

On the Application of Cultural Heritage in University Ideological and Political Education in the New Era

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Abstract: Cultural heritage is the sum of all kinds of material and spiritual wealth left over by mankind in the long river of historical development. Various cultural heritages are the testimony of the development of human history, the scientific basis for historical education, and the precious wealth of society. The spiritual wealth contained in it has very important reference value for the ideological and political education of colleges and universities. The article tentatively proposes to integrate cultural heritage into ideological and political education in colleges and universities, in order to provide more possibilities and reference for the ideological and political education system in colleges and universities in the new era.

KeyWords: Cultural heritage; University; Ideological and Political Education

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Since my country joined the UNESCO “Convention for the Protection of the World Cultural and Natural Heritage” in December 1985, it has had 55 World Heritage Sites (37 World Cultural Heritage, 4 World Cultural and Natural Double Heritage, and 14 World Natural Heritage). It has become one of the world’s cultural heritage powers. However, considering the construction of our citizens’ cultural heritage protection awareness and cultural heritage education system, my country’s cultural heritage protection has a long way to go.

1. The Background of the Integration of Cultural Heritage Education into College Ideological and Political Education

The “Opinions on Further Strengthening and Improving the Ideological and Political Education of College Students” issued by the Central Committee of the Communist Party of China and the State Council in 2004 pointed out: “Give full play to the educational role of patriotism education bases for college students. All kinds of museums, memorials, exhibition halls, martyrs’ cemeteries and other patriotism education bases will be free of tickets for collective visits of college students”. In 2015, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the “Opinions on Further Strengthening and Improving the Propaganda and Ideological Work of Colleges and Universities under the New Situation”, which emphasized: “Promote cultural inheritance and innovation, build a university culture with Chinese characteristics and reflect the requirements of the times, and cultivate and carry forward the spirit of the university, build the university into a demonstration area and radiation source of spiritual civilization construction, inherit and carry forward the excellent traditional Chinese culture.” General Secretary Xi Jinping pointed out in the 19th National Congress of the Communist Party of China: “Without a high degree of cultural confidence and cultural prosperity, there will be no great Chinese national rejuvenation. We must adhere to the path of socialist cultural development with Chinese characteristics and stimulate the cultural innovation and creativity of the whole nation. Build a socialist cultural power.^[1]” The party and the state attach importance to the inheritance of excellent traditional culture and the importance of ideological and political education in colleges and universities. How to combine the two is one of the problems that colleges and universities currently face to solve. Cultural heritage, as a discipline to study the excellent traditional culture that has been preserved in the development of ancient society, has become an urgent issue on how to apply it to ideological and political education in colleges and universities.

2. The practical significance of the application of cultural heritage in the ideological and political education of college students in the new era

2.1 Establish a correct view of the country, history, and nation for university students

Since the reform and opening up in the 1980s, my country’s exchanges with countries around the world have become more

frequent. With the continuous influx of Western culture, my country's excellent traditional cultural heritage has gradually been ignored. The fundamental reason for this problem lies in the development of multiculturalism. China has gradually weakened college students' sense of identity with history, nation, country and culture. The increasing prosperity of the Internet has made it difficult for college students to access traditional culture. Instead, emerging cultures and foreign cultures have become more acceptable to college students with the help of new media platforms. my country's cultural heritage, as the accumulation of material and intangible left over from the survival and development of the people of all ethnic groups across the country, is rich in material culture, intangible cultural heritage and beautiful landscape ecological natural heritage. It condenses historical memory and reflects the progress of society. It is a rare and non-renewable cultural heritage of my country's farming civilization, a bond that maintains the social identity of the Chinese nation, and the spiritual home of 56 ethnic groups in my country. Respect for the country, national identity and cultural recognition all play an important leading role.

2.2 Cultivate the innovation and entrepreneurial ability of college students

There are three missions of college students in the new era: one is that the historical position of the generation and growth of contemporary universities is called the new era; the second is that college students should lead the historical mission with ideals and beliefs; the third is that college students should interpret their responsibility with an innovative spirit. Innovation is the soul of a nation's progress and an inexhaustible driving force for the prosperity of a country. Tradition is the repeated behavior of human beings under the influence of natural and social conditions. As well as the material and non-material forms derived from this behavior, it is historical, extensive, and corrective. Therefore, traditional culture is not static in the process of inheritance and development for thousands of years, but is constantly revised in the course of historical development to match the current social development. In this process, an innovative spirit will inevitably form, which is also worthy of the hard work of contemporary college students. In the process of imparting relevant knowledge to students of different majors, it can inspire students of different majors to conduct different innovative researches on traditional culture. As the main force of innovation, college students are an imaginative and creative group. In the future ideological and political education of college students, they will consciously integrate the innovative spirit of traditional culture, which can help college students in their academic and career processes. Consciously establish a sense of innovation and develop an attitude of innovation and struggle in life.

3. The application of cultural heritage in the ideological and political education system

3.1 Utilize advanced network information technology to combine offline and online teaching

The classroom is still the main position of college education. It is necessary to give full play to the main role of the classroom and carry out general education on the concepts and types of cultural heritage. Increase the establishment of cultural heritage science education general elective courses throughout the school, incorporate cultural heritage education into the general education system for freshmen, set up special credits, and improve the inspection mechanism.

Increase the cultural heritage education general courses for the freshmen, including world, country, school, and local cultural characteristics, mainly to understand the basic concepts of cultural heritage and the development of cultural heritage affairs in the world; understand the representative world cultural heritage projects Main content; understand the overview of world cultural heritage projects owned by China and familiar with their representative projects^[2]; understand the main threats and countermeasures faced in the protection and utilization of cultural heritage; understand the concept, classification and protection principles of intangible cultural heritage; understand local culture The general situation of the heritage and its protection and utilization.

3.2 In-depth curriculum social practice activities to promote cultural heritage inheritance and education

In the process of education, it is not only necessary to carry out theoretical teaching activities with students, but also to combine with practice in the process of theoretical teaching. First, organize students to go out and participate in practical activities. By visiting the Chinese Character Museum, Anyang City Museum, Yinxu Museum, and inspecting local cultural relics such as Yinxu, Cao Cao Gaoling, etc., students will find historical heritage worth protecting, paying attention to, and learning from their side; Let the heritage "walk into the school." Invite national, provincial and municipal intangible cultural heritage inheritors and folk artists to enter the campus to display intangible cultural heritage on campus, so that academics can experience the charm of intangible cultural heritage; you can also regularly invite folk artists to open arts for students Practical courses. In this process, students learn about the charm of culture and art through practice, and at the same time enhance the pride of national culture and increase their interest in traditional culture. They can also nurture and cultivate their cultural perception and innovation ability, and feel the culture in the process of practice. , Perceiving culture, is more conducive to the improvement of personal quality.

4. Conclusion

The combination of cultural heritage education and ideological and political education is a reflection of the spirit of General Secretary Xi Jinping's series of important speeches on the promotion of China's excellent traditional culture. It will help guide teachers and students to establish and adhere to a correct view of history, nation, country and culture. View, give full play to the unique role of colleges and universities in promoting the creative transformation and innovative development of Chinese excellent traditional culture. Establish correct socialist core values for college students in the new era. Establish a combination of cultural heritage and ideological and political courses in order to provide a new method for building and training high-quality talents with the core values of socialism in the new era.

References:

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