

Innovative Pathways of Integrating Outstanding Traditional Chinese Culture into Higher Education and Teaching from the Perspective of Translation

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Abstract: This paper explores the innovative pathways of integrating outstanding traditional Chinese culture into higher education and teaching from the perspective of translation. In higher education and teaching, adopting translation to spread outstanding traditional Chinese culture can cultivate students' cross-cultural communication skills, enhance students' understanding and inheritance awareness of traditional culture, and enrich the content and form of higher education and teaching. At present, the integration faces many problems. On the basis of deeply analyzing the role of translation in cultural dissemination, investigating and analyzing the current situation of integrating outstanding traditional Chinese culture into higher education and teaching, and systematically sorting out the unique application value of adopting translation to spread outstanding traditional Chinese culture in higher education and teaching, it actively constructs effective pathways for integrating outstanding traditional Chinese culture into higher education and teaching from the aspects of the curriculum system, teaching methods, the teaching faculty and teaching resources.

Keywords: Translation; Outstanding Traditional Chinese Culture; Curriculum System; Teaching Methods; Teaching Faculty; Teaching Resources

1. Introduction

In the current era of globalization, cultural exchange and integration have become important trends in world development. Through exchange and mutual learning, cultures of different countries influence and permeate each other, and the collision and

integration of different cultures inject new vitality into the development of world culture. Against this backdrop, outstanding traditional Chinese culture, as a treasure of the Chinese nation, carries rich historical heritage and unique spiritual connotations, and plays an increasingly important role in international cultural exchanges. However, with the widespread dissemination of western culture, the inheritance and development of outstanding traditional Chinese culture in higher education and teaching face many challenges. Some university students lack awareness of traditional culture and a deep understanding and recognition of outstanding traditional Chinese culture, which to some extent affects the inheritance and innovation of national culture.

2. The Role of Translation in Cultural Dissemination

Translation plays an indispensable role as a bridge in cultural dissemination. It is an important tool for communication between different languages and cultures, helping to break down language barriers and promote cultural exchange and integration. Through translation, knowledge, ideas, values, etc. from one culture can be transmitted to another culture, allowing people from different cultural backgrounds to understand and learn from each other.

Taking the translation of *A Dream of Red Mansions* as an example, this masterpiece of classical Chinese literature presents the full picture of China's feudal society with its delicate descriptions, rich character images, and profound social connotations. In the process of translation, the English version not only needs to deal with language differences, but also convey unique cultural elements such as poetry, clothing, architecture, cuisine, etc. For the translation of poems in the book,

translators need to accurately express the meaning and emotions of the poems in English while preserving the original artistic conception and rhythm. For the translation of cultural elements such as clothing and architecture, translators need to help English readers understand the cultural significance behind them through annotations, explanations, and other means. The translation of *A Dream of Red Mansions* allows western readers to appreciate the charm of ancient Chinese culture, promoting the exchange and dialogue between Chinese and western cultures [1].

Translation can promote cultural exchange and interaction in cultural dissemination. It not only spreads outstanding traditional Chinese culture to various parts of the world, but also introduces outstanding cultures of other countries and ethnic groups into China, allowing people to come into contact with diverse cultures, broaden their horizons, and enrich their ways of thinking. At the same time, translation can also promote cultural innovation and development. Different cultures collide and inspire each other in the process of communication, providing motivation and sources for cultural innovation. Through translation, outstanding traditional Chinese culture can be combined with the modern society, radiating new vitality and better adapting to the development needs of the times.

From a national perspective, translation is of great significance in enhancing a country's cultural soft power. Cultural soft power is an important component of a country's comprehensive national strength, which includes the attractiveness, influence, and dissemination of its culture. Through translation, outstanding traditional Chinese culture can be widely spread internationally, effectively enhancing the international influence and attractiveness of Chinese culture.

3. The Current Situation of Integrating Outstanding Traditional Chinese Culture into Higher Education and Teaching

As the main battlefield for inheriting traditional culture, universities need to fully tap into the outstanding traditional culture of China. Based on the vast group of university students, they need to actively shoulder the important responsibility of cultivating and

promoting outstanding traditional Chinese culture, and strive to integrate it into the practices of higher education and teaching.

Integrating outstanding traditional Chinese culture into higher education and teaching means organically permeating the elements, concepts, and spirit of outstanding traditional Chinese culture into all aspects and levels of higher education and teaching, achieving a deep integration of traditional culture and modern education. The integration of outstanding traditional Chinese culture into higher education and teaching has important strategic value and historical significance in practicing social core values, enhancing cultural confidence of university students, improving cultural soft power of the nation, improving the ideological and moral literacy of university students, and cultivating them to become successors of social undertakings [2].

At present, there are two main ways in which outstanding traditional Chinese culture is disseminated in universities. One is through positive education in classroom teaching, and the other is through students' activities for guidance. However, most universities lack effective models for integrating outstanding traditional Chinese culture into the life and study of university students. Teachers lack necessary understanding of relevant content and theories of outstanding traditional Chinese culture, and there is a lack of understanding on how to integrate outstanding traditional Chinese culture into higher education and teaching. The penetration of teaching resources related to outstanding traditional Chinese culture is insufficient. Some university students lack a sense of identification with outstanding traditional Chinese culture, interest in learning about it, systematic learning of it, and confidence in Chinese culture [3]. They have blindness and confusion in their understanding of outstanding traditional Chinese culture.

The integration of outstanding traditional Chinese culture into higher education and teaching mainly faces the following problems at present.

Firstly, the curriculum system is imperfect. The proportion of courses related to outstanding traditional Chinese culture in the university curriculum system is relatively low, and the setting is not reasonable. In most universities, such courses are offered as

elective courses without a systematic and coherent curriculum system. The courses have the problem of narrow coverage and limited exploration of traditional cultural connotations, too much focus on Confucianism, and insufficient attention to other schools of thought, folk culture, and regional culture.

Secondly, the teaching method is single. The lecture method dominates the class and there is insufficient application of multimedia, case studies, and group discussions. This single teaching method is difficult to stimulate students' interest and cannot meet their diverse learning needs. In addition, the practice teaching of outstanding traditional Chinese culture is not enough, with a single form and poor students' participation and experience, making it difficult to achieve expected teaching results.

Thirdly, the teaching faculty is weak in quality. Teachers with a background in outstanding traditional Chinese culture are scarce. Most teachers lack accurate and in-depth understanding and grasp of traditional Chinese culture. Their knowledge system is not systematic. Nor is their research ability sufficient. The training system of teachers is imperfect and there is a low proportion of teachers participating in specialized training, which make it difficult for teachers to effectively integrate traditional Chinese culture with modern educational concepts and methods.

Fourthly, students' enthusiasm is not high. Although some students are interested in outstanding traditional Chinese culture, there are relatively few students who actively learn it and conduct in-depth research of it. Students' ability to understand and apply traditional Chinese culture needs to be improved, and their ability to apply their knowledge of traditional Chinese culture in practical life and study is insufficient. They also lack the ability to accurately communicate with their knowledge of traditional culture in cross-cultural communication.

Fifth, there is a lack of awareness of cultural dissemination. In the context of globalization, universities do not attach enough importance to the international dissemination of outstanding traditional Chinese culture, and lack awareness and action to promote traditional Chinese culture to the world through translation and other means. Students

generally lack the awareness and ability to spread outstanding traditional Chinese culture, making it hard for them to effectively showcase the charm of Chinese culture in international communication.

4. Value of Translation in Disseminating Outstanding Traditional Chinese Culture in Higher Education and Teaching

4.1 Cultivate Students' Cross-Cultural Communication Skills

In the process of globalization, cross-cultural communication skills have become one of the essential core competencies for university students. In higher education and teaching, the use of translation to disseminate outstanding traditional Chinese culture provides a unique way and abundant resources for cultivating students' cross-cultural communication skills.

Translation is a process of gaining a deep understanding of different cultural backgrounds, values, and ways of thinking. When translating outstanding traditional Chinese culture, students need to conduct in-depth research on the connotations, characteristics, and differences between Chinese culture and other cultures. Through such translation practices, students can more sensitively perceive cultural differences and enhance their understanding and tolerance of different cultures.

Translation practices can also exercise students' ability to communicate effectively in different cultural backgrounds. Accurate use of language and appropriate expression of culture are crucial in cross-cultural communication. In the process of translating outstanding traditional Chinese culture, students need to choose appropriate expressions and translation techniques based on the cultural background and acceptance habits of the target language readers. Through continuous translation practices, students can gradually master cross-cultural communication skills and improve their ability to communicate effectively in different cultural backgrounds.

In addition, translation practices can also promote students' comparison of and reflection on different cultures. In the process of translating outstanding traditional Chinese culture, students inevitably compare Chinese culture with other cultures in order to discover the strengths and weaknesses of different

cultures. Through such comparison and reflection, students can broaden their cultural horizons, cultivate multicultural awareness, and learn to view problems from different cultural perspectives. The cultivation of multicultural awareness and cross-cultural thinking ability is of great significance for students' life, work, and study in the context of globalization [4].

4.2 Enhance Students' Understanding and Awareness of Inheriting Outstanding Traditional Chinese Culture

As a cross-language and cross-cultural activity, translation provides students with a unique perspective and method to deeply understand the connotation of outstanding traditional Chinese culture. In translation practices, students need to conduct detailed analysis and interpretation of traditional cultural texts, which prompts them to delve into the essence of traditional culture.

Translation can also help students discover contemporary values embedded in traditional culture. Through translation, students can convey these values of the times to more people, enhancing their sense of identity and pride in traditional culture [5].

In the context of globalization, the impact of western culture poses challenges to the inheritance of outstanding traditional Chinese culture. In translation practices, students gradually realize that traditional culture is the spiritual lifeline of the Chinese nation, and thus cherish traditional Chinese culture even more. They will actively take on the responsibility of inheriting and promoting it.

4.3 Enriching the Content and Forms of Higher Education and Teaching

Translation provides rich materials for higher education and teaching, making the teaching content more diversified. Outstanding traditional Chinese culture covers multiple fields, such as literature, history, philosophy, art, technology, etc. These rich cultural resources can all become materials for translation teaching. In the field of literature, Chinese classical poetry, fiction, and prose contain profound cultural heritage and unique artistic charm. By using these works as translation materials, students can appreciate the profoundness of Chinese literature and learn rich language expression and literary

skills during the translation process. In the field of history, China's long history and splendid civilization provide rich historical events, biographies, and other materials for translation teaching. By translating historical documents, students can understand the development of Chinese history and feel the weight of history. In the field of philosophy, classic works of schools of thought such as Confucianism, Taoism, and Mohism contain profound philosophical ideas and life wisdom. Using these philosophical classics as translation materials can cultivate students' critical thinking ability and philosophical literacy [6]. In the field of art, traditional Chinese painting, calligraphy, music, dance and other art forms have unique aesthetic value and cultural connotations. By using introductions of and comments on art works as translation materials, students can learn professional terminology and expressions of different art forms, and improve their appreciation of art.

Translation can also bring diverse teaching forms to higher education and teaching. In addition to traditional classroom teaching, teachers can organize translation practice s, such as translation competitions, translation workshops, translation projects, etc. Translation competitions can stimulate students' competitiveness and interest in learning, improve their adaptability and translation skills. Translation workshops allow students to explore translation issues together in team collaboration, share translation experiences, and cultivate their teamwork and communication skills. Translation projects allow students to apply their learned translation knowledge and skills to practical work, enhancing their practical abilities and professional ethics. Teachers can also utilize multimedia resources to provide more vivid and visual teaching content for translation instruction [7].

In addition, translation can also promote communication and cooperation between universities. By translating outstanding traditional Chinese culture, universities can promote Chinese culture to the world and attract more international students to learn and exchange ideas. Universities can collaborate with foreign universities to carry out translation projects, jointly translating and researching outstanding traditional Chinese

culture. This can not only improve students' translation skills and international perspectives, but also promote cultural exchange and cooperation between different countries and regions.

5. Practices from the Perspective of Translation

5.1 Innovation in Curriculum System

In order to better integrate outstanding traditional Chinese culture into higher education and teaching, universities can offer specialized courses on the integration of translation and outstanding traditional Chinese culture, such as "Translation and Appreciation of Chinese Classics" and "Translation Practices of Traditional Chinese Culture".

Taking the course of "Translation and Appreciation of Chinese Classics" as an example, it aims to cultivate students' ability to appreciate and translate Chinese classical works, and enhance their understanding and translation level of traditional Chinese culture. The course content can cover multiple aspects, such as literature, history, philosophy, etc., enabling students to gain a deep understanding of the cultural connotations and language characteristics of Chinese classics, master effective translation techniques and strategies, accurately and fluently translate key sentences and paragraphs in Chinese classics, and enhance students' cross-cultural communication skills and cultural dissemination awareness. By analyzing and discussing classical translation cases, students' critical thinking and innovative abilities are to be cultivated so as to enable them to flexibly apply their knowledge and propose their own insights and methods in translation practices.

In addition, universities can also integrate translation teaching of outstanding traditional Chinese culture into multiple course modules of "College Foreign Languages" and foreign language majors. In the courses of "College Foreign Languages" and "Translation Theories and Practices", translation content related to outstanding traditional Chinese culture can be added. Texts related to traditional Chinese literature, philosophy, history, etc. can be selected for students to practice translation, and students can be guided to apply the translation theories and skills they have learned to solve cultural differences and

language expression problems encountered in translation [8]. In the course of "English Writing", writing tasks related to outstanding traditional Chinese culture can be assigned, such as allowing students to introduce in English traditional Chinese customs, cultural heritage, etc., to cultivate their ability to express traditional Chinese culture in English. In the course of "Cross-cultural Communication", the differences between outstanding traditional Chinese culture and western cultures as well as ways to handle these differences in translation and cross-cultural communication can be studied in order to enhance students' awareness and ability in cross-cultural communication.

By integrating the translation teaching of outstanding traditional Chinese culture into curriculum teaching, it is possible to achieve the all-round penetration of traditional Chinese culture in higher education and teaching, enabling students to improve their understanding and translation ability of traditional Chinese culture while learning foreign languages, and cultivate their cultural literacy and cross-cultural communication ability.

5.2 Innovation in Teaching Methods

5.2.1 Project-based learning to cultivate students' practical abilities

Project-based learning is a student-centered teaching method that emphasizes learning knowledge and skills through completing projects in real-life situations. It helps to cultivate students' practical abilities, innovative thinking, and teamwork spirit. Project-based learning has unique advantages in integrating outstanding traditional Chinese culture into higher education and teaching.

Through project-based learning, students can not only improve their translation skills and cultural literacy, but also cultivate their practical abilities, innovative thinking, and teamwork spirit, laying a solid foundation for students' future learning and work [9].

5.2.2 Situational teaching to enhance students' cultural experiences

Situational teaching refers to the teaching process in which teachers purposefully introduce or create vivid and concrete scenes with certain emotional colors and images. It helps to arouse students' attitude experiences and develop their psychological functions.

In the process of integrating outstanding traditional Chinese culture into higher education and teaching, situational teaching can create a real cultural atmosphere for students, allowing them to feel the charm of outstanding traditional Chinese culture in the context, enhance their cultural experiences, and improve learning effectiveness.

5.3 Construction of Teaching Faculty

5.3.1 Enhancing teachers' translation skills and traditional cultural literacy

Universities should regularly organize translation workshops and invite renowned experts and scholars in the field of translation from home and abroad to give lectures and provide guidance. They have rich translation experience and profound academic achievements, and can provide teachers with latest translation theories and practical skills.

Traditional culture seminars are also an important way to enhance teachers' traditional cultural literacy. Universities can regularly hold traditional culture seminars, focusing on various fields of outstanding Chinese traditional culture, such as literature, history, philosophy, art, etc., organizing teachers to conduct in-depth discussions and exchanges [10]. They can also invite experts and scholars in related fields to give lectures, introduce latest research trends and achievements, and thus broaden teachers' academic horizons.

Universities can also encourage teachers to independently learn and research outstanding traditional Chinese culture. Universities should provide teachers with relevant learning resources, such as purchasing rich traditional cultural books and journals, building electronic resource libraries, and providing online learning platforms. Teachers can utilize these resources to deepen their knowledge of traditional Chinese culture and improve their cultural literacy.

5.3.2 Encouraging teachers to conduct relevant teaching researches and practices

Universities should formulate incentive policies to encourage teachers to actively carry out teaching reforms and research projects that combine outstanding traditional Chinese culture with translation teaching. Universities can establish special research funds to provide financial support for teachers' researches. Teachers who have achieved excellent research results in related fields can be

commended and rewarded to stimulate their research enthusiasm.

In terms of teaching reforms, teachers can try to innovate teaching methods and models, and explore teaching pathways that are suitable for their students. Teachers can combine modern teaching concepts such as project-based learning and situational teaching to design innovative teaching plans. At the same time, they can use modern educational technologies such as multimedia teaching and online teaching platforms to enrich teaching methods, improve teaching effectiveness, and allow students to more intuitively experience the charm of traditional culture.

In terms of scientific research projects, teachers can conduct in-depth researches on translation strategies, cultural dissemination, cross-cultural communication, and other aspects of outstanding traditional Chinese culture. They can study the application effects of different translation strategies in disseminating outstanding traditional Chinese culture, analyze the impact of cultural differences on translation, and explore how to promote the international dissemination of outstanding traditional Chinese culture through translation. Teachers can also conduct empirical researches through questionnaires, interviews, and other methods to understand students' needs and feedback on the integration of outstanding traditional Chinese culture into higher education and teaching.

5.4 Development of Teaching Resources

5.4.1 Compiling high-quality textbooks and teaching materials

Universities can organize teachers to compile textbooks and teaching materials related to the translation of outstanding traditional Chinese culture. In the process of compiling, the principles of systematicity, practicality, and innovation should be followed. The content of textbooks and teaching materials should cover various fields of outstanding traditional Chinese culture, forming a complete knowledge system; textbooks and teaching materials should focus on the combination of content and practical application, so that students can apply the knowledge they have learned to practical translation and cross-cultural communication; the compiling form and content presentation of textbooks and teaching materials should adopt diverse

teaching methods to stimulate students' interest in learning.

5.4.2 Integrating network resources and building an online learning platform

There are abundant translation resources and traditional cultural resources on the internet. Based on these abundant online resources, universities can build online learning platforms to provide students with convenient learning channels. The platform can set up multiple modules. Teaching videos, courseware, electronic textbooks and other materials related to the translation of outstanding traditional Chinese culture can be uploaded through the course learning module for students to learn independently. Various types of translation tasks and practical projects can be assigned through the translation practice module, allowing students to improve their translation skills in practice. Forums and discussion areas can be set up through the communication and interaction module to facilitate communication and interaction between students and teachers [11]. Translation resources and traditional cultural resources on the internet can be integrated, categorized and studied through the resource sharing module.

By integrating online resources and building an online learning platform, limitations of time and space can be broken and thus students can be provided with richer and more convenient learning resources and methods to promote their learning and inheritance of outstanding traditional Chinese culture and improve their translation and cross-cultural communication abilities.

6. Conclusion

Translation is of great significance for the dissemination of outstanding traditional Chinese culture. It helps to break through language barriers, expand the scope of cultural dissemination, promote cultural exchange and understanding, and enhance the country's cultural soft power. In higher education and teaching, translation has great value in disseminating traditional Chinese culture. It helps to cultivate students' cross-cultural communication skills, enhance their understanding and inheritance awareness of traditional culture, and enrich the content and form of higher education and teaching. From the perspective of translation, the

integration of outstanding traditional Chinese culture into higher education and teaching will usher in a broader development space. By innovating the curriculum system and offering specialized courses on the integration of translation and traditional Chinese culture, comprehensive penetration of outstanding traditional Chinese culture is to be achieved. By innovating teaching methods and adopting project-based learning, students' practical abilities are to be cultivated and students' cultural experiences are to be enhanced. By constructing the teaching faculty, teachers' translation skills and traditional cultural literacy are to be improved. Teachers are to be encouraged to conduct relevant teaching researches and practices, and promote teaching reform and scientific research projects. By developing teaching resources on the principles of systematicity, practicality, and innovation, high-quality textbooks and teaching materials are to be compiled. By integrating online resources to build an online learning platform, modules concerning course learning, translation practices, communication and interaction, and resource sharing are to be set up to facilitate students' self-directed learning. Thus, the effective integration of outstanding traditional Chinese culture into higher education and teaching can be achieved.

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