

The Integration of Tea Culture into the Cultivation of Professional Literacy for College Students: Value, Coupling, and Path

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Abstract: Tea culture, as an important carrier of excellent traditional Chinese culture, plays an important role in shaping the values, cultivating character, and cultural literacy of college students. The coupling between tea techniques and the inherent logical purpose of professional ethics makes it possible and unique for tea culture to be integrated into the cultivation of professional ethics among college students. Tea culture should not only creatively integrate the value guidance, behavioral norms, and character nourishment of college students' professional qualities, but also pay attention to the coupling characteristics of the consistency between tea ceremony and professional beliefs, the compatibility between tea art and professional skills, and the interoperability between tea ethics and professional behavior habits. Therefore, the integration of tea culture into the cultivation of professional competence among college students should utilize the main channel of the classroom, take practice as the starting point, give full play to the key role of teachers, and promote the improvement of college students' professional competence and core competitiveness in employment.

Keywords: Tea Culture; Professional Competence of College Students; Value; Coupling; Path

1. Introduction

General Secretary Xi Jinping pointed out that "the rich philosophical thoughts, humanistic spirit, educational thoughts, moral concepts, etc. of China's excellent traditional culture can provide useful enlightenment for people to understand and transform the world, can provide useful enlightenment for governing the country, and can also provide useful inspiration for moral construction." Tea culture is an

important carrier and wisdom crystallization of China's excellent traditional culture. It promotes the deep integration of China's excellent traditional culture, including tea culture, and ideological and political education of college students, and has an important guiding and exemplary role in educational practice, including college students' professional quality. In the current complex and severe employment situation, it is necessary to actively explore the innovative elements of integrating tea culture into the professional competence of college students, and promote the targeted, effective, and innovative cultivation of college students' professional competence and core competitiveness.

The issue of employment has become a focus of attention from all sectors of society. Faced with the contradiction between market demand and talent surplus, the academic community reflects on the training methods of college students during their time in school from the perspective of market demand, and focuses on the professional qualities of college students. In view of this, integrating tea culture education into the professional qualities of college students, and leveraging the educational functions of tea culture such as tea art, tea ethics, and tea ceremony, can help college students establish correct professional values, improve comprehensive vocational skills, and develop good professional behavior habits.

2. Integrating Tea Culture into College Students' Professional Literacy: Value

American scholar Lair M. Spencer divided quality into five aspects in "The High Performance Model of Work Quality", including knowledge and skills, social roles, self-image, personality, and motivation, and proposed the Quality Iceberg Theory. This theory suggests that professional people are like icebergs floating in water, with exposed parts

such as behavior, knowledge, and skills, which are explicit professional qualities. The hidden parts underwater, which account for 7/8 of individual qualities, are implicit professional qualities composed of professional awareness, professional ethics, professional style, and professional attitude, which are important standards for distinguishing outstanding and average performers. The professional competence of college students is composed of multiple factors, which together promote the success of job seeking and the development of their career.

Chinese tea culture has a history of thousands of years, influencing the shaping of the collective personality of the Chinese nation, and constituting the unique national psychology and character of the Chinese nation. The integration of tea culture into the cultivation of professional competence among college students has significant value.

2.1 Value Leadership

Since Shen nong tasted a hundred herbs and encountered seventy-two poisons daily, he obtained tea to relieve them. Over the past 5000 years, tea culture has gone through a process of brewing, formation, development, twists and turns, and revival along with Chinese history. Especially the story of the late Qing tea culture carrying heavy burdens and moving forward confirms the indomitable national spirit of the Chinese nation, which is not afraid of rape and resists foreign powers. A history of tea can be said to be a true portrayal of the Chinese nation's relentless struggle for self-improvement. On the one hand, tea culture is an important component of the excellent traditional culture of the Chinese nation. To strengthen cultural confidence, it is necessary to deeply integrate tea culture with ideological and political education for college students, so that they can understand China's excellent tea culture, consciously abandon the incorrect thinking of "worshiping foreign things", and establish a correct worldview, outlook on life, and values. On the other hand, tea culture not only helps young students understand the historical inheritance of tea culture, but also strengthens their cultural confidence, learns knowledge and culture well, enhances their professional qualities, and serves the country with intelligence; In the fierce competition for employment, it is also important to establish

correct career values, fully understand the process of making progress in job search and selection, such as starting with slight bitterness and then sweetness, believe in oneself, and achieve career success. Tea culture has a value and career oriented guiding role in the professional literacy of college students.

2.2 Code of Conduct

In the core socialist values of our country, "patriotism, dedication, integrity, and friendliness" are the behavioral norms for all citizens. Tea culture contains rich related connotations. Firstly, tea culture contains a friendly connotation of "harmony". The soul of tea lies in harmony. The tea utensils we touch, the tea drinks we taste, the tea etiquette we follow, and the tea ceremony we experience all express the characteristics of "harmony" in tea culture. Young college students possess harmonious and friendly qualities, which can help them establish good interpersonal relationships and achieve success in the workplace. Secondly, tea culture contains the connotation of diligence and dedication. In the "Classic of Tea", Lu Yu said, "Tea is for drinking, and it is most suitable for people who are refined, frugal, and virtuous." College students, from learning the skills of tea ceremony, to realizing the true essence of "Kung Fu tea" from the diligent process of tea making, to understanding the essence of striving for excellence and diligence required by tea culture in their daily life, all need to cultivate a reverence for simplicity, diligence and respect, and abandon the vanity of tea. Thirdly, tea culture contains a noble connotation of "cleanliness". The tea culture is imbued with the essence of Confucianism, Buddhism, and Taoism, embodying the norms of gentlemanly behavior such as peace, benevolence, wisdom, detachment, and integrity. It can have a subtle impact on college students and promote their conscious cultivation of gentlemanly behavior norms in their lives and career.

2.3 Character Nourishment

The era of network informatization provides abundant learning resources and a key to understanding the world for students, but fragmented reading and fast food learning have a negative impact on young college students. Due to the increasing employment pressure, the

utilitarian social atmosphere of pursuing profit in the economy, and the influence of exam oriented education, some college students have experienced the phenomenon of "utilitarian learning goals, utilitarian motivation to join the Communist Party, and utilitarian career choices". There are more and more people who bow their heads, stay up late playing games, only pursue passing exams, lack patience with complex work, and show a sense of difficulty, and so on. Tea culture plays an important role in nourishing the character of college students. On the one hand, tea culture can cultivate the restless personality of college students. Tea culture contains aesthetic literacy. The aesthetic function it unleashes is derived from the marriage between the "heart" and "things" of teenagers. While tea culture showcases its own beauty, it also influences the hearts of participants. Beauty gradually permeates deep into the hearts of teenagers, cultivating their elegant and mellow humanistic literacy. Integrating the aesthetic literacy of tea culture into the personality cultivation of college students can effectively dispel their restlessness, establish a correct view of righteousness and profit, and a healthy learning perspective. On the other hand, tea culture can cultivate good personalities such as honesty among college students. Tea culture embodies the essence of Confucianism, Buddhism, and Taoism, and has become a medium and symbol for communication and interaction among people from all walks of life. In particular, its honesty, pragmatism, and other qualities embody the moral pursuit of Chinese people, nourishing the formation of good character among college students.

3. Integrating Tea Culture into College Students' Professional Literacy: Coupling

3.1 The Consistency between Tea Ceremony and Professional Beliefs

The professional beliefs of college students mainly include professional confidence, professional perseverance, and professional will. Tea culture has gone through the process of Shennong using tea to detoxify various herbs, integrating the cultural connotations of Confucianism, Buddhism, and Taoism. Through extensive practice, it has been created and developed, becoming a daily essential beverage and workplace culture for Chinese

people. At the same time, due to the unique charm of tea culture spreading overseas, it has had a great influence in the world, especially in Eastern countries, forming a unique tea ceremony, with the widely circulated saying of the "Four Truths of Tea Ceremony". The current tea ceremonies in the world include the four truths of Japanese tea ceremony, Korean tea ceremony, and Chinese tea ceremony. This article is based on the Four Truths of China, which are "harmony, tranquility, happiness, and truth". The personality traits of "harmony" in tea culture are mainly reflected in the harmony between humans and nature, between humans and humans, and between humans and themselves. College students entering the workplace need to handle various relationships well, establish a "harmonious" professional belief, promote harmony between themselves and others, work and life; "Quietness" refers to inner peace, integrity, and shame. Faced with the current employment pressure, college students should maintain a calm mind, establish professional confidence, not be eager to achieve success, and strive to improve themselves; "Yi" refers to having a carefree and contented attitude. Only with a carefree and composed professional attitude can one have lasting professional perseverance and do a good job in their profession; "Truth" refers to truth and true knowledge. College students need to have both genuine confidence in career planning and firm confidence in socialism with Chinese characteristics when seeking employment. I believe that through strong professional will, we can establish scientific career goals and ultimately achieve our career aspirations. It can be seen that the four principles of tea ceremony are consistent with professional beliefs in terms of connotation and purpose.

3.2 The Compatibility between Tea Art and Professional Skills

Generally speaking, the vocational skills of college students mainly include professional knowledge and skills, transferable skills, self-management skills, and other contents. A survey shows that a lack of vocational skills or low skill levels have become important factors affecting the employment difficulties of college students. Tea culture contains rich etiquette culture. Firstly, mastering tea art requires possessing techniques such as brewing, washing, and pouring tea, including selecting

high-quality tea leaves and controlling the temperature of the tea, which is in line with the professional knowledge and skills of college students; Secondly, the professional qualities of respect, tolerance, humility, and cooperation contained in tea art, such as "three nods at the meeting of people", are in line with the transferable skills that college students possess; Thirdly, tea art not only requires learning and understanding, but also comprehending the broad traditional connotations of tea culture, placing one's perspective in personal cultivation to observe, which is in line with the self-management skills of college students. Therefore, tea skills, image etiquette, reception etiquette, social etiquette, and other aspects of tea art are in line with the three types of vocational skills of college students.

3.3 The Interoperability between Tea Virtue and Professional Behavioral Habits

The professional behavior habits of college students have rich connotations, such as punctuality, self-discipline, agility, professionalism, self-care, team spirit, etc. Developing good professional behavior habits can promote the improvement of the professional quality of college students and achieve a match between individuals and positions. Chinese tea ethics have a broad and profound meaning, rich content, summarizing the thousands of years of tea drinking history in China, the tea drinking customs and cultural traditions of various ethnic groups, and the understanding of the purpose of tea drinking by people from all walks of life. In summary, the virtues of Chinese tea can be roughly expressed in four words: "reason, respect, purity, and harmony". "Li" refers to rationality and harmony. In tea business, treating each other with courtesy and maintaining a rational attitude can establish a peaceful negotiation atmosphere in business, and also help solve conflicts and disputes in the workplace, persuade people with reason, and promote business reconciliation. "Jing" means to show respect through tea when interacting with people. Whether it's guests visiting, friends gathering, or colleagues interacting, the tea ceremony has become an important communication tool. This is in line with the spirit of dedication and love for one's profession. "Qing" means clearing the mind and strengthening the body. This can not only

relieve heat and clear the mind through tea, achieving the effect of physical and mental balance, but also symbolize the integrity of people in the workplace. "Integration" refers to having the concept of integrating into the collective and establishing a sense of teamwork. Whether it's gathering with friends or building a group, holding fragrant tea and making friends with it can make the environment more enjoyable and promote more effective communication and interaction. It can be seen that the rich professional qualities and behavioral habits contained in tea ethics are interconnected.

4. Integrating Tea Culture into the Cultivation of Professional Literacy for College Students: Pathways

4.1 Play the Role of the Main Channel in the Classroom

Firstly, reform the curriculum system in universities by offering general education courses related to Chinese excellent traditional culture, especially courses related to tea culture. On the one hand, in the development of curriculum plans, there is room for the integration of tea culture into the professional competence of college students, and in the specific teaching process, it is necessary to combine the characteristics of different professional disciplines from both theoretical and case perspectives; On the other hand, by offering tea culture courses such as "Tea Art" and "Tea History", college students can enhance their tea culture cultivation. Especially in the employment guidance courses for college students, by explaining the workplace literacy contained in tea art, tea ceremony, and tea ethics, college students can understand the value and professional connotation of tea culture, improve their tea art professional skills, and enhance their professional quality. Secondly, innovate educational and teaching methods. Through flipped classroom, interactive, on-site teaching and other forms, such as displaying tea utensils, tea making, etc. on site, guiding students to interact and communicate, and enhancing the touch and sensitivity of student teaching. Thirdly, leverage the educational role of online platforms. By utilizing online platforms for the dissemination of tea culture, we aim to enhance the overall perception of professional qualities

contained in tea culture among college students; At the same time, online education platforms, such as WeChat, Tiktok, and the Internet, are used to actively spread professional quality audio and video related to tea culture, such as playing "Ode to Tea", etc., to enhance students' understanding of tea culture and its professional quality connotation through vivid works.

4.2 Strengthen Social Practice

The improvement of professional competence among college students requires not only systematic learning of professional knowledge, but also practical skills due to the practical nature of professional competence. Firstly, achieve refinement in practice. Although some universities currently offer tea art courses, the focus is often only on how to brew and drink tea, and there is even a rough practical model of observing the situation in terms of classroom time management and performance evaluation, resulting in poor learning outcomes for students. It is necessary to finely manage the practical activities of tea culture, and strictly require workplace etiquette in specific tea art courses such as tea attire, tea making, and tea pouring, with a focus on improving the effectiveness of education. Secondly, achieve specialization in practice. For a long time, although the tea culture course has been practically taught in the professional competence of college students, the teaching venue and teaching equipment are relatively crude, which is far from the actual tea culture environment in the workplace. Therefore, universities need to create specialized tea culture practice venues, establish simulated tea culture professional practice venues, and allow college students to experience workplace literacy training in a simulated environment. Once again, achieve diversity in practice. Tea culture is a representative of traditional culture, with fun and cultural significance. In practical activities for college students, the cultivation of tea culture professional competence should be combined with practical activities such as workplace etiquette training and group counseling for college students, forming complementary advantages and promoting the synergy and effectiveness of practical education.

4.3 Enhancing Teacher Literacy

Tea culture is a course that integrates knowledge, interest, value, and practicality. To

fully utilize the professional education effect of tea culture, it is necessary to improve the tea culture background and practical application ability of teachers. On the one hand, it is necessary to improve the tea culture literacy of teachers. Only when teachers understand and master the essence of tea culture can they use tea culture as a "vector" to reflect the professional qualities of college students, and can they explain the profound professional qualities contained in tea culture thoroughly, vividly, and tastefully. On the other hand, it is necessary to improve the comprehensive literacy of teachers. Students from different majors have both common and professional requirements for their required professional qualities. This requires teachers who teach different courses to have a solid reserve of professional knowledge, while also being able to organically integrate tea culture with their professional qualities based on the actual situation of their professional development. Finally, we need to optimize the teacher structure. College students' professional competence is a course with strong practical application, committed to enhancing their core competitiveness in employment. Therefore, in addition to university teachers with theoretical research, the guidance teacher team should also actively introduce enterprise guidance teachers with rich workplace experience, especially workplace experts with tea culture. They should face the workplace directly, understand the actual situation of the workplace, and have more targeted and constructive guidance in the professional ethics of college students.

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