

# Research on the Development and Utilization of Traditional Chinese Cultural Resources in the Context of Ideological and Political Education in Universities

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## ABSTRACT

Traditional Chinese culture is a symbol of the spiritual culture of the Chinese nation and is the root and soul of the Chinese nation. In the process of integrating excellent traditional Chinese culture into ideological and political education in universities, it is necessary to attach importance to the value and significance of utilizing and developing traditional cultural resources. In response to the contradictions and shortcomings in the development and utilization of traditional cultural resources in the current context of ideological and political education in universities, universities should actively integrate traditional cultural resources and establish cultural positions, dig cultural resources and enhance cultural values, and activate cultural resources and promote cultural inheritance, in order to more effectively present the operational process and cultural implications of ideological and political education in universities.

**Keywords:** Excellent traditional culture, Ideological and political education, Cultural resources, Development and utilization.

## 1. INTRODUCTION

Ideological and political education is an important component of the higher education system and the excellent traditional Chinese culture contains rich ideological spirit, with unique charm and value. Promoting the integration of excellent traditional Chinese culture into ideological and political theory courses in universities is an important measure to cultivate socialist core values and implement the fundamental task of fostering character and civic virtue. The Resolution of the Central Committee of the Communist Party of China on the Major Achievements and Historical Experience of the Party over the Past Century emphasizes that "The Party adheres to guiding cultural construction with socialist core values, focuses on using advanced socialist culture, revolutionary culture, and excellent traditional Chinese culture to cultivate the root and cast the soul, extensively carries out propaganda and education on socialism with Chinese characteristics

and the Chinese Dream, promotes the normalization and institutionalization of ideal and belief education, and improves the ideological and political work system".[1] Traditional cultural resources have always played an important role in the development of ideological and political education in universities, forming an important context for ideological and political education in universities and serving as a continuous cultural element, directly participating in the operation of ideological and political education. Fully developing these traditional cultural resources and endowing them with contemporary connotations can more effectively present the operational process and cultural implications of ideological and political education in universities.

## **2. CONNOTATION OF TRADITIONAL CULTURAL RESOURCES**

Traditional culture is the culture that has been passed down from ancient times to the present in a region, related to its own ethnic group's spiritual civilization and material achievements. [2] Traditional culture records the historical development process of a country and a nation, and truly reflects the customs, landscapes, lifestyles, ideology and culture of different regions of a country and a nation. The excellent traditional Chinese culture refers to the culture that has gradually formed during the development of the Chinese nation from ancient times to the present, which plays a positive role in promoting historical progress and shaping people's values, and has modern values, which is also the spiritual root of the Chinese nation. In the development history of Chinese culture, excellent Chinese traditional culture can play a positive role in the modern inheritance and innovation of Chinese culture.

## **3. CONTRADICTIONS AND SHORTCOMINGS IN THE DEVELOPMENT AND UTILIZATION OF TRADITIONAL CULTURAL RESOURCES IN THE CONTEXT OF IDEOLOGICAL AND POLITICAL EDUCATION**

The role of traditional Chinese cultural resources in the process of ideological and political education in universities is prominent and significant. However, due to the fact that educators easily overlook the intangible power of these cultural resources in the process of ideological and political education in universities, it will to some extent affect the effectiveness of ideological and political education in universities.

### ***3.1 Educators Have a Weak Awareness of Developing Traditional Cultural Resources***

In the process of ideological and political education in universities, the main body of developing traditional cultural resources is ideological and political educators. In the process of ideological and political education, some of educators have a weak awareness of developing traditional cultural resources, resulting in a large number of cultural resources not being effectively

developed and utilized. First, educators lack insight and observation. At present, some ideological and political educators in universities still use textbooks and traditional education models as the main cultural product resources for ideological and political education. The development of other implicit cultural resources in social practice is not strong, and educators only develop them once for a long time, let alone using profound and rich traditional cultural resources in the process of ideological and political education, leading to their limited ability to develop traditional cultural resources, which in turn affects the effectiveness of ideological and political education in universities. Second, educators lack certain technological qualities. In the era of informatization and networking, some ideological and political educators lack the quality of scientific and professional resource development, and fail to understand advanced technological means, let alone rational use. Therefore, educators are unable to apply advanced concepts and information technology methods to the development and utilization of traditional cultural resources, resulting in a large amount of traditional cultural resources being in idle, wasted, or single and repeated development and utilization. Third, educators lack the spirit of active learning and creation. Due to the fact that "Cultural products themselves are only static cultural carriers and can't play a role, and only by integrating cultural products containing ideological and political education content into cultural construction and carrying out various forms of cultural activities can they serve as intermediaries for ideological and political education to play a penetrating role",[3] cultural products and resources don't actively exert their power, and the process of exerting their power requires the active participation and cooperation of ideological and political educators. However, some educators, when utilizing traditional cultural resources, lack active learning and don't know how to develop these resources reasonably and effectively. On the other hand, due to the lack of creative spirit among educators, they fail to seriously consider how to combine traditional cultural resources with other types of resources to form an educational synergy.

### ***3.2 Weak Production of Excellent Traditional Cultural Products***

Currently, under the domination and drive of market economy and commercial interests, a large number of traditional cultural products are

constantly pouring into major universities and entering the sight of a large number of university students. Among numerous cultural products, there is a phenomenon of mixed quality. Although there are some inspiring and positive cultural products, more are superficial and vulgar entertainment-oriented cultural products. Educators need to recognize that traditional cultural products should ultimately achieve their goal of edutainment, but a large amount of such edutainment content can only bring temporary freshness and instant sensory stimulation to university students, but can't truly satisfy their inner cultural emptiness. Moreover, the content conveyed by these cultural products can easily have some negative impacts on the formation of university students' worldview, outlook on life, and values, and even cause certain psychological confusions for some university students. The university student community has always longed for cultural products with both cultural and aesthetic qualities. However, many producers of traditional cultural products lack the subjective consciousness to creatively transform and develop traditional culture in the production process, still focus on preaching and indoctrination, make light of or even neglect effective interaction and spiritual communication with university students, and lack timely innovation and development in form and content, being unable to attract the attention of university students, let alone meet their spiritual and cultural needs, naturally making it difficult to achieve good results.

### ***3.3 Insufficient Development and Construction in the Field of Traditional Cultural Resources***

The construction of traditional cultural resources is an important content of ideological and political education in universities, which embodies the principle of putting people first in ideological and political education and is an important dimension that highlights the humanistic value of ideological and political education in universities. The improvement of traditional cultural resources can better enhance the effectiveness of ideological and political education in universities, while the insufficient development and construction of traditional cultural resources undoubtedly increases the difficulty of carrying out ideological and political education in universities. Currently, due to the lack of resources allocation for ideological and political education in relevant functional departments of society and some administrative departments of universities, the development and

construction of traditional cultural resources lack special institutional and financial support. It is precisely because of the lack of funding and effective development that it is difficult to provide a complete and reasonable set of cultural resource allocation rules for ideological and political education, thereby ensuring sufficient and fair financial investment. As a result, the construction and improvement of a large number of venues and cultural bases, as well as the renovation of ancient architectural sites, are far from sufficient, resulting in a lack of fixed channels and places for university students to receive cultural influence, making it difficult for traditional culture to play its due role in the process of ideological and political education in universities.

## **4. COUNTERMEASURES FOR THE DEVELOPMENT AND UTILIZATION OF TRADITIONAL CULTURAL RESOURCES IN THE CONTEXT OF IDEOLOGICAL AND POLITICAL EDUCATION**

Integrating excellent traditional Chinese culture into ideological and political education in universities is an important issue in the new era. Fully exploring the rich resources contained in the excellent Chinese traditional culture in the process of ideological and political education is an effective way to continuously improve the ideological and political education system in universities, which has important practical significance for inheriting and promoting the excellent Chinese traditional culture and further expanding the breadth and depth of ideological and political education content.

### ***4.1 Integrating Traditional Cultural Resources and Establishing Cultural Positions***

In recent years, universities have continued to carry out rich and colorful cultural activities, which have played an important role in cultivating students' sentiments and relieving stress. However, overall, the integration of traditional cultural resources with university culture is not enough. We need to further improve our thinking, reasonably plan the cultural layout of universities, effectively integrate various cultural resources, strengthen the overall linkage with the network, campus, and classroom, and continuously enhance the depth and breadth of the utilization of cultural resources in universities.

#### *4.1.1 Establishing Network Cultural Positions*

Universities should build an online cultural brand that integrates ideological, intellectual, interesting, and service-oriented aspects, winning click rate through vivid content, lively style, and innovative forms, achieving positive guidance. For example, the power of "Internet celebrity" in spreading traditional culture can be paid attention to. It is precisely because young university students pay special attention to the "Internet celebrity" group that "Internet celebrity" has such a great influence.[5] The Internet celebrity "Yigongzi" has played a positive role in promoting excellent Chinese traditional culture, and university students often give a like and share her short videos. For another example, the "Xuexi Qiangguo" app launched by the Publicity Department of the Communist Party of China is an important cultural learning platform. In addition to learning current politics and news, there are also many cultural knowledge learning resources on it, such as online classroom learning of some cultural famous teachers, knowledge introduction of excellent Chinese traditional culture, and so on. This learning platform plays an extremely prominent role in publishing authoritative information, providing work guidance, and providing online services. After the launch of the cultural platform, various and rich subordinate columns such as Cultural News, Cultural Squares, Online Literature and Art, Recitation of Famous Articles, Reading, and Ancient Chinese Books have been successively launched, highlighting the important position of excellent Chinese traditional culture. During the learning process, university students integrate traditional cultural concepts and personal ideals into the great cause of national development, promoting them to effectively enhance their ideological, emotional, and value identification with the goals of the Party and the country. It can be said that this platform effectively integrates online ideological education with excellent Chinese traditional culture, making online life and learning an important part of the daily life of university students, with good results.

#### *4.1.2 Establishing Campus Cultural Positions*

To establish the concept of "big cultural environment" and maximize the effectiveness of campus cultural environment in educating people, it is necessary to produce and reflect the pattern and

magnanimity of Chinese culture from the five dimensions of "cultural beliefs, cultural concepts, cultural rituals, cultural symbols, and cultural products"[4]. Educators should make full use of various venues on campus as educational carriers to organize characteristic activities related to excellent Chinese traditional culture, such as "Historical Play Interpretation", "College Campus Poetry Society", "Chinese Traditional Culture Knowledge Competition", "College Student Art Festival", "Chinese Traditional Poetry Recitation", etc., to create traditional campus cultural scenes, integrate the value of excellent traditional cultural ideas, let university students participate in personally, improve their understanding of traditional excellent culture, stimulate their subjective initiative of active learning and participation, and create a profound atmosphere of excellent traditional culture. Educators should use various forms such as university newspapers, display windows, and electronic screens to disseminate excellent traditional cultural concepts and historical deeds, make good use of various cultural clubs in universities, promote the inclusion of excellent traditional culture in club activities and performances, and enable university students to experience and promote traditional culture in practice. University broadcasting stations are also good platforms for promoting traditional culture, and inserting some traditional cultural knowledge content into campus broadcasting is conducive to forming a strong campus cultural atmosphere. Each major university in China has its own campus official account, which is the network culture brand propaganda website of universities. In addition, major universities can also carry out website content construction in campus culture mainly through the promotion of relevant cultural activities and typical figures, showcasing the specific forms and diverse methods of cultivating cultural talents through university culture. Educators can build a traditional cultural website on the campus network, and learn from the new technology and new applications favored by college students like Tik Tok short videos, to tell a red story, portray a typical character, and turn memory fragments into notes beating on the screen in three to five minutes, infusing fashion elements to traditional culture and ideological and political education, adding the flavor of the times. These cultural carriers can help university students broaden their horizons for learning excellent Chinese traditional culture, promote their perception of patriotism, dedication, and vitality in excellent Chinese traditional culture, feel the power of historical heroes and role models,

see the direction forward, and gain traditional cultural education through subtle influence, so that they can have a sense of mission and responsibility to consciously inherit the excellent Chinese traditional culture, and take on the responsibility of spreading the excellent Chinese traditional culture.

#### *4.1.3 Establishing Classroom Cultural Positions*

Universities should actively integrate traditional cultural education content into ideological and political courses and the process of ideological and political construction, organically integrate the spirit system of excellent Chinese traditional culture into various classrooms of universities, and deepen the research and interpretation of the spirit of excellent Chinese traditional culture in teaching. Firstly, educators should integrate into political and theoretical teaching. Teaching should integrate the characteristics of various political and theoretical courses without affecting the in-depth explanation of basic theories. For example, the goal of the course Ideological and Moral Cultivation and Rule of Law is to provide ideological and moral education and rule of law education to university students. In practical teaching, educators can integrate into traditional cultural ideals, moral outlooks, and values such as "cultivating one's character and morality", "benevolence, righteousness, courtesy, wisdom and trust", and "traditional Chinese martial virtues". The Outline Course of Modern and Contemporary Chinese History can focus on "everyone is responsible for his country's rise or fall", "committing oneself to the country", "repaying the country with supreme loyalty", etc., cultivating the patriotism of university students and guiding them to understand the inevitability of choosing the socialist path. Secondly, educators need to integrate into other courses. Universities should actively explore the innovative integration of public courses, professional courses, and other courses with excellent Chinese traditional culture. For example, in courses such as "College Chinese", "Comparison on Eastern and Western Cultures", and "Introduction to Traditional Chinese Culture" offered by some universities, teachers can appropriately increase the proportion of teaching content on excellent Chinese traditional culture, such as the patriotism and heroic complex in the poems of Jiaxuan, the martial spirit and fighting spirit in the poetry of frontier fortresses, the patriotism and concern for the country and the people in Du Fu's poetry, and the profound

connotation and spiritual value of traditional Chinese culture. These are excellent ideological and political elements in university teaching, which have outstanding functional advantages in inspiring contemporary university students to promote patriotism and cultivate courage and uprightness. In short, to establish classroom cultural positions, integrating into traditional cultural education into subject teaching is an effective way for universities to inherit traditional culture.

#### *4.2 Digging Cultural Resources and Enhancing Cultural Values*

The Chinese culture is profound, with a long history and rich resources, which has not only the excellent Chinese traditional culture that has lasted for five thousand years, but also the revolutionary culture and advanced socialist culture created by the people of the whole country under the leadership of the CPC in the process of revolution, construction and reform, which carry the bloodline elements of the Chinese people and are an important component of the confidence of socialist culture with Chinese characteristics. Educators should be good at discovering and excavating useful traditional cultural resources and continuously enhance the value of excellent Chinese traditional culture in the process of creative transformation and innovative development.

##### *4.2.1 Actively Developing Excellent Chinese Traditional Culture*

The spirit of excellent Chinese culture refers to the way of thinking and behavior that people identify with and pursue in the long-term development of the Chinese nation, which is the essence of Chinese traditional culture and is the root and soul of the Chinese nation, containing rich ideological sparks and spiritual nourishment, embodying the most simple and profound spiritual pursuit of the Chinese nation, and highlighting the unique cultural sign of the Chinese nation. For example, excellent Chinese traditional culture embodies various aspects such as the philosophical wisdom of "cyclic movements and changes are the movements of the Tao, and the role of the Tao is subtle and weak", the national sentiment of "prioritizing the urgency of the country before personal hatred", the humanistic connotation of "the supreme good is like water", the military ideology of "using strategies to crush the enemy's strategies", and the governance strategy of "the people are the foundation of the country". Only by not forgetting

history can people open up the future. Only by being good at inheritance can one be good at innovation. Ideological and political education in universities should give full play to the advantages of excellent Chinese traditional culture, adhere to the principle of making the past serve the present, learn from the past, draw on the essence, and keep pace with the times, to continuously promote the organic integration of excellent Chinese traditional culture and ideological and political education in universities, endow them with a new era atmosphere, actively promote their creative transformation and innovative development in the new development stage, and continuously stimulate the cultural vitality of ideological and political education in universities.

#### *4.2.2 Making Good Use of Vivid Humanistic Materials in Real Life*

Educators should be good at observing and summarizing cultural stories in real life, which are the most vivid materials in ideological and political courses. Ideological and political educators, including leaders, should learn to integrate ideological and political small classrooms into social classrooms, and create a good cultural atmosphere to educate, influence, and nourish the soul and personality of every university student, which will enable university students to have a strong love for the Party, the military, the country, and socialism, and their admiration for the noble ideals of Marxism will become increasingly firm. In this way, every university student who participates in education can love and devote himself to the cause of the Party and the cause of socialism with Chinese characteristics from the inside to the surface and from the outside to the core from the bottom of his heart, voluntarily and consciously. In this process, ideological and political education focuses more on the close integration with reality, full interaction with practice, and resonance with the times. Through cultural influence, it continuously enhances the affinity, attraction, and infectivity of ideological and political education. With social life as the classroom and hot practice as the material, it further cultivates the emotional attitude and values of university students.

### *4.3 Activating Cultural Resources and Promoting Cultural Inheritance*

In the new era and new stage of development, the cultural construction of universities needs to

effectively activate Chinese cultural resources through the interaction with cultural innovation, so that these high-quality cultural resources can "be alive", "move", and "ignite", so as to construct a "big culture" pattern, influence, cultivate and support people through culture, and focus on creating cultural quality goods to continuously enrich cultural content. Only in this way can it be possible to build a socialist cultural power and promote the cultural construction of universities.

#### *4.3.1 Activating Red Cultural Resources*

Red culture, based on traditional Chinese culture as its foundation for survival and development, has strong ethnic characteristics and always demonstrates national sentiments, with important value and role in strengthening ideological and political education for university students and guiding them to consciously participate in the construction of socialism with Chinese characteristics. When President Xi went to various regions of the country for inspection, he would revisit the red memories, tell touching stories, explain the enlightenment of Party history, and set a shining example for the entire Party. The activities organized by some universities among university students, such as Travel to Jinzhai, Travel to Hong'an, and Travel to Yan'an, are exemplary in this regard. These red resources contain the patriotism and pursuit of serving the country and the people of the whole country, as well as their spirit of fearlessness and hard work style. They are important contents of ideological and political education in universities in the new era. Of course, while striving to develop these red resources, educators also need to pay attention to effective integration with the current spirit of the times and the school spirit and motto of various universities. Only in this way can it be possible to play a huge role in the ideological and political education process of universities in the new era.

#### *4.3.2 Activating Revolutionary Cultural Resources*

The revolutionary culture refers to the special culture with Chinese style created, formed and accumulated in the bloody practice of revolutionary struggle under the leadership of the CPC during the New Democratic Revolution. It not only includes revolutionary war sites or memorial sites such as the 1911 Revolution Memorial Museum, the site of the August 7th Conference, the National Institute of Peasant Movement, the CPC Historical Museum,

and the Military Museum of the Chinese People's Revolution, but also includes revolutionary spirits such as the Red Boat Spirit, the Jinggangshan Spirit, the Long March Spirit, the Yan'an Spirit, the Anti-Japanese War Spirit, and the Spirit of the War to Resist U.S. Aggression and Aid Korea. Ideological and political education in universities should focus on absorbing wisdom and strength from the history of the Chinese revolution, singing the main melody, transmitting positive energy, expanding the influence of revolutionary culture among the vast number of university students, guiding them to establish lofty ideals and beliefs, and stimulating their sense of social responsibility and destiny. Only by adhering to the principle of influencing and cultivating people through culture, and continuously promoting more excellent cultural quality goods that showcase the advanced culture of socialism with Chinese characteristics, and enriching the cultural quality goods in the spiritual minds of university students, can it be possible to continue tradition and stimulate motivation through subtle influence and edification.

#### 4.3.3 *Activating Scene Cultural Resources*

Under the fever of learning excellent Chinese traditional culture, more and more cities and regions are trying to borrow elements of traditional Chinese traditional culture, setting up and planning scene culture or creatively transforming traditional cultural scenes based on past historical and cultural scenes to attract a large number of university students. For example, there are cultural scenes of "Zhiyin" cruise in Wuhan, cultural blocks of Kuanzhai Alley in Chengdu, and cultural scenes of "national tide", "national customs" and "ancient customs" that are launched irregularly in some scenic spots, as well as relevant traditional cultural performances. Moreover, with the development of 5G, VR, and AR, many combinations of text, emoticons, images, sounds, and images have frequently appeared in more scenes.[6] These cultural resources that have been activated on the basis of scene settings have been innovatively transformed, in line with the aesthetic taste and needs of university students. The presentation methods have both historical temperature and diverse forms, allowing university students to receive historical and cultural education while enjoying it, and to be influenced by the excellent Chinese traditional culture in a subtle way.

## 5. CONCLUSION

In the process of ideological and political education in universities, ideological and political educators need to continuously develop, utilize, and innovate excellent Chinese traditional cultural product resources. In the connection with the times, society, and universities, the rich connotations and other contents contained in these cultural resources should be integrated into the entire process of ideological and political education in universities, continuously improving the scientific level of ideological and political education in universities.

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