

The Practical Path of Chinese Traditional Culture into Higher Vocational Campus Culture

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Abstract: China's excellent traditional culture has a long history, rich content as well as profound connotation. It is the crystallization of the brilliant civilization spirit of the Chinese nation, which has cast the lofty spiritual quality of the nation, and contains the connotation and value of social ethics and humanity with the characteristics of the nation. Today, with the progress of the comprehensive strength of our country and the pace of economic globalization in china, the various cultural trends in the world collide with each other. So higher vocational colleges should understand and absorb the basic functions of excellent traditional culture in order to give full play to its role in campus cultural education and make its contribution to the inheritance and promotion of excellent traditional culture in the new era. On the basis of empirical research and analysis of the current situation of the construction of Chinese traditional culture in higher vocational colleges in China, this paper tries to propose a practical approach to integrate Chinese excellent traditional culture into the campus culture of higher vocational colleges.

1. Introduction

Chinese culture is extensive, profound as well as long-standing. The traditional Chinese culture has accumulated the precious spiritual and cultural treasures of the contemporary Chinese nation and nourished the continuous development of the nation. It is an important content and foundation for the further development of socialism with Chinese characteristics in the new era [1-2]. The report 19th National Congress of the Communist Party of China fully defines the basic requirements of China's cultural education and construction as well as building socialism with Chinese characteristics in a new era of development [4]. General Secretary Xi Jinping attaches great importance to the traditional culture of the Chinese nation, and has repeatedly emphasized the important significance and value of the traditional Chinese culture of the outstanding ethnic minorities in China, pointing out that the development of traditional excellent Chinese culture is "the fundamental to the inheritance and prosperity of the Chinese nation in a socialist country and a region." This puts forward clear and basic requirements for us to further strengthen the construction of campus culture with Chinese characteristics in higher vocational colleges, and actively inherit and promote the development of traditional culture of china's outstanding traditional cultures. To vigorously promote the education of Chinese excellent traditional culture in China's higher vocational colleges is not only an urgent demand for the prosperity of contemporary higher vocational education and the development of economy and society, but also an inevitable demand and measure for the important content and goal of inheriting Chinese excellent traditional culture. [5-6]

Compared with ordinary colleges and universities, the student source of higher vocational colleges is more complicated. Every aspect such as cultural foundation, skill level, and moral orientation has caused students to show imbalance, and the quality of students is uneven. obvious. At present, young college students in higher vocational education colleges have a worrying understanding of the Chinese traditional culture. The results of relevant questionnaire surveys show

that many higher vocational students have not completed the four major Chinese masterpieces. The classic works of Chinese excellent traditional culture are even less known. The basic concepts and traditional cultural consciousness of Chinese excellent traditional culture are gradually blurred and ignored by students, which has impacted Chinese traditional culture to a certain degree [7].

At the same time, Western festivals such as Christmas and Valentine's Day have not received high recognition among the group of young vocational college students, and the degree of recognition of Chinese traditional festivals such as the Dragon Boat Festival and Lantern Festival is relatively low. Combined with the higher vocational colleges in recent years in the "heavy skill, light humanities" in the direction of educating people, most of the higher vocational colleges emphasizes on cultivating students' professional knowledge and vocational skills, thus neglecting student's humanity accomplishment and background of education and training. The Chinese excellent traditional culture of course didn't really get the school attaches great importance to. They are either optional courses or in the form of lectures, thus systematic and targeted education of excellent traditional Chinese culture are often insufficient and ignored by authority and students. [8]In terms of the construction and education of higher vocational campus culture, it is also considered to be relatively more competitive sports activities that belong to the art competition category and professional skills development. It is related to the inheritance of Chinese traditional excellent culture and the promotion of professional skills development. The tight integration of activities is scarce [9-10].

Achieving the efficient integration and organic integration of Chinese excellent traditional culture and college campus culture is the inherent point of studying the practical path of integrating Chinese traditional culture into higher vocational campus culture [11]. Ways of the fine traditions of the excellent traditional culture in our country, is not only related to the culture of the articles, books, and other forms of objective, but also widespread and by the spirit of the Chinese nation and the form of ethics, knowledge system and other subjective deeply affects the generation after generation of the broad masses of the Chinese people, more become a kind of cultural genes and Chinese home and the feelings of the Chinese nation, penetrate deeply into the country's social politics, economy and social culture and other fields. The formation of the traditional cultural thinking and consciousness affects the thinking mode and the direction of thinking and action of generations. Higher vocational campus cultural education should pay special attention to the education and cultivation of college students' ideological and moral concepts and the modern use of Chinese traditional moral norms. The so-called modern use refers to the effective integration of traditional elements with modern factors or contemporary spirit, so as to realize the effective activation of traditional culture and give full play to the value of excellent traditional culture in contemporary society [12].

2. Methods

2.1 To Create a Campus Cultural Atmosphere as a Practical Path to Increase the Depth of Chinese Traditional Culture Education

Campus cultural education is a kind of collective culture, with students and teachers as the main body and the spirit of promoting campus culture as the main content and characteristics. The integration of carrying forward the excellent traditional Chinese culture and campus culture construction can subtly influence the spirit of teachers and students, so as to better achieve the effect and purpose of campus culture education. In this process, we should fully combine the cultural deposits naturally accumulated in the development process of higher vocational colleges and the characteristics of vocational specialties, so as to subtly and vividly infiltrate the excellent traditional Chinese culture into all aspects of school education and teaching, so as to create a good educational atmosphere. Specifically, following approaches are suggested

First, higher vocational colleges can organize a series of activities to receive education of traditional culture with the resources of excellent traditional culture in major festivals or other Chinese traditional festivals with special cultural and educational significance. Such as: carry

forward the excellent traditional culture and art festival, poetry recite contest, seminar, and other cultural activities, to improve the recognition of teachers and students of excellent traditional culture and interests, broadening the channels for students to accept education of traditional culture, to provide higher vocational teachers and students with more understanding and contact the outstanding traditional culture of the platform and opportunity, and make them virtually feel and appreciate the strong connotation and charm of excellent traditional culture.

Second, higher vocational teachers and students should actively encourage and organize the activities of the organization to carry forward the excellent traditional culture and society, strengthen the guidance and input in the corresponding to the club culture, blend in the concept of excellent traditional culture education and used in classroom activities. Resultantly, students full experience in the club activities and profound traditional culture and apprehend the essence of the Chinese nation excellent traditional education culture.

Third, fully excavate and construct campus culture project. For example, the connotation and essence of traditional Chinese culture are used to cultivate and refine the spiritual culture of the whole campus, with the school song, school motto and culture class as the carrier. Breath in the form of Chinese excellent traditional culture and to cultivate and construct the campus landscape, creating a rich traditional culture of the university campus environment, the traditional culture to see the general teachers and students fully in this full of traditional cultural connotation and significance of campus environment, makes the Chinese excellent traditional culture in the form and internalized in the heart of the teachers and students, moistens everything silently, so to realize the influence of Chinese excellent traditional culture.

In addition, higher vocational colleges should fully pay attention to play to the social practice in Chinese excellent traditional culture into the long-term effects of higher vocational education practice of campus culture, improve the system of social practice guidance and build a social education practice base, Chinese excellent traditional culture and the abstract of Chinese excellent traditional culture education into the image of the campus culture image or a practical, will be the spirit of the Chinese excellent traditional culture inheritance and education phase organic combination of campus culture, contribute to students' knowledge, emotion and social behavior of organic interaction and unity.

2.2 Take the New Medium as the Communication Path and Broaden the Breadth of Traditional Culture

In modern science today, with rapid progress and development of information technology, based on the mobile network and the application of information technology and the core of all kinds of new media communication way is developing rapidly, the traditional cultural workers and education institutions need to make full use of network as a new position, giving full play to the advantages of education make full use of network culture, dig the network culture education function, and find a new way of the education of traditional culture.

Higher vocational colleges can make full use of the network resources and build a high-speed and rich network platform, which serves as the material basis for the dissemination of excellent traditional Chinese culture and education. At the same time, the exhibition forms and expressions of Chinese excellent culture should be innovated to promote Chinese excellent traditional culture and broaden students' knowledge of traditional culture and education.

First of all, we can make full use of Weibo and WeChat public account to communicate with teachers and students and share some knowledge and contents that are closely related to excellent traditional Chinese culture. For example, the public account "Xi 'an Taobao 'WeChat" has created a series of unique styles and popular cultural propaganda pictures and texts. While effectively promoting the excellent traditional Chinese cultural and educational products, it has also creatively and effectively spread our history and inherited our culture, with remarkable results.

Secondly, through the design and development of mobile application and software related to the excellent traditional Chinese culture of higher vocational education, we can provide higher vocational students, parents and teachers with more channels to understand and learn traditional

culture. Schools, for example, can be spread by developing web comic software app, cartoon network communication software as the main form of information transmission, higher vocational education through the mobile client to show higher vocational students and parents traditional festivals, spread its cultural connotation, to promote the Chinese traditional virtue, and strengthen the role of the traditional culture of education and inspiration.

Finally, it is also suggested that in the process of higher vocational campus culture construction, through recommending websites concerning Chinese traditional culture education to higher vocational teachers and students as well as organizing web design competition, software development competition in the theme of Chinese excellent traditional culture education, etc. consequently, students will consciously carry forward Chinese traditional culture inheritance and development, broaden the knowledge of the Chinese traditional culture education breadth and depth of the culture and education.

Chinese excellent traditional culture education is the spirit of the continuation and development of the Chinese nation, also the basic starting point and foothold of education and training talents. Only by vigorously training all kinds of high-skilled professionals and shouldering the responsibility and mission of inheriting and carrying forward the excellent Chinese traditional culture, can higher vocational colleges truly make the campus culture of higher vocational colleges in China start to be full of vitality again, and better achieve the goal of moral education and cultural education development.

3. Experiments

3.1 Questionnaire experiment

Through the Questionnaire Star platform, the students and teachers of xx university were investigated by questionnaires. The contents of the survey were teachers and students' views on the integration of excellent traditional Chinese culture into the campus culture of higher vocational colleges, the specific contents of their understanding of traditional Chinese culture and their opinions on the campus culture construction of their schools. Through quantitative and qualitative analysis of the data obtained from the questionnaire, Suggestions on the main practical paths for teachers and students to integrate Chinese excellent traditional culture into campus culture were obtained.

3.2 Interview

We sent a part of the staff at the entrance of xx College, the student's teaching building, the main road on the campus, the student dormitory downstairs to the passing students and teachers randomly on-site interviews. The content of the interview is that students and teachers are more optimistic about the following Chinese traditional culture into the higher vocational campus culture of the practical path of which path. The specific path is as follows:

- (1) the essence of Traditional Chinese culture is written into the textbook;
- (2) the construction of the teaching staff has been further strengthened, and the teachers' understanding and theoretical literacy of the student group and China's excellent traditional sports education culture are improved;
- (3) Further strengthen the construction of traditional publicity platform, and carry out effective publicity for students on the school radio station, TV station, publicity column and other media platforms where students routinely receive cultural education.
- (4) Strengthen the construction of network media, with social network as the main dissemination of a variety of network media infiltration and integration.

4. Discussions

4.1 The present situation of the integration of Chinese excellent traditional culture into campus culture practice in higher vocational colleges

Through the above experiments, and through the comprehensive analysis of teaching experiments and data, we are likely to conclude that the main thought and practice path of the current Chinese excellent traditional culture and essence into the campus culture of higher

vocational education in China is to write the thoughts and essences of the excellent traditional culture of contemporary China into the school textbooks; The specific experimental data are shown in Table 1 and Figure 1, and the data in the chart is the result of the author's finishing.

Table 1. Data on the path of cultural practice of traditional culture into higher vocational campus

Path	College teachers	Network Media	Textbook	School publicity
Number of people accredited	20	40	80	20
Total	160	*Data came from sorting of algorithm results		

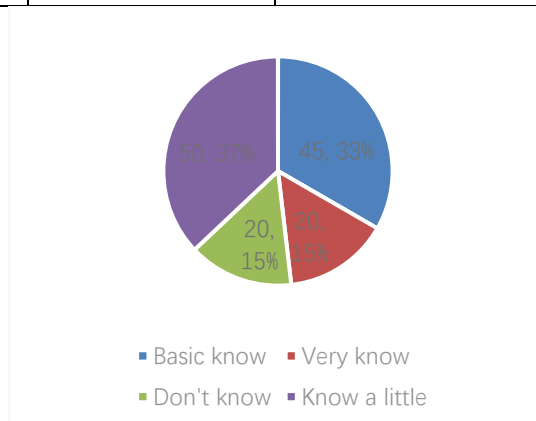


Figure 1. Students' Understanding of Traditional Culture

Through the data of Table 1, we can see that the students of higher vocational colleges are still passively understanding the traditional Chinese culture, and the enthusiasm of students is not strong, and the cultural construction of higher vocational colleges is still in the primary stage. What needs to pay attention to is how to improve the quality of teaching, expand the audience and etc.

The lack of attention to cultural construction hinders the integration of excellent traditional culture into the campus cultural, which leads to insufficient efforts to carry out the work. Although some vocational education institutions responded to the call of the state to start to carry out the Chinese excellent traditional campus culture education, but the Chinese excellent traditional campus cultural education into the campus cultural construction of the educational only exists in the form, but not in its connotation, not willing to carry out valuable activities which carry the fine traditional Chinese culture. The excellent traditional Chinese culture education carried out by some higher vocational colleges focuses on school-wide courses and activities, with a single educational approach. For example, college Chinese courses are offered. Students cannot be fully motivated to learn about some excellent traditional Chinese culture through college Chinese textbooks and classroom teaching. However, some forms of activities are much larger than their contents, which may easily lead to unclear recognition of the value of excellent traditions as inheritors of campus culture education by teachers and students.

Figure 1's data can be found that the proportion of students in higher vocational colleges who know a lot about China's excellent traditional culture is very small, and most students are only in a state of only knowledge.

The first main reason for this phenomenon is the basic quality of vocational students. Higher vocational students born after 1995 prefer individual freedom and independence, relatively abundant material and economic living conditions, diversified value orientation and lifestyle, and more contact with and like western traditional culture, popular culture, network "fast food" culture. Traditional Chinese culture has been gradually diluted or even never accepted and valued by them in their understanding of values and social and cultural concepts. They are not willing to take the initiative to learn the excellent traditional Chinese culture, the lack of enthusiasm for the traditional culture. The specific manifestation is that some students' knowledge structure is not perfect, do not understand the origin and significance of Chinese traditional festivals; Some college students are too lack of their own lofty ideals, more profit than justice; Some students are indifferent to honesty and are prone to cheating in exams. Some students are too self-centered and do not fully respect

their teachers. Some students pursue material comforts too much and lack the spirit of hard work. Some students have weak consciousness of national and political ideals; Some students even think that traditional Chinese culture is just a specialized course for students majoring in humanities and social sciences in ordinary colleges and universities. They only need to master professional skills, and there is no need to have a deep understanding of culture. Some students even look at the excellent traditional Chinese culture in a negative way and treat it as an old Chinese paper and an obscure traditional Chinese culture.

The second reason is the exterior reason which mainly involves the rapid development of higher vocational colleges. In June 1999, the national education work was held, and the CPC central committee and the state council promulgated the decision on accelerating education reform and comprehensively promoting quality-oriented education. The decision states that: "higher vocational education is an important component of higher education. We should vigorously develop higher vocational education and train a large number of technical and applied talents with certain theoretical knowledge and strong practical ability. Since then, China's higher vocational colleges to enter the size of the high speed development, the current domestic vocational colleges generally younger, get the school-running orientation, alleviate the employment pressure, speed up the cultivation of the national development needs of all kinds of technical skills, talents, and improve the service ability and level of local economic and social development are all the fate of higher vocational education. In the course of its development, most of higher vocational colleges carry out the education of Chinese excellent traditional culture in a random form, without forming a fixed mode and a long-term mechanism, and without actively exploring and finding the point of integration between Chinese traditional culture and ideological and political education of higher vocational students.

4.2 Effective practice path of integrating Chinese traditional culture into higher vocational campus culture

To begin with, it is committed to closely combining the contents related to the excellent traditional Chinese culture with professional education and vocational education, and integrating the humanistic quality and professional quality into the professional curriculum, so as to achieve the simultaneous integration of professional knowledge education and traditional culture education and realize the function of cultural education. For example, in the teaching of excellent Chinese culture courses such as college Chinese, teachers and students can experience the connotation and essence of traditional Chinese culture by making use of practical projects to popularize the knowledge of "journey of traditional Chinese culture". Carry out special Chinese excellent traditional cultural activities, such as paper-cutting, kite making, qipao show, hand-weaving, calligraphy exhibition, dumpling making, etc., expand the classroom teaching content, and the interactive teaching method of teaching through teaching and entertainment will also be deeply rooted in people's hearts.

Second, committed to the integration of resources, face-to-face to encourage teachers to Chinese excellent traditional culture and combining the practice of college students' education activities, to establish Chinese excellent traditional culture bases, through traditional culture popularization research exchange activities, with the help of the diversified teaching activities to expand, in different activities, guide the higher vocational college students to understand the development of Chinese excellent traditional culture has a long history, deep understanding the meaning of the Chinese traditional culture, and gradually in the process of implementing.

Third, it is committed to strengthening the construction of basic campus culture in vocational schools and supporting the volunteer service of students' culture. Advocating the construction of student cultural associations; Accelerate the construction of school cultural landscape, expand the construction of hidden education environment, and promote the development of hidden education role of Chinese traditional culture.

Forth, dedicated to the construction of the network media culture, promote Chinese excellent traditional culture and modern pop network culture of mutual penetration and integration, with advanced information technology means carrying of traditional and modern cultural community, the

development of higher vocational teachers and the student's field of vision, to achieve the effect of promotion and popularization of Chinese excellent traditional culture, the nature of Chinese excellent traditional culture into higher vocational campus culture, make it become the strong spiritual power of harmonious and continuous development of higher vocational colleges.

5. Conclusions

In the process of higher vocational campus culture construction, we need to give full play to the advantage of Chinese excellent traditional culture, Combine the excellent traditional culture education with various education and teaching activities in higher vocational colleges, and fully explore the spiritual connotation of the excellent traditional Chinese culture. Teaching courses and activities should be reasonably set up, cultural resources should be integrated, and the role of new technology and new media should be given full play in order that the excellent traditional Chinese culture can be effectively integrated into the campus culture of higher vocational colleges, and a good Chinese characteristic campus culture atmosphere could be built. while carrying forward and disseminating the excellent traditional Chinese culture, we should improve teachers' traditional cultural quality and students' comprehensive quality, so as to improve the quality of China's higher vocational personnel training.

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