youth. Consequently, they inadequately grasp traditional culture's core significance. This trend is attenuating cultural transmission, further eroding students' cultural identity and national pride. Facilitating their engagement with traditional culture and strengthening cultural identification thus constitute a pressing practical imperative requiring concerted focus from both educational and societal spheres.

2.2 An obvious gap between the current education system and traditional culture

Within current social development, the existing education system inadequately incorporates traditional culture teaching, causing disconnection between the two. Present pedagogical models encounter obstacles in assimilating traditional cultural resources, with prevailing instructional approaches yet to establish effective pathways for integrating traditional elements into modern curricula. This impedes students' formation of profound understanding and identification with cultural heritage, consequently constraining its modern transmission and innovation. Educators should fully recognize traditional culture's nourishing function for contemporary society. By employing effective teaching methodologies, students can grasp and appreciate its essence, thereby activating its significance for modern practice. The education sector urgently requires innovative practices to achieve organic integration of traditional culture with modern education, cultivating multidimensional talents capable of synthesizing modern knowledge frameworks with traditional humanistic spirit.

2.3 Impact of society and modern life on traditional culture

In the current social context, the rapid transformation of modern society and its lifestyle exert tremendous pressure on traditional culture, which makes traditional culture education fall into the bottleneck of development. The traditional value system and cultural habits are gradually withdrawing from the center stage. Efficiency and practicality have become the typical characteristics of a fast-paced society, but the transmission of cultural fireworks from generation to generation has been neglected. The rapid development of the Internet and modern media has had a negative impact on traditional culture education, and the accessibility of modern cultural entertainment content for young people has been increasing. Their sense of identity and mastery of traditional culture are declining day by day, which hinders the inheritance of traditional culture and shakes the foundation of traditional culture education in present society.

3 Analysis of the practical path of introducing Chinese traditional culture into ideological and political education in colleges and universities

3.1 Innovation empowers development and optimizes the interactive experience of cultural heritage transmission

By integrating smart technologies to innovate educational models, the cultural education process becomes vivid and engaging, enhancing student interaction. Utilizing VR technology to reconstruct historical scenes creates an immersive interactive environment that

sparks students' curiosity for exploration and strengthens their systematic grasp of historical culture. Employing multimedia tools such as animations and video games boosts learning motivation and interactivity. Through interactive designs inspired by animation and games, traditional cultural learning becomes lively and enjoyable. By organizing campus cultural competitions, primarily in calligraphy, ink wash painting, traditional Chinese music, and dance, students are guided to perceive and learn the essence of traditional culture through hands-on practice. This enhances collaboration skills and team belonging while increasing the appeal of cultural education through pedagogical innovation. These approaches cultivate students' interest in traditional culture and cultural identity, promoting both their understanding of cultural heritage and its intergenerational transmission.

3.2 Undertaking multi-disciplinary cooperation to adapt to the development of the times To achieve effective integration of traditional culture with modern education systems, innovative pedagogical approaches must be adopted to realize the organic fusion of traditional culture and modern education while revitalizing its essence. This measure will effectively promote the inheritance and development of cultural DNA, laying the foundation for cultivating a new generation equipped with both traditional cultural literacy and a modern innovative spirit. Attaining this objective requires focused efforts to enhance teachers' comprehension of traditional culture and classroom implementation capabilities, alongside establishing specialized cultural transmission modules such as calligraphy and traditional Chinese painting. The adoption of digital technologies including VR solutions will increase instructional appeal. Cultural transmission practices further necessitate collaborative efforts between families and society through methods like storytelling recreations, experiential activities, folk festival celebrations, and cultural salons to foster a cultural ecosystem that engages public participation. By integrating these diverse measures, traditional cultural education can achieve comprehensive coverage in students' lives, enable protective transmission of cultural traditions, and maintain their irreplaceable value in contemporary society.

3.3 Multi-party cooperation to form a good atmosphere The conservation and transmission of traditional culture require collaborative efforts between official institutions and civil forces to advance supportive initiatives. This involves policy formulation and financial backing to facilitate the implementation of such curricula in schools, enhance classroom effectiveness, and diversify course content. It is essential to establish curriculum modules integrating traditional arts with historical folklore, while utilizing cultural performances and seasonal celebrations to cultivate public recognition and appreciation of traditional values. During the Spring Festival, traditional performances like dragon and lion dances, alongside hands-on experiences in paper-cutting and New Year painting creation, should be arranged to immerse participants in the essence of local cultural heritage.

Confronted with modern civilization's challenges to cultural

inheritance, an approach integrating preservation with transmission must be implemented to safeguard the multifaceted identity of ethnic cultures. Leveraging advanced technological means such as digitalization, we shall conduct systematic documentation and dissemination of traditional culture, enabling multi-channel popularization of cultural resources. Establishing traditional cultural preservation zones and intangible cultural heritage transmission centers will create a sustainable support system for the long-term viability of traditional culture. This series of measures achieves effective contemporary preservation and intergenerational transmission of cultural heritage, demonstrating renewed vitality

4 Conclusions

In view of the current situation and difficulties in the practice of educational innovation, this paper puts forward a number of innovative implementation paths, focusing on the mutual learning and progress of traditional culture and modern education, so as to enhance students' understanding and inheritance of cultural roots. After the implementation of these programs, traditional culture education will be more grounded and fascinating, and then mobilize students' learning enthusiasm, and promote students to implement cultural heritage from the cognitive level to the practical level. The transmission of China's outstanding traditional culture represents a long-term endeavor fraught with challenges, necessitating concerted efforts and concrete actions from all sectors of society. Incorporating traditional culture into the framework of ideological and political education in higher institutions serves dual purposes: safeguarding cultural treasures while facilitating their systematic transmission. This integration fosters resonance between traditional culture and modern societal needs, thereby establishing a solid foundation for nurturing a new generation rooted in tradition yet equipped with modern critical thinking capabilities.

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