# Research On Traditional Culture Education Of Chinese College Students In The Information Age

Chunhua Song

School of Marxism, Northeast Electric Power University, Jilin, Province, China

63060816@qq.com

**Abstract:** Economic globalization and cultural diversity intensified by the advent of information age poses great challenges to the traditional culture education of Chinese college students. It is of great significance for enhancing the mainstream status of traditional culture to grasp the characteristics of the knowledge dissemination of network informatization, let the excellent traditional Chinese culture hitch on the network informatization and innovate the mode of dissemination of traditional culture.

With the advent of network informatization, the status of Chinese excellent traditional culture is impacted by foreign cultures.As General Secretary Xi Jinping has pointed out, "Fine traditional Chinese culture is the lifeblood of the Chinese nation, the main source of cultivating core socialist values, and the solid foundation for us to stand firm in the global cultural turmoil." [1] College students are the builders and inheritors of the new generation, shouldering the historical mission of national prosperity and rejuvenation.Strengthening the traditional culture education of college students in the information age plays an important role in establishing the correct outlook on life, values and world view of college students.

## 1. The Value Implication of Traditional Culture Education for College Students in the Information Age

The inheritance and development of excellent traditional culture affects the establishment and improvement of the socialist cultural system with Chinese characteristics. Chinese traditional culture is the foundation of national culture. To keep to the path of cultural development under socialism with Chinese characteristics, stimulate the cultural innovation and creativity of the whole nation, and build a strong socialist culture, we must inherit and develop traditional Chinese culture. [2] In the long history, Chinese traditional culture has different characteristics and manifestations in different historical periods, which has become the excellent traditional culture of the Chinese nation. The excellent traditional Chinese culture not only leads the whole society to form core values that embody the spirit of the times and reflect national characteristics, but in particular, it is deeply influenced by Confucianism and shows the patriotism and moral cultivation of the core socialist values. The fine traditional Chinese culture is the root of our nation. To abandon it is to abandon the very foundation of our nation and cut off our spiritual lifeline.

The inheritance and development of excellent traditional culture has influenced the construction of socialism with Chinese characteristics. Socialist culture with Chinese characteristics is a new form of development of modern civilization under the framework of the basic socialist system. It is characterized by its distinctive national and contemporary characteristics and plays a very important guiding role in building socialism with Chinese characteristics. In his report to the 19th National Congress, General Secretary Xi Jinping stressed the need to "strengthen cultural confidence and promote the prosperity of socialist culture." Cultural confidence is a more fundamental, deeper and more lasting force in the development of a country and a nation. [3] At its core is the fine traditional Chinese culture, which, through the accumulation of history, has become the foundation and rallying force for the soul of the nation. College students, as a special group of socialist construction and reserve talent resources, shoulder the historical mission of national rejuvenation, should always

adhere to the guidance of the banner of the spirit of the fine traditional Chinese culture, and keep the socialist construction on a firm and correct path.

The inheritance and development of excellent traditional culture influences the establishment and improvement of the discourse system of the mainstream ideology of socialism with Chinese characteristics.In the network information age, the personalized and creative features of communication have attracted the attention of the youth group mainly composed of college students, while the serious and orthodox discourse form of excellent traditional culture in the mainstream ideological discourse is difficult to enter the open cultural context of the network, and may even come into conflict with the fragmented network discourse. [4] College students, as a special group, are not mature and highly vulnerable to the influence of network information, leading to the marginalization of some areas of the traditional culture, therefore, it is helpful for college students to stick to their political faith and direction by exploring the connotation of traditional culture and ana analyzing its value in modern time.

## 2. The Challenge of Network Informationization for the Traditional Culture Education of College Students

The first challenge is the conflict between traditional culture and multi-culture. Multi-culture is the inevitable result of network informatization and economic globalization. Nowadays, the competition among countries in the world has become the competition of cultural soft power. Western countries use the Internet to import Western values into China and carry out cultural infiltration. The struggle between China and western countries in the field of culture and culture is increasingly intensified and deepened, with both sides seizing and occupying the ideological and cultural highland. Under the background of network informatization, there are more channels for students to get in touch with foreign cultures. Compared with classroom teaching, the online world, especially the we-media platform, has rich and colorful forms of expression, which meets students' requirements for intuitive knowledge and information acquisition. In addition, college students, to a certain extent, have not established a sound world outlook, outlook on life and values; it is difficult to analyze the authenticity of information. In the face of different cultures, college students may easily lose their judgment and be attracted by diverse cultures. In the face of excellent traditional Chinese culture, they cannot maintain a correct attitude and do not know how to inherit and innovate. Only by innovation and designing personalized education content, can the function of traditional culture education of college be brought into full play. [5]

The second challenge is the conflict between the rigorous attitude of traditional culture inheritance and the network information entertainment. Chinese traditional culture embodies the Chinese people's traditional ideal pursuit, values and other contents. [6] The inheritance of excellent Traditional Chinese culture usually takes written books as the main method, while some students choose knowledge with utility and only choose knowledge that meets their own interests, which brings challenges to the inheritance of traditional culture. Network information technology has greatly enriched people's entertainment activities at the same time, but also gradually changed people's lifestyle. The serious way of cultural inheritance has been gradually replaced by online digital entertainment activities. Under the guidance of the market, video, music and games modify or even arbitrarily alter the history in order to obtain economic profits, which is not conducive to the inheritance and development of traditional culture.

## 3. The Path Choice of Traditional Culture Education for College Students in the Information Age

The rapid development and prosperity of network information has provided an extremely open platform for the diversified development of traditional culture and education. Here are the guidelines on how to use information technology to actively expand and create a new development path of traditional culture and education facing the globalization development of new media technology and information network,

The first way is to integrate online traditional culture and education resources. The fragmented characteristics of network information transmission and reception require the integration of educational information resources and the establishment of systematic and standardized network cultural resources. Since traditional culture takes network information technology as the carrier, it is essential to strengthen the combination of the internet and the traditional culture education, guiding the traditional culture and the mainstream ideology education of college students, so as to help them set up the ideas of system and form a comprehensive and profound knowledge view.

It is necessary to strengthen the standardization of network use, enhance the standardization of traditional culture and education content. "We must actively adapt to the requirements of informatization and strengthen internet thinking. To improve the level of network management, four abilities are needed, namely, the ability to grasp the rules of the internet, the ability to lead the network public opinion, the ability to control the development of informatization and the ability to guarantee network security." [7] In the era of information globalization, network information has become an important platform for college students to receive traditional cultural knowledge. First of all, authoritative and persuasive network bloggers can spread the content of traditional culture and play a positive leading role for the majority of young college students. Secondly, the censorship of the content of network information, investigation and resistance are cultural forms with western ideological value imported into China by Western countries, so as to eliminate the misleading content of traditional culture and education from the source and further improve the standardization of traditional culture and education content. Finally, college students should be trained to be active and healthy information media, consciously supervise and resist unhealthy network contents, enhance the standardization of traditional culture and education carriers, and create a clean and upright network ecological civilization environment.

The second way is to keep up making innovations in the forms of traditional culture and education. The report of the 19th CPC National Congress pointed out that "We should thoroughly explore the fine traditional Chinese culture, carry forward innovation in line with the requirements of The Times, and make Chinese culture show its permanent charm and charm of The Times." [8] General Secretary Xi Jinping has pointed out that "we should promote the creative transformation and development of Traditional Chinese culture so that the influence, cohesion and appeal of The Chinese civilization can be more fully displayed." [9] The Internet information platform is indispensable for innovation and the development of excellent traditional culture in line with The Times.

With the advent of the information age, the Internet has been integrated into the life of college students, college students must rely on the Internet to learn and inherit the excellent traditional Chinese culture, innovation in the network, in order to make the excellent traditional culture in the new era vitality, stimulate the contemporary value of traditional culture. In addition, according to the actual situation of college students and the fact that the younger generation pays more attention to games, films and TV dramas, they can adhere to the integration of excellent Traditional Chinese culture and modern science and technology, integrate traditional Chinese cultural elements into games, films and TV dramas, and innovate and develop the expression forms of traditional Chinese culture.Finally, colleges and universities provide students with data resources related to the excellent traditional Chinese culture. Students can access them at anytime and anywhere according to their own reality, thus changing the traditional one-way classroom and didactic access.

The third way is to give full play to the leading role of traditional culture education in colleges and universities. As the main front of traditional culture education for college students, ideological and political course in college is not only a main way to integrate excellent traditional Chinese culture into ideological and political education for college students, but also the most important starting point of traditional culture education. General Secretary Xi Jinping pointed out at the 2016 National Conference on Ideological and Political Work in Colleges and Universities that new media and new technologies should be used to bring work to life, and the traditional advantages of ideological and political work should be highly integrated with information technology to enhance the sense and appeal of The Times. The selection and application of information channels is a

classroom supplement of the integration of Chinese excellent traditional culture into the ideological and political education of college students. Therefore, the integration of Chinese excellent traditional culture and ideological and political education of college students cannot be separated from the selection and application of information channels. [10] The wide use of information platforms such as mobile phones and computers provides a new horizon for the integration of excellent Traditional Chinese culture and ideological and political education of college students.

## Acknowledgements

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