

The Transformation and Adaptation of Northern Shaanxi Culture into Ideological and Political Education in Colleges and Universities in the New Era

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Keywords: New Era; Northern Shaanxi Culture; Ideological and Political Education; Adaptation; Four Approaches

Abstract: Northern Shaanxi culture contains the simple moral concepts and philosophical implications with universal values, hence, it is an important cultural content for colleges and universities to carry out ideological and political education. In the new era, as great change has taken place in the principal contradiction in Chinese society, colleges and universities continue to focus on their fundamental task of moral education and talents cultivation. Besides, Northern Shaanxi further puts in practice the cultural education. All of those entail an adaptation of cultural education in Northern Shaanxi. Undoubtedly, a correct assessment of Northern Shaanxi culture should be made, so as to inherit the culture and make innovations of it. As a result, Northern Shaanxi culture can make creative evolution, and achieve innovative and high quality development. The author concludes four approaches to achieve the adaptation of Northern Shaanxi culture: firstly, the roots of Northern Shaanxi culture should be cherished, preserving its uniqueness; secondly, traditions of Northern Shaanxi culture should be applied to serve the present society, making itself more up-to-date; thirdly, Northern Shaanxi culture should be oriented towards the future, upholding its innovation; and finally, Northern Shaanxi culture should draw on other cultures, making itself more open.

1. Introduction

In the report of the 19th National Congress of the Communist Party of China (hereinafter referred as the report), General Secretary Xi Jinping pointed out that “cultural confidence represents a fundamental and profound force that sustains the development of a country and a nation.” As a kind of soft power, the fine traditional Chinese culture, including the culture of Northern Shaanxi with great regional characteristics, has deeply rooted in the practice of Chinese nation for thousands of years. Its rich dialectical thinkings, concepts, moral norms, values and spirits are not only the important methodology for us to understand the world scientifically and to promote the progress of human society creatively, but also the source of power to consolidate and make innovations on the mainstream ideology. At present, socialism with Chinese characteristics has entered a new era. A high-level and high-quality higher education becomes an important aspect of Chinese people’s needs for a better life. In face of new situations in such areas as cultural development and cultural needs of Chinese people, it is a critical subject for colleges and universities to carry out ideological and political education research by further strengthening the exploration of the educational and ideological values of fine traditional culture, drawing on its essence, bestowing it with new connotations and making it adapt to the development of socialism with Chinese characteristics in the new era.

2. Evaluation of the Educational Value of Northern Shaanxi Culture in the New Era.

Lyu, Jing defines Northern Shaanxi culture broadly as the projection, crystallization and

embodiment of human practice of and in the Northern Shaanxi region in material, social and spiritual aspects ^[1]. After thousands of years of cultural accumulation and cultural integration, Northern Shaanxi customs, dialects, folk culture and spirits with special characteristics have been formed. Containing simple moral concepts, dialectical thinkings and spiritual temperament with universal value, Northern Shaanxi culture is an important cultural content for colleges and universities to implement traditional culture education.

There are four educational values of Northern Shaanxi culture integrated into the ideological and political education of colleges and universities. Firstly, pragmatic, simple, industrious, magnanimous, honest attitudes and truth-seeking spirit play an important role in educating and guiding students. This typical life attitude and truth-seeking spirit of Northern Shaanxi people are unique spiritual and cultural factors in Northern Shaanxi culture, inspiring and educating people in a subtle and life-oriented way. Secondly, the folk art of Northern Shaanxi is inclusive and rich in the flavor of life, which is full of cultivating function. At the same time, the cultivating function of culture will come into play under specific cultural settings among which the folk song of Northern Shaanxi is the most famous one. As a kind of Shaanxi local melody, Xintianyou is the most popular form of singing ^[4]. Thirdly, Northern Shaanxi culture not only sees its tradition remain alive and strong, but also makes bold moves on reform and innovation. Its innovation feature fits exactly into one of the functions of universities, namely cultural inheritance and innovation. As the most attractive part of the traditional Northern Shaanxi culture, the custom of Northern Shaanxi not only inherits the tradition, but also has the courage to innovate for adapting to the new situations of social development. Fourthly, passed down from generation to generation, its revolutionary spirits lead the outstanding contemporary mainstream culture and play a role of building a cohesive society and encouraging Chinese people. Culture boasts strong cohesive forces by conveying thoughts. As one part of the fine traditional Chinese culture, Yan'an Spirit, which is at the core of the revolutionary spirits of Northern Shaanxi culture, is the crystallization of the fine conducts of Chinese Communists. The essence of Yan'an Spirit is the entrepreneurial spirit of self-reliance and arduous struggle ^[5]. In the new era, the inherent requirement of cultural education is to vigorously promote and inherit the vital Yan'an Spirit, make Yan'an Spirit become the mainstream of advanced culture so as to pool common values of college students, cultivate their noble virtues, cast their ideals and beliefs, and stimulate them to strive for success.

3. The Transformation Requirements of the Integration of Northern Shaanxi Culture into Ideological and Political Education in Colleges and Universities in the New Era

In the new era, new situation and practice put forward newer and higher requirements for traditional culture education. The transformation requirements of the integration of Northern Shaanxi culture into ideological and political education in colleges and universities in the new era come from three aspects.

3.1. The Higher Requirements Derive from Higher Education Institutions Implementing their Fundamental Task and the Requirement of Realizing the Connotative Development of Higher Education.

Making core socialist values alive in college students' hearts is the only path to realize the fundamental task of colleges and universities in the new era. Based on the fine traditional Chinese culture, the cultivation and promotion of the core socialist values need to draw on the contemporary universal meaning of traditional culture. The report pointed out that China will move faster to build Chinese universities into world-class universities and develop world-class disciplines while realizing the connotative development of higher education. Under such background, since cultural inheritance and innovation is an important task of higher education, cultural construction is a critical part to realize its connotative development. As a critical platform of cultural education, colleges and universities should vigorously carry forward traditional Chinese culture and apply traditional culture to ideological and political education in a creative way. Therefore, Northern Shaanxi culture should make transformations to give full play its cultivating function in such fields

as the way and the effect of education, and pay more attention to make cultural education play an important role in improving college students' moral cultivation, professional knowledge and qualities.

3.2. The Change of the Principal Contradiction in Chinese Society Entails a Higher Level and Higher Quality Supply of Cultural Education in Northern Shaanxi, so as to Meet the needs of most Educators and Educatees for a better Higher Education.

The report pointed out that as socialism with Chinese characteristics has entered a new era, the principal contradiction facing Chinese society is the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. Since higher education with high quality is also a critical part of people's needs for a better life, the change of the principal contradiction in Chinese society in the new era requires that the cultivating function of Northern Shaanxi culture should also be people-centered and high-level. Besides, innovative ways should be adapted to promote the educational practice of Northern Shaanxi culture. Furthermore, higher education institutions should also grasp the opportunities to educate college students, and enhance the actual effect of education, so as to meet the needs of educators and educatee for a better higher education.

3.3. In the ew Era, More Efforts should be made to Promote the Creative Evolution and Development of Northern Shaanxi Culture in Order to Deepen its Educational Practice.

Since the 18th National Congress of the Communist Party of China, the Party and country have attached great importance to the inheritance and development of fine traditional Chinese culture. Correspondingly, higher education institutios have made great efforts to deepen the practice of the integration of fine traditional culture into their educational practice in virtue of various cultural carriers, such as compiling general teaching materials, establishing practice bases, building platforms, and many other forms. At the same time, on the trends of media convergency, digital communication technology is widely used in the educational practice of culture. Therefore, such valuable opportunities for the great-leap-forward development of traditional culture and its role in educating people should be cherished and made full use of. According to the speech of General Secretary Xi Jinping in the report, we should "draw on China's fine traditional culture, keep alive and develop its vision, concepts, values, and moral norms, and do so in a way that responds to the call of our era". Consciously inheriting and vigorously carrying forward fine traditional Chinese culture is an important basis for correctly treating Chinese traditional culture and realizing its creative evolution and development ^[6]. In order to implement the educational practice of Northern Shaanxi culture in a more in-depth and effective way in the new era, we should focus on making the culture serve the present, which is in line with the policy of developing a great socialist culture in China, and in line with the evolution of the principal contradiction in Chinese society. We should also extract the cultural genes and spiritual pursuit of Chinese nation from the excellent traditional Northern Shaanxi culture, and endow it with connotations of new era, so as to realize the creative evolution and development of Northern Shaanxi culture.

4. Approaches to the Adaptation of Northern Shaanxi Culture into Ideological and Political Education in Colleges and Universities in the New Era

In order to enhance the effectiveness of ideological and political education by applying the cultivating function of Northern Shaanxi culture in the new era, colleges and universities should make a correct assessment of Northern Shaanxi culture, so as to inherit the culture and make innovations of it. As a result, Northern Shaanxi culture can make creative evolution and development, realizing its transformation from traditional culture to modern one, and pushing the supply of Northern Shaanxi culture to a higher level.

4.1. Cherishing the roots of Northern Shaanxi culture to preserve its uniqueness: Making Full Use of the Core Cultivating Function of Northern Shaanxi Culture, Staying True to Its spirits, Improving Our Cultural Consciousness, and Following the New Way of Achieving Connotative Development of Northern Shaanxi Culture

First, systematically dig into the spiritual core of Northern Shaanxi culture, extract the “true spirit” of Northern Shaanxi culture, and improve cultural consciousness. Faced with the challenge from contemporary popular culture, Northern Shaanxi culture still maintains its heterogeneity and increasingly shows its cultivating function, which is rooted in its traditional core spirit formed with the passage of time.

To grasp the core spirit of Northern Shaanxi culture, it is necessary to improve our cultural consciousness. It means to have a profound understanding of the history and culture of Northern Shaanxi, to accurately extract the essence of national culture with universal value from the historical tradition of Northern Shaanxi, to further clarify the basic information of the cultural heritage of Northern Shaanxi, and to strengthen the systematic examination and scientific interpretation. The process of accurately exploring, extracting and defining the core spirit of Northern Shaanxi culture is also the process of enhancing the cultural identity of Northern Shaanxi and realizing the cultivating function of Northern Shaanxi culture. In order to educate people in colleges and universities, we should first of all have this kind of cultural consciousness, deeply excavate and invigorate the cultural resources in Northern Shaanxi, and bring them into the cultural education of colleges and universities.

Second, to realize the connotative development of Northern Shaanxi culture means that we should actively respond to the challenges posed by emerging popular culture on traditional culture, and achieve cultural self-confidence. In the field of culture, the most profound manifestation of the historical evolution of social principal contradiction in the new era is the contradiction between supply and demand of culture, which shows diversification of both cultural supply and demand. Under the background of cultural globalization, cultural pluralism and the integration of the media and communication channels, we should vigorously promote the connotative development of excellent traditional culture and achieve cultural self-confidence. The excellent traditional Chinese culture not only nourishes the development of the Chinese Nation, but also makes great contributions to the progress of human civilization. It is also the solid foundation of our cultural self-confidence^[7]. We should make clear the historical origin, the development process and the basic trend of excellent traditional Chinese culture^[8]. We must make clear the unique creation, universal connotation and distinctive characteristics of Northern Shaanxi culture. In the process of multi-culture’s creation, collision and integration, through the in-depth dissemination of the cultural connotation of Northern Shaanxi, we express and interpret its spiritual pursuit and universal concept, creating the existence of Northern Shaanxi culture and enhancing cultural self-confidence.

4.2. Applying Traditions of Northern Shaanxi Culture to Serve the Present, Making Itself More Up-to-date: Upholding the View of Historical Reference and Building the Excellent Mainstream Culture in the New Era

It is necessary to adhere to the concept of historical reference, to cherish our cultural roots, and adhere to the principle of making the past serve the present, to further promote the creative evolution and development of the excellent traditional Chinese culture, to inherit the essence of excellent traditional culture in Northern Shaanxi, to build the mainstream values in the new era, and to adhere to the temporal nature of cultural education.

To begin with, we should systematically sort out the excellent traditional cultural resources in Northern Shaanxi, abandon cultural nihilism, and highly emphasize the importance and necessity of inheriting the excellent traditional Northern Shaanxi culture. The culture of Northern Shaanxi has a long history and is extensive and profound. The simplest values in Northern Shaanxi culture, such as the right codes of conduct, lofty ideals and strong beliefs, and good moral qualities, are highly consistent with modern social thoughts. They are not only of great significance to our governance and social development today, but also useful for individuals, especially for college students in the

new era to establish the correct world outlook and views on life and values. It must be inherited and carried forward.

Besides, we must adhere to the Marxist world outlook and methodology to treat Northern Shaanxi culture. Inheriting and carrying forward the excellent Northern Shaanxi culture in the new era does not mean using it indiscriminately. We should treat it dialectically and scientifically, based on the cultural needs of the new era. For colleges and universities, with the requirements of education and connotative development, it is necessary to absorb the essence of traditional Northern Shaanxi Culture in an innovative way to achieve the purpose of enhancing the effectiveness of cultural education according to the demand of times and practice.

4.3. Facing the Future and Upholding Innovation: Sticking to Improving the Quality of Supply Side of Northern Shaanxi Culture to Meet the Expectations of the Educated for a Better Educational Life

Nowadays, the most important source of cultural self-confidence is the self-identity, inheritance and innovation of the excellent traditional Chinese culture ^[9]. In order to realize the creative evolution and development of traditional culture, the most fundamental thing is to set the main target as improving the quality from the supply side of culture.

First of all, we should adhere to using the core socialist value system to lead the construction of the excellent cultural heritage system in Northern Shaanxi. Core Socialist values is the concentrated embodiment of contemporary Chinese spirit and the crystallization of all Chinese people's common pursuit ^[10]. We will earnestly implement the profound interpretation and inheritance concept of the 19th National Congress of the Communist Party of China and the thought on socialism with Chinese characteristics in the new era about adhering to the core socialist value system, inheriting and developing the excellent traditional Chinese culture. We should promote the creative evolution and development of the excellent traditional Chinese culture. We should put innovation in the first place and accelerate the construction of innovative Northern Shaanxi cultural heritage system and educational supply system. We should continue to grasp the new trends in the adjustment and transformation of the supply side and demand side of Northern Shaanxi culture, and solve the problem of insufficient inheritance and imbalance in Northern Shaanxi Culture. We should adhere to the concept of cultural heritage in Northern Shaanxi with the people at its core, keeping up with people's new expectations for a better life and then developing advanced socialist culture to achieve high-quality development of Northern Shaanxi culture.

Furthermore, it is necessary to speed up the construction of excellent cultural inheritance system in Northern Shaanxi and accurately grasp the focus of supply-side reform in the stage of high-quality development. We need to systematically sort out and re-explain the universal connotation of Northern Shaanxi culture, persist in taking the road of practical development and utilization, and promote the basic research and practical research of Northern Shaanxi culture. It is necessary to deeply explore the cultural and educational resources in Northern Shaanxi, to comprehensively and systematically clarify the basic information of cultural heritage in Northern Shaanxi with better combing and elucidating, to reinterpret the profound and universal connotation of Northern Shaanxi culture so as to make it better applied to in the current cultural and educational practice. We should promote the protection of local cultural resources in Northern Shaanxi and ensure the sustainable utilization of cultural resources. Also, we need to adopt the way of combining production, learning and research to continue cultural inheritance based on the support of local institutions of higher learning and cultural research in Northern Shaanxi, to promote cultural research in Northern Shaanxi, and to take a solid step to digitize and popularize Northern Shaanxi culture. It is important to promote the moderate development of the excellent cultural resources in Northern Shaanxi, and create a number of outstanding cultural brands which inherit the Chinese cultural genes and show the essence of Northern Shaanxi culture. Establishing a regular, systematic and effective mechanism for the popularization of cultural knowledge of Northern Shaanxi is necessary. In addition, encourage local people to make rational use of cultural resources in Northern Shaanxi to develop characteristic cultural industries and to improve the level of cultural inheritance

in Northern Shaanxi.

4.4. Drawing on Other Cultures and Being Open: Seeking the Contemporary Universal Path of Northern Shaanxi Culture

In the long time of cultural blending and inheritance, Northern Shaanxi Culture has developed in an innovative way with adherence to the original and has absorbed foreign cultural achievements with an open and exclusive attitude. The simple value concepts, life views and moral concepts in it, to a certain extent, bear the multiple functions of explaining the world, moral examination and value guidance. In the philosophical level, these functions can be summed up as “world outlook”, “outlook on life” and “outlook on morality”. The culture of Northern Shaanxi with universal value factors can become a common language with cross-regional space and cross-cultural form. Its simple traditional values, eternal revolutionary spirit, distinctive folk art and frontier culture are expected to become the cultural and philosophical concepts popular around the world in the new era. With the significant progress of society and the tide of return of traditional culture, many ideas and concepts in Northern Shaanxi culture have attracted broad attention and led to extensive research, and then provide energy and power for the social transformation and cultural development of the new era. On this basis, it is of universal significance to give a brand new interpretation of the contemporary value of Northern Shaanxi culture. Xi Jinping pointed out in the report that in order to adhere to the core socialist values, it is necessary to “see our revolutionary culture remains alive and strong, and develop an advanced socialist culture. We should cherish our cultural roots, draw on other cultures, and be forward-thinking.” In the new era, the Northern Shaanxi culture should focus on the main task of moral education in colleges and universities on the basis of deeply exploring the traditional cultural resources and cherishing its cultural roots, draw on other cultures, and extract the universal value of Northern Shaanxi culture in the new era. Let the Northern Shaanxi culture always keep up with time and stand out in the excellent traditional Chinese culture, achieving the effect of educating people.

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