

Discussion on the Integration of Ideological and Political Education in Colleges and Universities and Chinese Traditional Culture Education

ZHAO Chuanhua

School of Radiology

Shandong First Medical University and Shandong Academy of Medical Sciences
Taian, Shandong, China, 271016

Abstract: Discussion on the integration of ideological and political education in colleges and universities and Chinese traditional culture education is the focus of this manuscript. The digital age is a historical complex integrating the development achievements of material civilization, spiritual civilization, and ecological civilization. Building a sustainable and healthy society and promoting the all-round development of people have become the fundamental starting point and end point of the development of digital technology. Hence, with this integration, the paper gives the comprehensive discussions on the integration of ideological and political education in colleges and universities and Chinese traditional culture education. The protection of national traditional culture is to make the traditional national culture passed down from generation to generation and last forever, and the integration is the scenario of the combinational improvement.

Keywords: Chinese culture; traditional culture education; colleges and universities; ideological and political education; basic discussion; integration methods; educational innovation

1. INTRODUCTION AND BACKGROUND

Chinese culture is fundamentally an ethical culture, which emphasizes the acquisition and improvement of the people's ethics, morality, spirit, culture, etc. Each of our ethnic groups has its own language, writing and art, which constitute a unique and charming human landscape. The protection and inheritance of cultural heritage plays an important role in social and economic development. The traditional culture of the nation has the general functions of understanding history, educating future generations, uniting the people, inspiring people, cultivating sentiments, and purifying the soul.

In a series of important speeches by General Secretary Xi Jinping, the general dominant position of the people is very emphasized, which not only reflects the Marxist historical materialism and the view of the masses, but also the positive factors of the people-oriented thought in Chinese traditional culture. In the articles and speeches of General Secretary Xi Jinping, the combination of the people-oriented thought and the Marxist view of the masses is reflected in many places. For example, the article published by General Secretary Xi Jinping in the 2013 No. 1 issue of the magazine "Seeking Truth" reflects the obvious people-oriented thought. The article pointed out: "We must adhere to the party's mass line, adhere to the main body of the people, always take the safety of the masses into our hearts, timely and then accurately understand what the masses are thinking, looking forward to, worrying about, and anxious about, and do the work of the masses solidly and deeply. It is necessary to correctly handle the relationship between the fundamental interests of the vast majority of the people, the common interests of the masses at this stage, and the special interests of different groups, and earnestly safeguard, realize and develop the interests of the people. Hence, integrating the traditional culture and organize the efficient ideological and political education in colleges

and universities and Chinese traditional culture education will be essential. In the figure 1, the sample figure is presented.



Figure. 1 The Chinese Traditional Culture Education (Image source: http://www.xinhuanet.com/english/2018-09/29/c_137500296_6.htm)

2. THE PROPOSED MODEL

2.1 The Chinese Traditional Culture

The protection of national traditional culture is to make the traditional national culture passed down from generation to generation and last forever. First of all, it is necessary to increase publicity efforts to create an atmosphere for national cultural protection and set off a trend of national cultural protection. For example, through the protection of national culture, it enters the campus, classroom and other forms. Secondly, the protection of traditional ethnic culture needs to maintain its original appearance, and it is necessary to set up special ethnic vocational education in the region to cultivate traditional cultural heritage talents and enhance the young generation's awareness of paying the attention to traditional culture.

For our study focus, the president Xi Jinping's ideas are impressive. The General Secretary Xi Jinping emphasized: "Governing the country according to the law is the basic strategy for the party to lead the people in governing the

country, and the rule of law is the basic way to govern the country. Building a socialist country under the rule of law".

In his speech at the symposium between teachers and students of Peking University, General Secretary Xi Jinping quoted and expounded the essence of traditional Chinese morality and values in many places. In his speech, General Secretary Xi Jinping quoted the famous saying of "University": "The way of the university is to be bright and virtuous, to be close to the people, and to end in the ultimate good." He further emphasized: "Core values are actually a kind of virtue, not only an individual's virtue, but also a great virtue, that is, the virtue of the country and the virtue of society. Hence, these will be the basis for us to study the models.

2.2 The Novel Perspectives of Ideological and Political Education

The fourth industrial revolution, characterized by intelligence, enables the rapid development of self-media based on social platforms while empowering traditional media to carry out media fusion transformation and realize the full ecological layout, and further promotes the multi-polar production and production of information and also spread across scenarios.

Under the background of the new era, especially in the confluence period of the "two hundred years", the ideological and political work of college students is facing unprecedented opportunities. , with greater efforts, more investment, stronger organization, and better measures to do a good job, hence, we should focus on the listed aspects.

(1) The era of the intelligence brings opportunities for the innovation and development of ideological and political education in colleges and universities, and helps to promote the in-depth promotion of full-staff education, whole-process education, and all-round education.

(2) In the era of rapidly changing science and technology, Internet information technology is developing rapidly, which has a profound impact on politics, economy, culture, society and other and far-reaching impact on political, economic, cultural, social and the other aspects, and human thinking and cognition have also undergone human thinking and cognition have also undergone great changes.

(3) Academia's research on ideological and political education has gradually moved beyond the description of the practice pattern in the past, and turned to the mode of coexistence between people and algorithms in the digital existence, in order to then promote the scientific, refined and intelligent development of ideological and political education. In fact, the digital transformation of the ideological and political education aims to blur the boundaries between real and virtual. "Augmented reality" and "virtual reality" make "real" a mixed reality that can be constructed.

The media technology represented by the network and new media technology reshapes the view of time and space, allowing the development of modern civilization to enter a new turning point. This makes it possible for ideological and political education to construct a large-scale, high-quality database with strong computing power.

Ideological and political education uses modern information technology to collect massive data, fully mines explicit data such as the online interactive expressions, gestures, discourse expressions, etc., extends and supplements its functions, and comprehensively scans the tension in the general process of the ideological and political education. From the perspective of disciplinary boundaries, driven by digital technology, the

crossover between ideological and political education and other disciplines has not only expanded the new direction of ideological and political education research, but also produced a variety of new ideological and political education patterns such as network ideological and political education, virtual ideological and political education, data ideological and also political education.

3. CONCLUSION

Discussion on the integration of the ideological and political education in colleges and universities and Chinese traditional culture education is the focus of this manuscript. In the digital communication environment, general information exchange method of college students has undergone profound changes. When ideological and political education is combined with artificial intelligence, intelligent simulation technology can be used to reproduce digital images of real life or historical events. This paper gives the novel suggestions and in the future, the further discussions will be also integrated.

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