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Research on the Path of Integrating Chinese Native Culture into Ideological and Political Education in China's Higher Education

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Abstract

Native culture is the unique spiritual identity of the Chinese nation in its historical changes, and carries the historical memory of Chinese civilization in the process of China's socialist modernization. Native culture plays an important role in promoting rural economic development, cultural revitalization, and the construction of harmonious villages. It is an important spiritual support for the realization of the great rejuvenation of the Chinese nation. The qualities of excellent native culture, such as uniqueness, people's nature and advancement, are value-coupled with the goals of ideological and political education in China's higher education, providing rich cultural resources, and helping to enhance the affinity of ideological and political education. This paper discusses and analyzes the problem of integrating native culture into ideological and political education in China's higher education in terms of value implication, existing dilemma and path.

Keywords: Education; Excellent Native Culture; Ideological and Political Education in China's Higher Education

1 | Introduction

China strive to use all the spiritual wealth created by the Chinese nation to educate people with culture and nurture people with literature.[1] Ideological and political education in China's higher education is a key course for implementing the fundamental task of establishing morality and cultivating talents. Fully exploring and utilizing excellent native culture and integrating excellent native culture into ideological and political education in China's higher education is an important process of firming cultural confidence and giving full play to the function of cultural education. However, college students are affected by multiple values, coupled with the insufficient

development of ideological and political education resources of native culture, which leads to a decrease in their awareness of native culture.

In this regard, it is necessary to fully explore how to utilize the native culture better integrate into the ideological and political education in China's higher education for college students in order to help college students to draw the spiritual power of national rejuvenation from the excellent native culture, enhance the cultural confidence, and cultivate the native affection, and guide the college students to actively devote themselves to the great cause of socialism with Chinese characteristics in the new era.

2|The value of integrating native culture into ideological and political education in China's higher education

Native culture contains rich elements of ideological and political education. Taking it as material to carry out ideological and political education of college students not only endows ideological and political education with new connotations but also injects impetus into exploring new methods of education. It is necessary to fully clarify the value meaning of integrating native culture into ideological and political courses for college students in the new era for young college students, native culture itself, and ideological and political courses of colleges and universities. We will give full play to the role of native culture in the rural revitalization, and inject strong spiritual momentum into the construction of a modern socialist country.

2.1|Enhancing cultural confidence and cultivating a sense of home and country among college students

General Secretary Xi Jinping once pointed out that the power of culture is deeply embedded in the vitality, creativity and cohesion of the nation.[2] Reasonable and effective integration of excellent native culture into ideological and political education in China's higher education can provide rich teaching resources for the innovation and development of ideological and political education. This helps college students to correctly recognize and practically experience excellent native culture in their studies. Excellent native culture carries the historical memory of local social changes, including folk stories, traditional customs, festivals and celebrations, and family genealogy. It enables the younger generation to feel the heaviness of history and the diversity and continuity of Chinese culture, thus enhancing their sense of cultural identity and pride, and thus cultural confidence.

The main value of education on excellent native culture lies in acquiring knowledge of the native land, cultivating the love of the native land, and then serving the native land and contributing to the native land. [3] Individual people accept the influence of specific historical and cultural factors, and integrate native culture into the ideological and political education of college students, which can help to expand and stimulate the enthusiasm of students to love their hometown, and promote the willingness of contemporary students as individuals to choose to return to their

hometown for employment or to invest in the cause of rural revitalization and development. People's love for the family are the cultural ties and value nutrients that enrich Patriotism. People's love for the family and the country developed on the basis of local feelings are the strong foundation of a country and the great force of national rejuvenation.

Fei Xiaotong defined China, which use "from the soil" describing the contrasting organizational principles of Chinese and Western societies, thereby conveying the essential features of both. [4] It is this kind of localism that provides spiritual motivation and emotional support for the construction of the Chinese nation's hometown and motherland. In the ideological and political education of college students, the education of native culture should be properly strengthened. The infiltration of native culture can help to gradually transform the students' consciousness and confidence in the native culture from the home to the country level, stimulate the contemporary college students' love for the country and patriotism, and effectively guide the college students to establish the value of contributing to the development of the country and society.

2.2| Inheriting native culture and stimulating the development of excellent native culture

The process of education is a process of inheritance and development. The integration of excellent native culture into ideological and political education in colleges and universities refers to the purposeful, planned and organized excavation of native culture by teachers. The teacher chooses and preserves the characteristics and essence of the excellent native culture lessons relevant to college students and integrates them into the activities of Ideological and Political Education in China's Higher Education in a way that students can understand.

On the one hand, this requires college teachers to look for the fit point of integrating native culture into Chinese ideological and political education, reject the contents that do not adapt to the development of the times and society, and highly condense them under the new historical conditions to give native culture a new connotation of the value of the times and the modern form of expression and make an interpretation of native culture in line with the development of the new era. This process enriches the connotation of native culture, helps accelerate the output and dissemination of native culture values, guides college students to recognize and understand native culture, enhances cultural identity, and provides an important way to inherit excellent native culture.

On the other hand, injecting local excellent native cultural resources into ideological and political education in China's higher education is an effective way to stimulate the vitality of cultural innovation. Integrating native culture into the ideological and political education of China's colleges and universities can effectively popularize excellent native culture among young students, and guide young students to give full play to their creativity and imagination in college innovation and entrepreneurship activities. College students are able to create relevant excellent native culture

products in practice, and carry out program design for the protection, inheritance, development and development of native culture, looking for effective ways to realize the organic combination of the tradition and modernity of native culture, and thus, realize the sustainable existence of native culture.

2.3|Enrich the resources of ideology and politics and enhance the effect of ideological and political education

Life is a form of education. Native culture originates from life itself. It encompasses the historical and cultural heritage of native life, serving as a valuable resource for life education. The rich spirit of life within native society is deeply rooted in the reality of their environment, offering an infectious and relatable portrayal that provides an intuitive understanding for teaching resources. This intuitive experience effectively influences and inspires students to enhance their ideological and cultural literacy. The appropriate integration of excellent native culture into ideological and political education within China's higher education system can offer new teaching resources, enrich content, and expand instructional methods. This integration enhances the contagiousness and persuasiveness of these classes while promoting innovative development in colleges and universities. The development of new rural cultural resources contributes to enhancing the value and implication of course parenting. It facilitates cross-fusion development with disciplines such as culture, pedagogy, sociology, history, among others. This further broadens research opportunities within ideological and political education field while enriching its research paradigm. Additionally, it addresses traditional teaching method inadequacies to some extent by expanding the scope of research on ideological and political education classes in colleges and universities—ultimately advancing theoretical developments through interdisciplinary collaboration

3|Existing dilemma of integrating Chinese native culture into ideological and political education in China's higher education

With the rapid development of China's economy and globalization, native culture impacted by the competition of multiple values and ideas. The disappearance of the carrier of native culture generation and the shrinking of space created by the promotion of urbanization, and the insufficient development of native culture education adverse to multiple difficulties for the inheritance, development, and innovation of native culture. It has become an unavoidable challenge to integrate native culture into the ideological and political education of college students.

3.1|Decline of excellent native culture in the process of urbanization

Along with the reform and opening up and the accelerated pace of urbanization, the city with its unique temptation erodes the rural civilization like a vortex, and extracts the rural culture from

the excellent native culture. [5]The expansion of China's real estate market and the increasing scope of urban construction have led to the expropriation of land in the countryside, resulting in the decline of traditional villages that once epitomized Chinese farming civilization. Simultaneously, to meet urban market demands, traditional rural buildings have been replaced by commercial development projects, posing a serious threat to the unique style and historical heritage of the countryside. As a result, they are at risk of disappearing amidst historical changes in rural development. The transformation of rural society has brought about significant changes in its way of life, leading to the gradual disappearance of carriers for developing and preserving native culture during urbanization. This has further exacerbated the decline of native culture.

The deterioration of excellent native culture is becoming increasingly severe, with an intensifying fracture phenomenon. Not only is there a danger that native cultural practices will be dismembered during urbanization but also that conceptual aspects will be marginalized amid marketization and modernization trends. [6]With the transformation of society and the development of urbanization, people's psychological emotions towards their hometown and native land gradually weaken, and the native culture is inevitably plunged into the crisis of "marginalization" and "desolation". A large number of young and middle-aged laborers from the countryside enter labor market, which results in the hollowing out of the countryside, leaving behind are the old people and children left behind.

Such a situation creates a lack of spiritual life in the countryside due to the singularity of the main body of the activities of the native culture and the monotony of the form, and the folklore, ethics and morals, and the norms of etiquette of the excellent native culture are slowly disappearing. The decline of rural culture itself in the process of urbanization, coupled with the dispersed and complex professional content related to native culture and its gradual disappearance in the process of development, Which has increased the difficulty of its integration into ideological and political education in China's higher education.

3.2| Development of pluralistic values under social transformation

China's deep integration into the world and the trend of globalization have intensified the exchanges and collisions between different cultures in China and other countries. Chinese and foreign values have gradually developed the agitation pattern of China's diversified cultural values in the course of mutual fusion and conflict. Such cultural exchanges have not only enriched the values of contemporary college students but also promoted the diversified development of their values.

College students are impacted by society's old backward concepts, vulgar cultural practices, and Western values, [7]so various values affect young college students' recognition of native culture, which will have a negative impact on the dissemination and inheritance of excellent native culture. With the progress of modernization, the transformation from agricultural society to industrial society, the social structure will continue to undergo profound changes, and the

profound transformation of society will lead to the differentiation and reorganization of social classes in contemporary China to varying degrees. Young college students differ in their interests, lifestyles, and values, and their values are impacted by the pluralistic value system, leading to the weakening of the sense of identity of excellent native culture.

The generation born in the 00s is gradually becoming a major group in universities, their knowledge and understanding of native culture is more on the surface. For college students growing up in the city, the impression of the countryside and excellent native culture is unfamiliar and abstract, which increases the difficulty of injecting native culture into ideological and political courses in colleges and universities.

3.3 | Insufficient development of ideological and political resources of excellent native culture

First of all, the research on native culture in ideological and political education is more scattered, not as rich as the related research on revolutionary culture and red culture. Native culture is more widely distributed in terms of intangible cultural excavation, and mostly in terms of oral records, etc. Therefore, it objectively increases the difficulty for teachers to discover the kernel of native culture.

Secondly, ideological and political theory courses in colleges and universities are traditionally less involved in the ideological and political content of native culture, native culture is simplified and marginalized in school education, and the significance of native culture for spiritual and personality development tends to be neglected. [8] Modern universities are not making talents for rural society. [9] Therefore, the current ideological and political education teaching materials in colleges and universities have less content on native culture, and the educational resources of native culture have not been developed and utilized excellently.

Currently, there are no relevant documents and policies on integrating native culture into China's higher education, and there is a lack of corresponding supporting systems and organizational safeguards for these courses. So, how to develop and utilize the vast native culture to rationally and effectively excavate and develop the elements and connotations of ideological and political education in China's higher education, and how to form a social synergy to support the integration into ideological and political education is an urgent problem that needs to be solved at present.

4 | Exploring the path of integrating Chinese native culture into ideological and political education in China's higher education

The integration of local culture into the ideological and political education of college students

needs to explore the education model of the integration of native culture and ideological and political education of college students according to the factors of talent training objectives, local cultural resources in the local area, planning and design of ideological and political courses. Therefore, the native culture should be integrated into the ideological and political education of college students, and the cooperative development of the cultural resources should be strengthened in the implementation process. We should actively play the role of colleges and universities to strengthen the integration of classroom and practice. It constantly enhance their affection for the homeland, and promote the effectiveness of the whole process of all-round education.

4.1| Collaborative development, to expanding the ideological and political content of excellent native culture

Integrating Chinese native culture into ideological and political education in China's higher education is a multi-body collaborative work, involving not only the college ideologists, the education department, and the college students, but also the relevant government departments and rural communities in the protection and inheritance of the space for the generation of native culture.

First of all, the government and higher education departments should lay the relevant planning of native culture into ideological and political education in China's higher education, and encourage and support schools, society, and other forces to participate in the development and utilization of the content of native culture. Necessary support and guarantee will be given in terms of funds, venues, and talents.

Secondly, We should strengthen the local universities and related rural research institutes in carrying out the development of teaching materials and courses of native culture into ideological and political education in China's higher education by creating diversified forms of diversified and rich theory and practice Courses. The key to running a good ideological and political theory course lies in the teachers, and the key is to play the enthusiasm, initiative, and creativity of the teachers. Therefore, teachers also should strengthen the exchange of classroom teaching, encourage teachers to actively participate in the development and utilization of native cultural resources, and innovate the teaching methods by integrating native culture to enhance the effectiveness of ideological and political education.

Thirdly, all walks of life can actively participate in the excavation and organization of native culture resources, use the media, networks and other channels to strengthen the publicity and promotion of native culture, create a strong atmosphere of native culture, and provide a good social environment for the ideological and political education of college students. In addition, they can also provide schools with rich native culture materials and teaching resources, and jointly develop excellent native culture ideological and political courses and practical programs.

The construction modes of "government plus civil" and "system plus industry" are opened up, adhering to the leadership of the socialist core value system, developing native teaching materials, and enhancing native affection, which will help reconstruction of native culture education and enhancement of cultural identity. [10]Finally, we call on our college students to play as the master spirit in ideological and political education, to deeply excavate and study the native culture, and to contribute youthful strength to the expansion of the contents of ideological and political education in our colleges and universities.

4.2|To integrate native culture in the classroom for deepening the ideological and political education of excellent native culture

College teachers should adhere to the educator first educated, so they can better assume the responsibility of the student healthy growth guide and guide. [11]First of all, Chinese colleges and universities are mainly based on school teaching courses. Therefore, ideological and political educators in colleges and universities should fully learn the entire local culture, take the local culture as the basis of the study, enrich their knowledge system in-depth, constantly improve their cultural literacy, prepare textbooks, and prepare for the teaching of courses.

Classroom teaching in the vernacular also has to pay attention to the main body of students and follow the law of student cognition and learning characteristics. [12]Thus, it is necessary to choose appropriate teaching methods, fully consider the diverse situation of college students' learning, take the initiative to increase the teaching situation, and select from the excellent native culture a representative, close to students' lives as well as students' easy understanding and acceptance of humanistic history as a case into ideological and political education in China's higher education.

Finally, To do a good job of ideological and political work in colleges and universities, we should be optimized according to the events, advanced according to the times, and new according to the situation. [13]In addition to focusing on modern classroom education to integrate excellent native culture, it can also realize its active integration through network courses. Nowadays, new media is developing rapidly, and internet plus initiative has become an crucial way for college students to learn. Therefore, colleges and universities can actively build network platforms to extend the teaching of excellent native culture from the offline classroom to the online network, and develop the " third classroom" for college students.

4.3|To integrate native culture in practice for enhancing the effect of ideological and political education

The incorporation of native culture into practical teaching has an important value in promoting individuals to adhere to the roots of existence, inheriting the national cultural lineage of the Chinese nation, and realizing equal dialogue with the Western scientific value system to enhance cultural confidence and national identity. [14]On the one hand, It can start from the practical activities on campus. The current student population of colleges and universities is mainly from

the province and city, so they can first promote college students to carry out activities of native culture clubs according to the culture of the region where the local colleges and universities are located, organize cultural dissemination activities of native culture related to photography, art, language, architectural preservation and other cultural activities, and promote the cognitive understanding, preservation and inheritance of the main body of the students in practice, to further enhance the of the students to learn about native culture.

On the other hand, colleges and universities should attach great importance to the off-campus practical activities of college students, get out of the ivory tower, go to the fields, go deep into the people, and write their dissertations based on the motherland. Through organizing and mobilizing college students, colleges and universities set up a broad stage for college students to participate in social practice and volunteer service. In social activities, such as organizing students to choose the combination of native culture plus professional investigation topics, actively participate in the restoration and creation of excellent native culture, to rural primary and secondary schools teaching and other activities. Through these off-campus practical activities, college students familiarize themselves with the excavation, protection and inheritance of excellent native culture, and sharpen their will to responsibility in practice. This helps to cultivate the responsibility and commitment of contemporary college students to the development of others, the collective and society.

5 | Conclusion

"In the new era, our young people should make it their mission to contribute to national rejuvenation and aspire to become more proud, confident, and assured in their identity as Chinese people, so that they can live up to the promise of their youth and the expectations of our times, our Party and our people." [15] young people are the most active and vital force in society. They should take the study of native culture as the starting point, and then know their own country, the world, and the whole universe. It is of great significance to integrate native culture into ideological and political education in China's higher education. Therefore, it is necessary to utilize the resources of native culture through the integration of multiple forces to create a more vivid, specific, and close-to-life ideological and political education for college students, which fits the requirements of the times of comprehensively promoting the revitalization of the countryside, and fully demonstrates the historical mission of ideological and political education in China's higher education in the realization of the great rejuvenation of the Chinese nation to educate and nurture people.

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