

RESEARCH ON THE INTEGRATION OF CHINESE EXCELLENT TRADITIONAL CULTURE AND MORAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Abstract: *This paper aims to explore how to integrate Chinese excellent traditional culture with moral education. First, the excellent Chinese traditional culture is defined and its important value in moral education is explained clear. Then, the problems existing in the integration of Chinese excellent traditional culture and moral education are analyzed, including the lack of introduction of excellent traditional culture in textbooks and campus environments. In view of these problems, this paper puts forward the corresponding practical strategies, including strengthening the construction of the main channel of moral education for college students and carrying out campus cultural activities, so as to promote the integration of Chinese excellent traditional culture with moral education. Based on these strategies, we hope to further play the educational role of Chinese excellent traditional culture and improve the effectiveness of moral education for college students.*

Keywords: *Excellent Traditional Culture; Moral Education; Higher Education*

Introduction

Chinese excellent traditional culture is profound, and learning and mastering its essence is conducive for college students to establish a correct world outlook, outlook on life and values. It is of great significance to deeply explore the ideological concepts, humanistic spirit and moral norms contained in Chinese excellent traditional culture, inherit and innovate Chinese excellent traditional culture according to the requirements of the times, and let Chinese culture show its permanent charm. Inheriting Chinese excellent traditional culture is an important mission and responsibility of moral education in colleges and universities. Digging deep into the rich resources contained in Chinese excellent traditional culture, integrating them into moral education in colleges and universities can strengthen the effectiveness of educating people. In the all-media era, the exchange and confrontation of various ideas are more frequent, which brings new challenges to moral education in colleges and universities. Nowadays, the world is in a great change for a hundred years, and various thoughts are impacting the thoughts of contemporary college students, and have a lot of influences on their world outlook, outlook on life and values. As a new force in the great rejuvenation of the Chinese nation, the moral quality and behavior of college students need to be studied at this stage. Therefore, it is urgent to study the promotion of college students' moral education in the new era to enhance the effectiveness of moral education. Chinese excellent traditional culture is the spiritual foundation and soul of the Chinese nation. Under the background of economic globalization, the values of young students are different, and the problem of misbehavior is becoming prominent. In the face of the impact of foreign culture, how to re-examine Chinese excellent traditional culture, promote the close integration of Chinese excellent traditional culture and moral education, give full play to the role of traditional culture in college students' moral education, and improve college students' moral level and cultural literacy is not only the requirement of the times and society, but also an important topic for educators to explore and study.

Interpretation of Chinese Excellent Traditional Culture

Chinese excellent traditional culture can be divided into Chinese traditional ideas, Chinese traditional moral standards, Chinese traditional humanistic spirit and cultural heritage. Firstly, Chinese traditional ideas. Chinese traditional ideas are the basic ideas about the nature, the history of China and the formation of the Chinese nation, which can provide enlightenment for people to understand the world and provide reference for governing the country. For example, hundred schools' philosophical thoughts and governance ideas, which have been advocated and pursued by Chinese people in past dynasties, include key ideas such as benevolence, people-oriented thought, fidelity, justice, and great harmony.

Secondly, Chinese traditional moral standards. Chinese traditional moral standard is the moral concept and code of conduct pursued by the Chinese nation, which embodies the value standard of judging right and wrong and exerts a subtle influence on the behavior of Chinese people. Chinese traditional moral standards include loyalty to the country, respect for career, being brave, helping the poor, respecting the old and loving the young, respecting teachers, being loyal, being courteous and honest, striving for self-improvement, seeking common points while reserving difference, etc., which embodies the moral standards of people and their families.

Thirdly, Chinese traditional humanistic spirit and cultural heritage. Chinese traditional humanistic spirit, such as the way of dealing with the world, the aesthetic pursuit and the concept of life, refers to the ideas, customs and lifestyles of Chinese people, and it nourishes unique and rich cultural heritages such as literature, art, science, technology, etc. Language, traditional literature, Chinese Guqin, Chinese chess, calligraphy, painting, Chinese opera,

martial arts, traditional festivals, crafts, traditional Chinese medicine and other precious cultural heritages are spiritual wealth for China people to learn.

Problems Existing in The Integration of Chinese Excellent Traditional Culture and Moral Education of College Students

There Are Few Contents of Chinese Excellent Traditional Culture in Textbooks.

The design of textbooks is a very important preparatory work in moral education. However, judging from the current textbooks, there are few contents of Chinese excellent traditional culture in textbooks. At present, in the textbooks of moral education, the teaching system of Chinese excellent traditional culture has not yet been formed, and the relevant contents of moral education have not been comprehensively and systematically introduced.

For example, in some textbooks, there are few chapters on Chinese excellent culture. The principles of moral education are rarely analyzed by combining them with Chinese excellent traditional culture, and some textbooks do not analyze the relationship between Chinese excellent traditional culture and the basic principles of moral education. In addition, some textbooks do not effectively explore the internal relationship between Chinese excellent traditional culture and the basic principles of moral education, and do not have a comprehensive explanation of Chinese excellent traditional culture, which leads to poor moral education effect. This makes it difficult for people's understanding of Chinese excellent traditional culture to rise to a scientific theoretical level. This leads to an abstract process of students' understanding of the principles of moral education, and it is difficult for students to grasp them. Therefore, in moral education, it is necessary to combine Chinese excellent traditional culture with moral education, so that students can nurture their sense of identity in the process of learning.

Some people believe that the excellent traditional Chinese culture includes "three guidelines and eight objectives". The three guidelines include morality, being close to the people, aiming at absolute perfection, and moral education is its core. The eight objectives are studying the nature of things, knowledge, sincerity, integrity, self-cultivation, family harmony, governance and world peace. The "three guidelines and eight objectives" have enabled Chinese college students from generation to generation to forge ahead, constantly improve their moral quality, so as to establish a noble life goal. This promotes moral education for college students, so as to promote the all-round development of students. However, in moral related courses, some textbooks do not present all the contents of these traditional cultures, resulting in the teaching effect is not good.

Chinese Excellent Traditional Culture Is Not Integrated With Campus Culture.

People are an important part of colleges and universities, and moral education in colleges and universities is an important part of higher education. Campus culture can be divided into three parts of student culture, teacher culture and school culture. Many colleges do not incorporate the construction of campus culture into moral education in their development plans, which results in neglecting the construction of campus culture and only paying attention to spiritual culture. Educators and scholars in colleges and universities are a force that cannot be ignored. College students are the inheritors of school culture, giving their best ideas. Their moral points are not matured, and they are more suggestible to the external environment. Therefore, Chinese excellent traditional cultural elements should be combined with campus culture, so that students can constantly improve themselves. At present, there are still many problems in the construction of campus culture in China, which hinder the development of moral education in colleges and

universities. The problems existing in moral education in colleges and universities are mainly as follows. First, students' low enthusiasm. Students' passive learning of school history, school motto, school emblem, school song and so on leads to the low enthusiasm of students' active learning, which is not conducive to moral education and deepen the recognition of Chinese excellent culture. In colleges and universities, many students do not know the school motto, and some schools do not even have their own motto. In fact, the school motto is not just a symbol, but a culture.

Second, low enthusiasm of teachers and students in participating in campus cultural activities. University campus culture is in the highest level of various social cultures. However, in the specific construction of campus culture, the moral education of teachers and students is not deep enough. Teachers should shoulder the responsibility of teaching new knowledge in moral education. However, due to some reasons, some teachers devote themselves to research and teaching, but invest less in moral education of campus culture in their spare time. In addition, teachers' creativity and professionalism also determine teachers' influence on students. The lack of enthusiasm of teachers and students in the construction of campus culture is an urgent problem.

Practical Path of Integrating Chinese Excellent Traditional Culture into College Students' Moral Education

Strengthen the Construction of the Moral Education Platforms for College Students.

In colleges and universities, the construction of the moral education platforms plays a very important role in practice, which can not only strengthen the teaching of theoretical courses of moral education in colleges and universities, but also improve the effectiveness of daily moral education, and at the same time promote the quality of education in colleges and universities.

The first is to add the fine traditions of China into the daily life of college students. In daily moral education, teachers should make full use of the main role of moral education, put moral education in the first place, make full use of the guiding role of college students' activities, and at the same time, moral education departments should cooperate with each other and focus on strengthening the development of moral education in schools. It is necessary to organically integrate the core values of China's traditional culture, moral education thought and humanistic spirit, form an excellent school spirit and study style, and carry forward the spirit of the Chinese nation. Colleges and universities should organically integrate the history with the excellent traditional culture, and create a campus cultural atmosphere that can embody the cultural essence of benevolence, virtue, self-improvement, tenacity, and renewal. The construction of student associations should be carried out under the guidance of the principles of moral education. Student groups such as hobby groups and student unions should actively plan and organize a series of moral education activities. New media is also an indispensable part of college students' study and life. Therefore, the network and new media must be taken as the main channels of communication, and Chinese excellent traditional culture should be integrated into the daily moral education of college students, so that Chinese excellent traditional culture can be combined with the moral education. On the school website, Weibo, and WeChat official account, traditional culture columns with various themes can be set up to introduce Chinese excellent traditional culture to students, thus further promoting the development of moral education.

Second, integrate Chinese excellent traditional culture into moral education. The theoretical courses of moral education in colleges and universities are important to realize the fundamental task of moral education. To this end, colleges and universities should regard moral education as the main carrier of Chinese excellent traditional culture and carry out moral education. First, actively promote the revision of textbooks. High-quality teaching materials are the prerequisite for high-quality teaching. Therefore, it is necessary to organically link Chinese excellent traditional culture with moral education materials, integrate the contents of excellent traditional culture into moral education materials, and integrate moral education with cultural education. It is necessary to design a number of excellent courses with Chinese excellent traditional culture as the main content and reflect the thought and spirit of moral education of Chinese excellent traditional culture at the same time, and put them in a position that can not be ignoredx. The second is to combine moral education theory with moral education. Moral education in colleges and universities is a practice, and its teaching effect is not ideal. At present, the main teaching method is cramming method of teaching, and this method has both positive and passive functions. However, in the actual teaching, its effect is not good, because it cannot effectively mobilize the enthusiasm of college students. Therefore, in the teaching process, we should dig out the elements of moral education in Chinese culture, carefully select traditional culture and related contents according to the teaching task and teaching purpose, comprehensively integrate the excellent Chinese traditional culture into the moral education, strengthen the emotional connection of students, and make them learn the excellent Chinese traditional culture again. By learning Chinese excellent traditional culture, students can experience the affinity of Chinese excellent traditional moral education again, so that they can get inspiration under the influence of Chinese excellent traditional culture, actively draw lesson from Chinese excellent traditional culture, and understand the cultural connotation of moral education.

Third, integrate Chinese excellent traditional culture into the construction of the curriculum. Make full use of the moral education course in colleges and universities. In course teaching, teachers should fully explore the moral education resources contained in various courses and integrate moral education into the whole process of education. The quality of theoretical courses should be improved. Improving the quality of moral education courses is an important starting point for colleges and universities to complete the fundamental task of fostering virtue through education, is the basic work to comprehensively improve the quality of talents, and is also the proper meaning of developing outstanding college students with courage to take responsibility. By tapping the moral education resources of all courses, making clear the direction of educating people, and forming a long-term mechanism of educating people, it meets the needs of the times and social development.

Carry Out a Variety of Campus Cultural Activities

Campus cultural activities should be based on the personal and psychological characteristics of college students, and innovative teaching concepts should be used to integrate Chinese excellent traditional culture into campus activities, and some fables or Hanfu culture should be used to truly combine cultural construction with quality education, so that college students can feel that moral education is influenced by Chinese excellent traditional culture. Colleges and universities should attract students to participate in activities, help them understand Chinese excellent traditional culture, and really play an important role in educating people through cultural education.

First, campus activities with the theme of Chinese excellent traditional culture can be held. Regular cultural courses should be offered, such as reading excerpts from excellent works such

as *Moral Education* and *The Book of Songs*, so that students can learn Chinese excellent traditional culture deeply, know the charm of moral education, and enrich their spiritual world. Colleges and universities can give lectures on Chinese studies, and invite well-known scholars to systematically interpret Confucianism, ancient filial piety culture and etiquette culture for all teachers and students. Colleges and universities can also give lectures on cultural celebrities, hold salons and other activities to show the rich connotation of Chinese excellent traditional culture, constantly integrate Chinese excellent traditional culture with moral education, let students have a deeper understanding of Chinese excellent traditional culture, integrate Chinese excellent traditional culture into students' lives, and improve their cultural literacy.

Second, carry out knowledge competitions related to Chinese excellent traditional culture. Organize moral education and cultural knowledge competitions such as ancient poetry competitions and calligraphy competitions to raise students' attention to Chinese excellent traditional culture, stimulate students' enthusiasm for learning Chinese excellent traditional cultural knowledge, and let students experience the joy of learning in a pleasant knowledge competition. Activities such as traditional drama, song and dance, traditional opera can be held, so that the traditional art and culture of moral education can be truly integrated into the construction of campus culture, and a variety of colorful traditional art activities can be carried out to make college students' moral education more abundant. For example, traditional festivals such as Spring Festival, Mid-Autumn Festival and Dragon Boat Festival can be combined with modern festivals such as Labor Day, Teacher's Day and National Day to carry out celebrations and ceremonies incorporating traditional elements. During traditional festivals, teachers can teach the origins of traditional festivals in China through moral education. Living moral education allows students to participate in and communicate with each other extensively. For example, during the Spring Festival, teachers can talk about "reunion"; On the Tomb-Sweeping Day, teachers can talk about "gratitude". On the Labor Day, teachers can talk about "loyalty"; Teachers can talk about "respecting teachers" on Teacher's Day; Teachers can talk about "filial piety" on the Double Ninth Festival. All these can arouse college students' inner sense of national identity, make them understand the profound connotation of Chinese excellent traditional culture and the humanistic spirit of moral education, let more college students know the stories and historical culture behind traditional festivals, make the moral education widely spread among college students through activities, and help students truly understand the charm of Chinese excellent traditional culture.

Conclusion

College students' moral education must be based on Chinese excellent traditional culture, from which they can take strength and gain nutrition. The profound and excellent Chinese traditional culture is an inexhaustible source for college students' moral education at present. Therefore, it is of great importance to absorb the essence of moral education, inherit Chinese traditional culture, give full play to the educational function of excellent traditional culture, recognize the role of moral educators, improve the quality relevant courses, give full play to the important role of campus culture in moral education, establish a mechanism for displaying and rewarding achievements, and use the network and new media to promote moral education. It is also necessary to form a complete way of moral education with the joint efforts of schools, families and society, integrate Chinese excellent traditional culture into college students' moral education, and carry out education with distinctive themes in college students' thinking mode, behavior habits, values and attitude towards life, thus improving the quality of moral education, so that the connotation of Chinese excellent traditional culture and the main contents of moral education play an active role in educating college students.

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