On the Path of Chinese Excellent Traditional Culture Education from the Perspective of Cultural Confidence

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Abstract: In fact, think of the tree, drink its origin. Chinese excellent traditional culture originates from the history of more than 5000 years of civilization of the Chinese nation and is the “root” of cultural self-confidence, while Chinese excellent traditional culture education is the basis for inheriting and carrying forward excellent traditional culture. At present, China’s education development is facing new changes, and the connotation of education is also developing in depth. In order to let students understand and recognize the excellent cultural traditions of the country and establish their cultural self-confidence, this paper takes “cultural self-confidence” and “Chinese excellent traditional culture education” as the basis points, through the relationship and function between the two, and the difficulties faced by Chinese excellent traditional culture education, promote the inheritance and development of Chinese excellent traditional culture, firm cultural self-confidence.

Keywords: Cultural confidence, Chinese excellent traditional culture education, dilemma, path.

1. Introduction

Chinese excellent traditional culture is the spiritual lifeblood of the Chinese nation. We should strive to draw nutrition and wisdom from the excellent traditional culture formed and accumulated by the Chinese nation from generation to generation, continue cultural genes, extract the essence of ideas, and show spiritual charm. We should activate the vitality of Chinese excellent traditional culture with the spirit of the times, promote the creative transformation and innovative development of Chinese excellent traditional culture, unify the inheritance and promotion of Chinese excellent traditional culture with the cultivation and practice of socialist core values, guide the people to establish and adhere to the correct view of history, nationality, country and culture, and constantly enhance the sense of belonging, identity, dignity and honor of the Chinese nation.

2. Cultural Confidence and Chinese Excellent Traditional Culture Education

Cultural self-confidence is a word that has been mentioned many times in the course of my country’s construction and development in recent years. It is a nation and a country’s full affirmation and active practice of its own cultural value, and a firm confidence in its cultural vitality. My country’s socialist construction and development provide an endless stream of internal driving forces. In this Internet age full of diverse cultures, multiculturalism not only permeates a country’s politics, economy, and society, but also permeates a person’s thoughts, life, and behavior. It is the primary task of modern college students to be a cultural inheritor, a cultural leader, and to absorb the advantages of traditional culture to cast the flesh and blood of culture.

2.1 Cultural Confidence

In the current stage of the development and construction of socialism with Chinese characteristics, enhancing cultural self-confidence is one of the key tasks. The Chinese nation stands among the nations of the world and has the most splendid culture. A nation has rich thoughts, strong spirit, active creation and exquisite art. This nation can have a high degree of cultural self-confidence. What is cultural confidence? Cultural self-confidence is the full affirmation and active practice of a nation, a country and a political party on its own cultural value, and the firm confidence in the vitality of its culture.

2.2 Chinese Excellent Traditional Culture Education

The excellent traditional culture formed in the long-term development and practice of the Chinese nation is an important feature of the cultural self-confidence of the Chinese nation. The extensive and profound traditional cultural system contains the cultural genes with Chinese characteristics. It is also a cultural treasure that guides the Chinese youth group to face the future and participate in national construction based on reality in the practice of modern social construction. It is a solid foundation for strengthening cultural self-confidence and enhancing cultural self-confidence. It is also a solid cultural foundation for the Chinese nation to gain a firm foothold in the world’s ethnic forests. Therefore, we must correctly understand the importance of excellent traditional culture education, and promote the optimization of traditional culture education activities from the perspective of improving the cultural and moral cultivation of the whole people, cultivating the public to improve their personality cultivation, and standardizing the public’s moral ethics. With the help of the power of national culture, we should awaken the spiritual power of national rejuvenation and help the Chinese nation gradually realize the development goal of great rejuvenation.

3. The Relationship between the Improvement of Cultural Confidence and the Education of Chinese Excellent Traditional Culture
Chinese excellent traditional culture education and cultural self-confidence promotion complement each other, and there is a complementary relationship between the two.

3.1 Chinese Excellent Traditional Culture Acts on the Promotion of Cultural Confidence

The great advantages of Chinese excellent traditional culture education can promote the improvement of cultural self-confidence, help the concept of cultural self-confidence to be deeply rooted in the hearts of the people, make people understand the splendid culture of the Chinese nation for five thousand years, improve people’s sense of identity with Chinese excellent traditional culture, and enhance people’s sense of mission to inherit, carry forward and innovate Chinese excellent traditional culture, and then accelerate the development process of China’s socialist cultural construction.

3.2 Cultural Confidence Enhancement Reaction to Chinese Excellent Traditional Culture Education

The promotion of cultural self-confidence fully reflects the subtle influence of culture, contributes to the vigorous development and innovation of Chinese excellent traditional culture, and promotes the cultivation of socialist core values, so that more people can realize the importance of developing excellent traditional culture education and actively participate in the work of traditional culture education, creating a good atmosphere that “everyone is an educator, “further highlighting the value of Chinese excellent traditional culture, enhancing the soft power of national culture, and realizing people’s yearning for and pursuit of a better life.

4. Strengthening the Role of Chinese Excellent Traditional Culture Education in Enhancing Cultural Confidence

4.1 Strengthening the Education of Excellent Traditional Culture and Understanding the Essence of traditional Cultural Thought

Chinese excellent traditional culture is extensive and profound, timeless, and has experienced a long process of development. In the long historical process, Chinese excellent traditional culture has laid a solid foundation for the creation, development and prosperity of the Chinese nation. It is also the spiritual identity of the Chinese nation that distinguishes it from other nationalities. It is an extremely important spiritual treasure in the process of contemporary cultural construction and socialist spiritual civilization construction. Strengthening the education of Chinese excellent traditional culture is in line with the requirements of China’s new curriculum standards. It is helpful to further implement the fundamental task of cultivating people with morality, so that students can form a new understanding of excellent traditional culture, strengthen the sense of identity and honor of excellent traditional culture, and lead students to work together for the great rejuvenation of the Chinese nation. In the process of carrying out excellent traditional culture education, based on the practical requirements of improving cultural self-confidence, it is necessary to clarify the historical origin and basic trend of excellent traditional culture in educational practice, and highlight the distinctive national characteristics and values of excellent traditional culture. Promote the innovative transformation and creative development of traditional culture in modern society, and help cultural self-confidence to be continuously improved[1].

4.2 Strengthening the Education of Excellent Traditional Culture, Inheriting and Carrying Forward Excellent Traditional Virtues

Ideological and political education is an important part of Chinese excellent traditional culture education. It integrates the excellent traditional virtues of the Chinese nation into the practice of ideological and political education, so that students can form a correct outlook on life, world outlook and values. In the new stage of social construction and development, they can make objective and correct value and moral judgment, consciously carry forward and develop excellent traditional culture, practice the traditional virtues of the Chinese nation, and form a positive energy of positiveness and goodness. In the process of excellent traditional virtue education, it can deepen students’ understanding and understanding of Chinese excellent traditional culture, enable them to establish and adhere to the correct view of history, nationality, country and culture, and strengthen cultural self-confidence, so that they can take root in Chinese excellent traditional culture, carry out professional learning and practice, and contribute to the development of characteristic socialist construction. Strengthen the education of Chinese excellent traditional culture, enhance cultural self-confidence, promote the construction of socialist cultural undertakings and spiritual civilization with Chinese characteristics, and create a new development situation.

4.3 Strengthening the Education of Excellent Traditional Culture and Exploring the Origin of Advanced Socialist Culture

The development of Chinese excellent traditional culture education is closely related to the socialist advanced culture education. The reform and promotion of Chinese excellent traditional culture education can develop the socialist advanced culture and widely gather the spiritual strength of the people. The socialist advanced culture is a strong support for the socialist system with Chinese characteristics. The development of socialist advanced culture education should take the Chinese excellent traditional culture education as the cornerstone, integrate the national revolutionary spirit into the educational practice, and constantly improve the students’ cultural self-confidence and cultural consciousness. Simply put, in the process of Chinese excellent traditional culture education, we should actively integrate regional resources, give full play to the advantages of regional red resources, base ourselves on the local area, keep pace with the times, carry out revolutionary moral and emotional education and enlightenment for students, consolidate the ideological basis of college students’ cultural self-confidence and feelings of home and country, so that students can continuously improve their political identity with the country, the party and the construction of characteristic socialist system in the process of growth, and then optimize their sense of mission responsibility. On the basis of enhancing cultural
self-confidence, we should lead college students to actively participate in the practice of social construction and help the international development of the Chinese nation.

5. The Dilemma of Current Chinese Excellent Traditional Culture Education

5.1 Realistic Impact of Cultural Phenomena Under Cultural Globalization and Diversification

Under the influence of economic globalization, culture has gradually shown a trend of globalization and diversification. For example, in China, “Christmas” and “Halloween” in the West are deeply loved by teenagers, while some traditional festivals in China are gradually unloved by everyone because of their immutable rituals. Inheriting Chinese culture is by no means a simple restoration of the ancients, nor is it a blind exclusion. Instead, it is a dialectical choice of making the past serve the present, making foreign things serve China, abandoning negative factors, inheriting positive ideas, “opening our own face with the rules of the ancients”, and realizing the creative transformation and innovative development of Chinese culture.

At present, the phenomenon of “Internet celebrity culture” and “fast food idol” is becoming more and more intense. “Cultural celebrity” has become a synonym for fame and fortune. Young people are very vulnerable to this cultural phenomenon. “Internet celebrity culture” in the “look to money” and the huge benefits they get to attract some young people to follow, so that they think that cultural learning is no longer useful, with eye-catching but weird way to obtain economic benefits, reverse attract traffic; and “fast food idol” is through a variety of talent show or the company’s packaging hype let the original not famous young people quickly become popular, become idol role. Not long ago, the new generation actor Deng Lun said that traffic is traffic, acting is acting, traffic is not a bad thing, it represents the influence. However, due to the current star’s younger and flow-based business model, there are many new idol stars who have a large degree of lack of professional literacy, causing behavioral errors to young people, and irrationally high investment in star-chasing behavior. The life, study and work of young people without independent economic ability are greatly affected. Blind pursuit of new things, the pursuit of fame and fortune, for the school ideological and political education work has a great impact on China’s excellent traditional culture education penetration will be hindered.[2]

5.2 The Innovative Development of New Media such as Self-media

With the rapid development of Internet technology and the era of big data, new media such as self-media continue to emerge. The channels for young people to obtain information have become more extensive and diversified, and the access to information has become more abundant. The spread of media has made cultural expressions more diverse and expressive. The role played by force is more intense. If there is no certain regulatory measures and supervision, it will lead to the emergence of mixed multiculturalism in front of young people without screening, making media communication polarized. For example, there have been many video chaos before the popular network short video Apps such as Douyin and Kuaishou. The short video content has not been audited and released, and the video content with bad information is flooded with the network, so that young people who lack self-control and value judgment lose themselves. Imitation, reward, blind dating and even make college students’ life affected, personal threat.

6. Innovation and Path of Chinese Excellent Traditional Culture Education

The innovation of Chinese excellent traditional culture education is a long-term and scientifically planned practical project. The educational content and educational methods need to be innovated according to the stage of the educational object. The Chinese excellent traditional culture education should be full of educational and vivid, student-centered, and stimulate the enthusiasm of students as the main body to participate in the whole process, so as to deepen and consolidate the effect of Chinese excellent traditional culture education and enhance cultural self-confidence.

6.1 Improving the Relevant Mechanism to Promote the Orderly and Good Development of Excellent Traditional Culture Education

In order to develop Chinese excellent traditional culture education as orderly and healthy as other education, it is necessary to have a certain mechanism and legal guarantee. Therefore, departments at all levels and schools should formulate and improve relevant mechanisms to increase support and assessment of Chinese excellent traditional culture education. At the same time, the introduction of relevant incentives to guide measures to mobilize the enthusiasm of the whole society creativity, and vigorously promote school education and family education, social education convergence, coordination and cooperation, the formation of “all the time”, “ubiquitous” and “seamless” inheritance and development of comprehensive education system[3].

6.2 Enhance Teachers’ Ability, Deepen Educational Reform and Locate Education

In heriting and innovating Chinese excellent traditional culture and developing Chinese excellent traditional culture education require teachers to improve their own cultural literacy and cultural accumulation. They should have a profound and extensive understanding of Chinese excellent traditional culture and accurately grasp the current direction of Chinese excellent traditional culture education.

It is necessary to accurately grasp the stages of educational objects and the mastery of contemporary students in Chinese excellent traditional culture, and to carry out targeted and planned teaching design for the teaching content of Chinese excellent traditional culture. The post-90 s and post-00 s college students are the new force of the development of the times. They have active thinking and advanced consciousness, and have higher requirements for teachers’ teaching ability. Chinese excellent traditional culture education must go deep into the students, based on the students’ interest points and personalized characteristics of curriculum design, establish
close contact with students, to pave the way for communication teaching[4]. Teachers should strengthen the interaction and communication with students, from the perspective of students, find the attractive points of Chinese excellent traditional culture.

Second, we should think deeply about the education of Chinese excellent traditional culture and find out the integration entry point of Chinese excellent traditional culture and the teaching content of various subjects. The course content should keep pace with the times and be updated in real time. Teaching-related teaching aids, materials and contents should also follow the pace of the times. This requires teachers to deepen the interpretation of Chinese excellent traditional culture on the basis of the new era and new stage, and integrate the excellent traditional culture with the curriculum system of various disciplines. The meeting point is to integrate the socialist core values. Teachers of different disciplines and teachers of the same discipline can work together to design relevant course content, record demonstration course videos, form resource sharing within teachers, and actively carry out organizational research and communicate with teachers in different schools.

The education of Chinese excellent traditional culture has a long way to go. It is not only a simple copy and handling of the content of excellent traditional culture, but also needs to be skillfully integrated with the methods of the new era to achieve a subtle and silent effect. Only by clarifying the direction and focus of education can we better carry out educational practice and achieve the ideal educational effect. Therefore, the improvement of teachers’ quality is the first to ensure the scientific choice of education direction and focus.

6.3 Combine Education with Practice, Deeply Excavate the Value Connotation of Chinese Excellent Traditional Culture

The content of Chinese excellent traditional culture is rich, and it runs through education all the time, beyond the limitation of education space. The education of Chinese excellent traditional culture depends not only on school education, but also on family education. Therefore, the school should strengthen the excavation of the value of Chinese excellent traditional culture education. The education mode and content should be close to the students’ study, work and life. The content is easy to understand and full of appeal.

First, to strengthen the outlook on life, world outlook and values as the theme of education, combined with the socialist core values and examples of Chinese excellent traditional culture, deepen the thinking of excellent traditional culture value connotation, so that students can recognize, and have a high degree of confidence to think about learning. Chinese excellent traditional culture is extensive and profound, rich in content, such as traditional costumes, traditional catering culture and the quintessence of Chinese culture, these are the best material content of Chinese excellent traditional culture education, encourage and guide students to collect hot related cultural materials and stories, increase students’ empathy ability, with the power of emotional infiltration to develop excellent traditional culture education, deepen the influence of Chinese excellent traditional culture.

Second, strengthen the education of Chinese excellent traditional culture in the family. The education of Chinese excellent traditional culture should integrate the concept of family style into education, play the role of family style and play the role of model.

6.4 Developing Excellent Traditional Culture Education, Keeping Pace with the Times

The education of Chinese excellent traditional culture requires the interaction and mutual influence of educational subject and object, educational media and educational environment. It is also extremely important to create a good educational atmosphere and environment. The school should strengthen the unity of knowledge and practice of Chinese excellent traditional culture education, establish and develop exclusive excellent traditional culture education positions, introduce the education methods in the new era of socialist development, integrate the educational resources in the region through the various classroom presentation methods of Chinese excellent culture, establish a perfect education system, and increase the innovation and attraction of education methods in limited educational practice.

It is necessary to scientifically design the content of Chinese excellent traditional culture education and gradually infiltrate it according to the stage characteristics of students. Secondly, we should pay attention to the construction of the school’s Chinese excellent traditional culture education position, which should have both on-campus and off-campus positions. The school position is mainly to organize relevant excellent traditional cultural and social activities, and can also add excellent traditional cultural elements to the regular activities of the school. While enhancing the participation and interest of the activities, it is also necessary to enhance the educational nature of the activities. In addition, the content of excellent traditional culture can be added to the cultural construction of the school, and the role of culture can be exerted imperceptibly, such as the school corridor, knowledge perspective and publicity column. The off-campus position is to cooperate with local museums and memorials to establish an off-campus practice platform, so that students can listen to history and understand culture.

Third, we should give full play to the network media communication in the era of rapid development of the Internet. In schools, special theme class meetings and campus cultural programs can be set up, such as “national treasure”, which is China’s “new Forbidden City”. Through the media, students can understand the colorful stories, so as to deepen their love for Chinese excellent traditional culture; in a variety of parties, to join the Chinese traditional cultural elements of the program, enhance the attractiveness of excellent traditional culture to students. We should use the new media to innovate and present the Chinese excellent traditional culture education, and then integrate it with our traditional classroom to spread the correct and positive energy values to students, cultivate students’ rational value and moral judgment, cultivate a group of high-quality theoretical communicators, and make the media education space a quiet place.

Fourth, we should give full play to the advantages of contemporary young people. The current generation is an
independent and personalized generation. As the “Houlang” in the May Fourth Youth Festival Bilibili website said, many people have been exploring their own interests freely since childhood. What you love is your life. You are fortunate to meet such an era, but the times are more fortunate to meet you. You are turning traditional into modern, classical into popular, academic into popular, and national into the world. Younger bodies can accommodate more diverse cultures, aesthetics and values. The best scenery in a country is the young people in this country. Contemporary young people dare to express their own ideas for anything and are good at expressing their own ideas. This is not only the personality advantage of young people, but also an opportunity to carry out the education of Chinese excellent traditional culture. Therefore, schools should create opportunities and encourage students to independently publicize and explain cultural content, so that they can feel the charm of excellent traditional culture in educational practice, and use their own way to understand and express the new era significance of Chinese excellent traditional culture.

To cultivate excellent traditional culture propagandists and students from the media, let the Chinese excellent traditional culture education become a cultural phenomenon, cultural learning habits, expand the scope of influence of education, and promote educational innovation and development.

7. Conclusion

To sum up, in the new stage of the development of socialist spiritual civilization with Chinese characteristics, Chinese excellent traditional culture education plays an extremely important role. The development and innovation of Chinese excellent traditional culture education requires educators to constantly think and explore, keep pace with the times, and constantly optimize and innovate China’s excellent traditional culture education. In the practical exploration activities of strengthening cultural self-confidence and enhancing cultural consciousness, we should give full play to the advantages of Chinese excellent traditional culture education, give full play to the advantages of socialist culture with Chinese characteristics, keep in mind the mission, and strive for the realization of the Chinese dream of the great rejuvenation of the Chinese nation. Train more high-quality talents for the society.

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