

Research on the Paths for Universities to Inherit and Pass on Excellent Traditional Chinese Culture in the New Era

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Abstract: Chinese excellent traditional culture is the spiritual lifeline and cultural gene of the Chinese nation, and universities, as important places for cultural heritage, must their own responsibilities. This article adopts the method of discovering problems, analyzing problems and solving problems to study systematically, and strives to explore targeted measures to change the current. Chinese excellent It is an important resource for universities to implement the fundamental task. But the current situation of the inheritance of Chinese excellent culture in universities shows a positive development and a coexistence of challenges. The main reasons are the deviation of concepts and the impact of foreign culture and the marginalization of culture. In the new era, universities should cultivate new era youth with international vision and deep roots in Chinese culture through strengthening the construction of traditional culture courses and teaching staff strengthening the practice of traditional culture and other ways.

Keywords: New Era; Universities; Chinese Excellent Traditional Culture; Inheritance Path

1. Introduction

Excellent traditional Chinese culture, formed over thousands of years of development, boasts profound foundations and extensive knowledge. It serves not only as the spiritual lifeblood and cultural gene of the Chinese nation but also as a profound ideological resource for modern society. However, with the intensification of globalization and the impact of foreign cultures, traditional Chinese culture faces the risk of being marginalized. Universities, serving as vital strongholds in cultural heritage and promotion, must assume the responsibility to inherit and promote China's outstanding traditional culture and explore effective paths

for its transmission.

2. The Importance of Inheriting Excellent Traditional Chinese Culture in Universities

The outstanding traditional Chinese culture is the soul of the country and a precious spiritual wealth of the Chinese nation [1], and it is an important resource for higher education institutions to implement the fundamental mission of moral education and talent development.

2.1 Cultivating a Healthy Worldview, Outlook on Life and Values among College Students

Many ideas in China's fine traditional culture, such as "the unity of heaven and man", "harmony is precious" and "self-improvement", are of great significance for cultivating a healthy worldview, outlook on life and values among college students. The rich ideological concepts, value concepts, moral norms and aesthetic tastes contained therein embody the deepest spiritual pursuits of the Chinese nation. These precious spiritual treasures are an important source of vitality for the moral education and talent cultivation work in colleges and universities. Inheriting and promoting China's fine traditional culture in higher education not only enriches the educational content of colleges and universities and improves the educational effectiveness, but also helps college students form correct values and grow into professionals who can adapt to the development of modern society. [2]

2.2 Enhancing National Pride and Identity

The fine traditional Chinese culture, as the embodiment of the nation's collective wisdom, encompasses profound philosophical insights, humanistic values, and moral ethos. By studying excellent traditional Chinese culture, students can gain a deeper understanding of their cultural roots and enhance their sense of identity and pride in Chinese excellent

traditional culture. [3]

The essence of Chinese excellent traditional culture can provide value support for college education project. The important purpose of cultivating students in universities is to uphold ideals and beliefs, shape a gentleman's personality, cultivate patriotism, and strengthen cultural confidence. The excellent traditional Chinese culture shares the same educational goals as contemporary higher education. By reinforcing the instruction of China's quintessential traditional culture, universities can not only deepen their cultural profundity but also forge unique institutional identities, optimize pedagogical outcomes, and ultimately elevate their core educational responsibility of fostering virtuous and competent individuals.

2.3 Promote Cultural Innovation and Achieve Cultural inheritance

The excellent traditional Chinese culture provides college students with deep philosophical thinking, enriching their logical and creative thinking. [4] In the process of inheriting excellent traditional Chinese culture, universities can deeply explore its contemporary value, promote cultural innovation, and achieve cultural inheritance and development. For example, combining traditional cultural elements with modern design concepts to create cultural products with Chinese characteristics; Alternatively, traditional cultural wisdom can be applied to modern technology and management fields to promote social progress and development.

3. The Current Situation and Reasons for Universities to Inherit Excellent Traditional Chinese Culture

3.1 The Current Situation of Inheriting Excellent Traditional Chinese Culture in Universities

3.1.1 Significant Policy Support at All Levels

In recent years, relevant authorities have increasingly emphasized the significant role of traditional culture in social development. At the national level, a guiding document has been formulated to promote traditional culture education and related initiatives nationwide, explicitly outlining the objective of preliminarily establishing a comprehensive working system by 2025. This policy provides strong support for universities to carry out

traditional cultural education.

The education authorities have played a significant role in promoting traditional culture education in higher education institutions. For instance, the national education authorities have formulated and issued documents such as the Guidelines for Introducing Excellent Traditional Chinese Culture into Primary and Secondary School Curriculum and Teaching Materials. Although some of these documents primarily target primary and secondary schools, they also serve as references and provide guidance for higher education institutions. At the same time, education departments at all levels also enhance teachers' traditional cultural literacy and teaching abilities through organizing relevant training, seminars, and other activities.

In response to the national call and to promote the development of local cultural undertakings, local governments at all levels have also introduced a series of supporting measures. These measures include the establishment of special funds, the construction of traditional culture education bases, and the launch of traditional culture into campus activities, providing funding and resource support for universities to carry out traditional culture education.

3.1.2 There have been Many Advances in the Inheritance of Traditional Culture in Universities

Some universities have already incorporated excellent traditional Chinese culture into their curriculum system, systematically imparting traditional cultural knowledge to students by offering relevant compulsory or elective courses, such as "Introduction to Chinese Traditional Culture" and "Chinese Classical Literature".

In terms of teaching methods, some universities focus on innovation and adopt various forms such as lectures, seminars, and practices to enhance students' interest and understanding of traditional culture. For example, some universities invite renowned scholars to hold a series of lectures on traditional culture, or organize students to hold seminars on traditional culture as the theme.

Some universities combine traditional cultural practice activities with campus cultural construction, actively organizing various traditional cultural practice activities, such as classic recitation, calligraphy competitions,

traditional handicraft production, etc., enable students to personally experience the charm of traditional culture through their daily campus life and academic pursuits. These activities not only enrich students' extracurricular life, but also effectively improved their cultural literacy. In terms of campus culture construction, some universities focus on integrating traditional cultural elements into it. By setting up traditional cultural bulletin boards, displaying traditional art works, and playing traditional music on campus, a strong traditional cultural atmosphere is created.

3.1.3 The Issue of Teaching Staff in universities Inheriting Traditional Culture is Prominent

At the same time, many universities face the problem of weak faculty in inheriting excellent traditional Chinese culture. Many universities lack traditional culture teachers with profound cultural heritage and rich teaching experience, making it difficult to meet teaching needs. This results in uneven quality of traditional cultural courses, making it difficult to achieve the expected teaching outcomes.

In addition to a serious shortage of teaching staff, the teaching level of teachers responsible for teaching traditional culture also needs to be improved. Some teachers may focus more on imparting theoretical knowledge and overlook the importance of practical activities and interactive experiences, resulting in students' low interest in learning traditional culture and difficulty in forming profound cultural experiences.

Currently, some teachers still have the problem of single teaching content in traditional cultural education. Many courses overemphasize theoretical explanations while lacking practical applications and interactive elements, which fails to genuinely spark students' internal motivation for learning. In the process of inheriting and educating excellent traditional Chinese culture, emphasis is placed on theoretical education, neglecting the design and measures of necessary practical experience. [5]

3.2 Cause Analysis

3.2.1 Conceptual Deviation

Although high attention has been paid to the inheritance of excellent traditional Chinese culture at various levels from the national to the local level, the current level of emphasis on traditional Chinese culture education in

universities is still insufficient in practical operation. [6] As for universities themselves, in the current economic situation, some universities tend to offer practical courses in order to improve the employment rate of college students, while traditional cultural related courses are easily marginalized. This deviation in educational philosophy has led to a low status of traditional cultural education in universities, making it difficult to receive sufficient attention.

In the construction of campus culture, some universities have not deeply integrated traditional culture, resulting in a lack of traditional cultural elements in campus culture. This is not conducive to creating a strong traditional cultural atmosphere. Moreover, it does little to foster students' enthusiasm and love for traditional culture.

Currently, the integration of excellent traditional Chinese culture into moral education in universities presents a problem of singularity. [7] Universities mainly rely on classroom teaching and lectures to inherit traditional culture, lacking innovation and practicality. Such a monotonous teaching method evidently hampers the development of students' internal drive to learn and their willingness to participate actively.

3.2.2 The Impact of Foreign Cultures and the Marginalization of Traditional Culture

With the acceleration of globalization, communication and integration between different cultures have become more frequent and in-depth. Foreign culture is widely spread through media, the Internet, education and other channels, and This approach has exerted a substantial impact on traditional culture in many regions, especially in developing countries. From a positive perspective, the introduction of foreign cultures has increased cultural diversity and provided people with more cultural choices and experiences. This diversity helps broaden people's horizons and promote cultural innovation and development. However, the widespread dissemination of foreign cultures may also lead to cultural homogenization, where cultures from different regions gradually lose their uniqueness and tend towards a global cultural pattern. This homogenization may weaken the status and influence of traditional culture, and even lead to its disappearance.

At the same time, the marginalization of

traditional culture is intensifying. The process of modernization is often accompanied by the development of urbanization, industrialization, and technology, which have had a profound impact on traditional culture. Many aspects of traditional culture, such as handicrafts, folk activities, and traditional festivals, may be overlooked or forgotten due to the process of modernization. The younger generation is usually more inclined to accept new things and cultures, and they may consider traditional culture outdated or not fashionable enough. This attitude may hinder the inheritance and promotion of traditional culture among the younger generation. Some universities place too much emphasis on modern technology and Western culture in their curriculum and teaching content, while neglecting the preservation and development of their own cultural heritage.

4. The Path of Inheriting Excellent Traditional Chinese Culture in New Era Universities

Entering a new era marked by profound transformations, universities must strengthen diverse and coordinated pathways for inheriting traditional culture. This endeavor is not only about effectively preserving and advancing cultural heritage, but also constitutes a crucial component in achieving educational objectives and nurturing a younger generation with heightened cultural confidence.

4.1 Strengthening the Construction of Traditional Culture Curriculum

4.1.1 Improve the Curriculum System

Universities should improve their traditional culture curriculum system and include traditional culture courses in compulsory or elective courses. At the same time, traditional cultural courses with professional characteristics should be offered according to the characteristics of different disciplines and majors. Universities should leverage their professional resources and research advantages to promote the deep integration of traditional culture with various professional courses through interdisciplinary research and teaching. Enable students to feel the infiltration of traditional culture in the study of different subjects, and guide them to deeply understand the connotation and value of Chinese culture from multiple perspectives.

4.1.2 Optimizing Teaching Content

Chinese traditional culture contains rich ideological concepts, humanistic spirit, and moral norms, which are valuable resources for higher education. For example, by delving deeper into these elements, university classrooms can be made more practical and dynamic. In terms of teaching content, emphasis should be placed on combining the classic and contemporary aspects of traditional culture. It is necessary to select classic articles and representative figures from traditional culture for explanation, while also combining the needs and characteristics of modern society to provide innovative interpretation and interpretation of traditional culture.

4.1.3 Innovative Teaching Methods

Integrating traditional culture into university curriculum and innovating teaching methods. For example, by telling stories of traditional virtues and appreciating poetry, students can strengthen their moral cultivation while being influenced by traditional culture. In terms of teaching methods, attention should be paid to the combination of theory and practice. Through various forms such as case-based teaching, discussion based teaching, and practical teaching, students' interest and participation in learning are stimulated. At the same time, through the application of innovative tools like virtual reality (VR) and augmented reality (AR), modern information technologies empower educators to craft immersive and visually engaging educational experiences for learners.

4.2 Strengthening the Construction of Traditional Culture Teaching Staff

Enhancing the development of teaching faculties with professional expertise and cultural literacy serves as a critical safeguard for higher education institutions in preserving and advancing traditional culture. Schools should also reinforce the construction of their teaching staff and cultivate a team of teachers who understand both excellent traditional Chinese culture and modern educational concepts. [8]

4.2.1 Innovative Training Models and Mechanisms to Enhance Teachers' Traditional Cultural Literacy

Strengthen professional training. Utilizing online platforms to conduct traditional cultural education and training courses, breaking the

traditional chronotopic delimitations, allowing more teachers to learn and improve at convenient times and places. Online courses can include video lectures, online seminars, interactive Q&A sessions, and other forms to enhance teacher engagement and learning outcomes. Organize teachers to participate in special lectures and seminars on excellent traditional Chinese culture, extend invitations to distinguished experts and scholars in the cultural heritage field for campus-based thematic lectures and scholarly dialogue sessions, and provide teachers with first-hand academic resources and ideological enlightenment. Encourage teachers to participate in traditional culture related continuing education courses, workshops, and seminars to enhance their professional competence and teaching abilities. Sustain teachers to self-study traditional cultural knowledge, such as reading classic literature, visiting cultural sites, etc., Advancing the comprehension and appreciation of traditional culture's connotative dimensions requires institutional mechanisms that empower educators' proactive engagement in praxis-oriented cultural initiatives, such as calligraphy, traditional Chinese painting, traditional music, etc., to enhance their practical abilities and teaching level.

4.2.2 Establish a Long-term Mechanism to Strengthen the Construction of the Teacher Team

Provide a platform for teachers to showcase traditional cultural teaching achievements, such as organizing traditional cultural teaching competitions, teaching achievement exhibitions, etc., to stimulate their teaching enthusiasm and creativity. Encourage teachers to participate in relevant academic conferences and exchange activities both domestically and internationally, showcasing their research achievements and teaching experience. Establish a research project on traditional culture teaching for teachers, guide them to deeply reflect on and study practical issues in traditional culture education, and cultivate their teaching innovation ability and research level. Establish and improve incentive mechanisms, incorporate traditional cultural teaching achievements into teacher promotion, teaching evaluation, and other aspects, and enhance teachers' enthusiasm and initiative.

Encourage teachers from different disciplines

to collaborate across disciplines, Co-implement traditional cultural education projects and research, and achieve resource sharing and complementary advantages. Equip newly hired young teachers with mentors with rich experience in traditional culture teaching, and through the guidance and assistance of mentors, help them adapt to traditional culture teaching work more quickly.

4.3 Strengthen Traditional Cultural Practice Activities

Targeted practical activities are an important approach to help students deeply understand and internalize excellent traditional Chinese culture, which helps enhance college students' understanding and identification with their own traditional culture [9], and improve their cultural literacy and comprehensive abilities.

4.3.1 Enriching Practical Teaching Activities

Integrating practical teaching into classroom instruction. Integrating practical teaching elements into classroom teaching, such as organizing group discussions, case analysis, role-playing, etc., to deepen students' understanding and identification with traditional culture through interaction.

Traditional culture practice courses, such as calligraphy, traditional Chinese painting, Paper Cuttings, pottery, and traditional music, are added to the curriculum system of colleges and universities, Allow students to personally experience the charm of traditional culture through practice. Traditional culture enriches the content of campus cultural activities, expands the carriers of campus cultural activities, and innovates the forms of campus cultural activities. [10] During the traditional festivals, relevant theme activities are held, such as writing Spring Festival couplets, making Zongzi on the Loong Boat Festival, and making moon cakes on the Mid-Autumn Festival. Allow students to personally experience the infinite charm embedded in traditional culture through various activities.

4.3.2 Innovating Cultural Experience Forms to Create a Good Atmosphere for Practical Teaching and Cultural Experience

Combining modern technological means such as virtual reality (VR), augmented reality (AR), etc., to create an immersive traditional cultural experience environment, allow students to immerse themselves and feel the powerful charm embedded in traditional culture from

within."

Strengthen effective cooperation with relevant external institutions to jointly carry out activities that promote the inheritance and innovation of traditional culture. We can forge a cooperative relationship with cultural institutions such as museums and cultural centers, providing students with richer practical opportunities and learning resources. Strengthen communication and cooperation with parents, and jointly pay attention to and support students' traditional cultural practice teaching and cultural experience activities.

5. Conclusion

Excellent traditional Chinese culture is the spiritual lifeblood and cultural gene of the Chinese nation, playing a crucial role in strengthening national cultural identity and enhancing the country's soft power. In the context of the new era, universities should actively explore ways to inherit excellent traditional Chinese culture and integrate it into the entire process of education and teaching. By strengthening the construction of traditional culture courses, enhancing the development of teaching staff specializing in traditional culture, promoting practical activities related to traditional culture, and intensifying publicity and education on traditional culture, universities can cultivate a new generation of youth who possess both an international perspective and a deep-rooted foundation in Chinese culture. At the same time, universities should also focus on the innovative and practical development of traditional culture, facilitating its creative transformation and innovative development.

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