College Students' Excellent Traditional Culture Identification and Promotion Strategies

-- A Case Study of North China University of Water Resources and Electric Power

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Abstract

This paper firstly combs the concept theory, such as cultural identity, necessity research, current situation research, promotion countermeasures research, etc. Then elaborates the important value of college students' excellent traditional culture identification; At the same time, with the students of North China University of Water Resources and Electric Power as the survey object, the relevant questionnaire is designed, recycled and sorted out, and the identification, status quo and misunderstanding of excellent traditional culture of college students are analyzed, and the current status and misunderstanding of excellent traditional culture identification of college students are summarized. On the basis of questionnaire survey and theoretical analysis, this paper puts forward relevant strategies to enhance college students' excellent traditional culture identification from many aspects, such as improving the construction of teachers, bringing into play the role of network media to innovate classroom teaching, enhancing campus culture construction, and relying on campus communities to carry out activities.

Keywords
Cultural Identity; Promotion Strategy; College Students; Excellent Traditional Culture.

1. Introduction

With the progress of The Times, contemporary college students, as the pillars of the future of the motherland, have gradually and profoundly influenced the construction of modern spiritual civilization by their attitude of identification with excellent traditional culture. It is necessary to gradually improve college students' sense of identity with excellent traditional culture, enhance their self-confidence and pride, so as to enhance their identification with socialist core values and grow them into successors of the great rejuvenation of the Chinese nation.

2. Sorting out Relevant Theories

2.1. The Connotation of Cultural Identity

Cultural identity includes three aspects: cultural knowledge recognition, concept recognition and value recognition. Cultural identity first comes from the cognition and understanding of the connotation and definition of culture itself. Understanding what excellent culture "is" is the prerequisite for cultivating excellent cultural identity.
2.2. Research on the Necessity of College Students’ Excellent Traditional Culture Identification

At present, the academic community agrees that it is very important to enhance college students’ excellent traditional culture identity. Dong Geou believes that college students’ identification with Chinese excellent traditional culture is conducive to carrying forward China’s excellent traditional culture, making it better inherited, enhancing the identification of national traditional culture and cultivating qualified successors in the new era. Liu Jingya made necessary discussions from three aspects: enhancing the soft power of national culture, maintaining national cultural security and promoting the all-round development of college students, and held that college students’ identification with Excellent Traditional Chinese culture is of great significance.

2.3. Research on the Status Quo of College Students’ Excellent Traditional Cultural Identity

Scholars hold different views on the status quo of college students’ recognition of excellent traditional culture. Li gang pointed out that in the rapid social transition in China, the situation of literature to various complicated situation, inevitably produce with Chinese excellent traditional culture on college students’ identity of obstructive negative effects, such as college students of different level presents the state of chu culture belief confused, indifferent attitude about Chinese excellent traditional culture, not consciously resist the influence of culture dross, etc.

2.4. Research on the Promotion Countermeasures of College Students’ Excellent Traditional Culture Identity

Scholars put forward countermeasures to enhance college students’ excellent traditional culture identity from different levels. Li Zongyun put forward a series of specific measures, such as strengthening the propaganda of the excellent traditional Chinese culture in the internal media of colleges and universities, carrying out the practice activities of excellent traditional Chinese culture, opening compulsory courses and public elective courses of Excellent Chinese culture, and put forward reasonable suggestions on strengthening the system and organizational construction of traditional Chinese culture education in colleges and universities.

3. The Value of Cultural Identity

3.1. It is Conducive to Enhancing Personal Cultural Identity and Cultural Belonging

Cultural identity is conducive to improving individuals’ understanding of the spirit of cultural connotation, in-depth study of the value charm released by excellent culture, and feel the educational function of excellent culture. Recognition of excellent culture can subtly influence one’s ideological quality, moral norms, etiquette behavior and words and deeds, and at the same time enhance the strength and depth of excellent culture communication. Culture is the crystallization of human production and life for thousands of years. Cultivating excellent cultural identity is conducive to awakening the sense of belonging of culture, making excellent cultural identity take root in people’s hearts, and giving play to the educational function of excellent culture.

3.2. It is Conducive to Promoting the Development of Culture and Promoting the Transformation and Upgrading of Culture

Excellent culture is alive and full of vitality. It is constantly enriched and perfected with the development and changes of The Times. Cultural identity of influence to the depth of the
excavation and the innovation of culture, improve the cultural identity, to arouse the cultural kernel dig deep and thinking, combined with the time spirit and novel way, rich content of culture and carry forward the way of innovation, strengthen cultural propaganda, to expand the influence of culture, promote cultural innovation and transformation and upgrading.

3.3. It is Conducive to Creating a Harmonious Social Atmosphere
The formation and development of new social civilization are inseparable from the support of excellent cultural deposits. Excellent culture is positive, full of positive energy, with strong behavior guidance and spirit shaping power. To improve its sense of identity is conducive to the standardization of social order, the operation and development of the society plays a driving role. To enhance the sense of identity of excellent culture, we should internalize the central idea of excellent culture in mind and externalize it in practice, and build a new united society with social courtesy, stable order and harmonious atmosphere.

3.4. It is Conducive to Enhancing Cultural Soft Power and Enhancing National Comprehensive Strength
The development of culture is not only the embodiment of a country’s soft power, but also an important part of its comprehensive national strength. Enhancing excellent cultural identity is conducive to comprehensively promoting the development and application of various cultural elements, enriching the national cultural treasure house, enhancing the cultural heritage and spiritual power of national development, forming a profound accumulation of cultural heritage, and providing strong support for the improvement of the country's cultural soft power and the enhancement of comprehensive national strength. The cultivation and promotion of the sense of excellent cultural identity affects the formation of a country’s temperament. Emphasizing the sense of excellent cultural identity is conducive to the formation of a country’s demeanor and temperament as a great power.

4. The Status Quo and Misunderstanding of College Students' Excellent Traditional Culture Identification
The fine traditional culture is extensive, profound and has a long history. It is the precious treasure of our nation. With the change of The Times, excellent traditional culture is also constantly enriched and developed. General Secretary Xi Jinping attaches importance to strengthening the sense of identity of excellent traditional culture, and college students gradually strengthen their sense of identity of excellent traditional culture. However, due to the fast-paced development of The Times, there is still a misunderstanding of excellent traditional culture among college students, the main social force.
This questionnaire takes North China University of Water Resources and Electric Power as the survey scope and its college students as the research object. The total amount of questionnaires issued is 910, and 886 valid questionnaires have been collected, with an overall effective questionnaire recovery rate of 97%. Through systematic and standardized sorting, statistics and analysis of effective questionnaires, the status quo and misunderstandings of contemporary college students' recognition of excellent traditional culture are shown as follows:

4.1. Contemporary College Students Lack an Overall Understanding of Excellent Traditional Culture
Survey data show that contemporary college students lack of awareness of excellent traditional culture, there are 76.19% of the students’ excellent traditional culture is limited to "have the concept of fuzzy, specific what is not clear", select "have more comprehensive understanding of" option of the contemporary college students proportion accounts for more than 17.95%,
and choose "of" know nothing about 5.87% of the students, It shows that a certain proportion of college students have shallow or even extreme lack of excellent traditional culture cognition. Therefore, it can be seen that contemporary college students lack the overall cognition of excellent traditional culture, and have a vague conceptual impression of excellent traditional culture, and do not know the details of it.

4.2. Contemporary College Students have Different Cognition of Excellent Traditional Culture

Among the nine main categories of excellent traditional culture listed in the questionnaire, most college students identify with "poetry and song fu", accounting for 8.51%, followed by "moral spirit "(81.38%)," folk festivals "(79.46%), and "calligraphy and painting "(76.41%). The awareness of "political system" and "science and technology" is low, accounting for less than 70%. Therefore, it can be concluded that there is a great difference in the cognition of excellent traditional culture among contemporary college students, that is, they have a deeper cognition of concrete things, whereas more visualized things are more difficult to be perceived. Talk about specific, students groups in "verses" and "folk festival" and so on recognition is far higher than the "political system", "science and technology", etc., this is because the former two are more specific and practical things, and the latter is more abstract concepts, contemporary college students contact in daily life is relatively less.

4.3. Contemporary College Students Basically Recognize the Value Connotation of Excellent Traditional Culture

In the questionnaire, there are four types of options with different orientation on the meaning of excellent traditional cultural values. Among them, 63.43% of college students agree that "excellent traditional culture is the precious wealth of the Chinese nation", and only less than 10% of college students agree that "excellent traditional culture has a big gap with modern civilization" and that "excellent traditional culture is the product of the feudal era of metropolis, can not meet the needs of development". More broadly, it can be concluded that most students still agree with positive orientation choices, while only a few students will agree with negative and negative orientation choices. This shows that contemporary college students basically recognize the value connotation of excellent traditional culture.

4.4. Contemporary College Students have a Deep Emotional Identification with Excellent Traditional Culture

According to the survey, 56.09% of contemporary college students like the excellent traditional culture very much and think it should be carried forward, followed by 31.04% who want to know more about it but have a single way to contact the excellent traditional culture. Only 3.03% of contemporary college students think that "without the desire to understand, it would be better to watch more idol dramas and variety shows if you have time". From then on, we can see that contemporary college students have a deep emotional identity to the excellent traditional culture, but how to contact and carry forward the excellent traditional culture in multiple ways is still an important problem to be solved.

5. Strategies for Improving College Students' Excellent Traditional Culture Identity

5.1. We will Improve the Ranks of Teachers

Teachers is an important way of promoting the spread of excellent traditional culture, to speak in class and will have profound effect on the students involved, therefore, the teacher's professional accomplishment and knowledge level is critical, we need not only is a strong professional knowledge of the teacher, also need to various aspects of all-round development
of the teacher, when involving the excellent traditional culture in class, Whether teachers understand or not has a great influence on students’ acceptance of knowledge. Therefore, college students’ recognition of excellent traditional culture should focus on teachers’ professional knowledge and understanding level of excellent traditional culture.

5.2. Play the Role of Network Media to Innovate Classroom Teaching

Nowadays, network media is everywhere in our life. It is an unexplored way to use network media to enhance college students’ recognition of excellent traditional culture. First, create a new platform for online education, broaden the educational channels for college students to learn excellent Traditional Chinese culture, carry out a series of activities to promote excellent traditional culture on the official QQ, Weibo and other platforms of universities, and actively invite college students to participate in the interaction. Second, give full play to the application and publicity of new media activities in real life, intersperse characteristic activities between online media and real life, and strive to achieve the maximum publicity and influence. Third, give full play to the subjective initiative of college students, such as watching excellent programs such as China and Readers in classic books, and get positive feedback on the educational role of excellent Traditional Chinese culture in the network platform, so that college students can bathe in a healthy learning atmosphere.

5.3. Strengthen Campus Culture Construction

The relevant departments of the university should give full play to the active role of campus media, popularize and publicize the excellent Traditional Chinese culture, and enhance its influence on college students’ thoughts and behaviors. First of all, campus radio is the most common and popular means. It creates a good cultural atmosphere by broadcasting related words or songs on weekends or in spare time, and continuously conveys excellent Traditional Chinese culture into the minds of college students. Secondly, the school can use the official website and other network platforms to publicize, by opening cultural columns and other forms, push the relevant knowledge content of Excellent Traditional Chinese culture to students, and attract the attention of college students in the form of pictures or videos. Finally, colleges and universities can integrate cultural elements into management activities and increase the propaganda of traditional culture in daily management so that college students can feel the great charm of traditional culture in daily life.

5.4. Carry out Activities based on Campus Clubs

As a supplement to classroom learning, various club activities can be regarded as an effective and easy way to spread excellent traditional culture, so as to improve college students’ identification with excellent traditional culture. For example, students’ union and various associations can hold campus activities such as speech contests and knowledge contests based on excellent traditional culture. In addition, carrying out a series of folk customs experience activities or carrying out a series of performances related to excellent traditional culture relay race, etc., can broaden the breadth and depth of humanistic education. By attracting the interest and attention of college students, it can enhance their understanding and identification of the essence of excellent traditional Chinese culture, and subtly shape and influence the three views of college students in cultural activities.

References

