

## *Original Paper*

# Rely on Traditional Culture to Enhance the Cultural Self-confidence of College Students

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### ***Abstract***

*In the development of the Chinese nation, Chinese traditional culture plays an important role, up to now, it can still give people cultural identity, enhance people's cultural self-confidence. As an important main force in the national youth group, college students are full of creativity, but their ideological level is relatively weak and easy to be eroded by foreign culture. Excellent traditional culture can help college students to identify with culture and improve their personal accomplishment, so that they can still have the correct three views in the face of the impact of various ideological trends and make contributions to the socialist modernization construction in the new era.*

### ***Keywords***

*Chinese traditional culture, College students, Cultural self-confidence*

## **1. The Necessity of Cultivating College Students' Cultural Self-confidence**

### ***1.1 Personal Development Requires Cultural Confidence***

Compared with high school, the study life in university greatly enhances the autonomy of learning, during this period, many students fall into a short "lost period", as an adult has a fresh social experience, everything is novel. Curiosity leads many people to have ideas for new things to try, and the information they are exposed to during this critical period is not all good. A lot of information comes into our lives with social media, but not every college student is able to sift through it correctly. The ideas of young college students will directly or indirectly affect the future development of a country. Therefore, when the West wants to carry out ideological infiltration, the primary target group is college students. Therefore, learning excellent traditional culture can greatly help college students to have a correct view of the three, "the rise and fall of the world, every man has a responsibility" let them know to assume responsibility, Zengzi kill pigs and promise to keep the story let them know the importance of commitment, Mencius mother moved three times to make them aware of the impact of the

environment on people. Thousands of years of cultural deposits, excellent traditional culture is rich in too much experience and philosophy, to understand and read carefully, will help college students to cultivate the correct three views. In the society to explore bravely, excellent traditional culture will help them not be lost in the flood of information.

### *1.2 The Development of The Times Requires Cultural Self-confidence*

There is an inseparable connection between the spirit of The Times and the traditional culture, which itself is formed on the basis of the excellent traditional Chinese culture and is the embodiment of The Times value of the excellent traditional Chinese culture. Both of them are valuable spiritual wealth formed in the historical development of the Chinese nation. Youth is a group that attaches great importance to, and young college students are the new force of the future society. Therefore, the cultural self-confidence of college students is not only related to their own personal development, but also related to the cultural development direction of the whole society in the future and the cultural development prospect of the whole country. The development of The Times takes "people" as the main body, among which "people" are the most powerful group of young people, most of whom are college students. Therefore, only by relying on excellent traditional culture and maintaining a high degree of cultural self-confidence, can college students deal with it rationally and treat it with dialectical thought under the challenges of various cultures.

## **2. The Challenge of Cultivating College Students' Cultural Self-confidence**

### *2.1 Foreign Culture has too much Influence*

Although China is flourishing in the field of ideology and culture, the development of cultural diversity also brings ideological and cultural challenges. Other countries and other peoples have cultures that are both compatible with our mainstream values and in conflict with them. In recent decades, our country has caught up and made considerable achievements, but there are still many people who have the wrong idea that the moon is rounder in foreign countries. Korean boy and girl groups, Japanese two Yuan and European and American music circles, etc., are very influential all over the world. Some college students are keen to follow these trends, but they know little about some traditional culture of their own country. In the process of narrowing the gap between our country and developed countries, the cultural exchange collision also brings challenges to the cultural confidence of college students. Foreign culture often carries the label of national ideology, and the current international form is still the coexistence of cooperation and competition.

In this cultural vortex, college students, as an important talent reserve of the country, have rich theoretical knowledge and high cultural accomplishment, but they do not have much practical experience in society. Different contemporary social trends of thought are rapidly disseminated in various forms through various media. The values of college students are easily eroded.

### *2.2 The Influence of Traditional Culture is Insufficient*

The amount of knowledge received by the new generation of young people along with the development

of science and technology is unimaginable in the past, but in the process of receiving a large amount of new knowledge, some college students are empty about the origin of festivals, the main figures of important historical events and so on. In addition to the traditional culture involved in classroom teaching, few students independently enhance their knowledge about their own country and nation in their spare time after class, and some even fail to treat their own traditional culture with a correct attitude and position. The outstanding traditional culture of our country is a cultural form with history, multiple and deep inside information, at the same time, it is also a spiritual and cultural treasure house, national spirit and national integrity can learn one or two from traditional culture, and traditional culture can be said to be an inexhaustible spiritual treasure house. However, the importance of this treasure house has not been truly recognized by college students. If they can truly inherit, the challenge of foreign culture will no longer be terrible. If a new generation of a country forgets its own history, its own story, it will be a very terrible cultural disaster.

### **3. The Way of Cultivating College Students' Cultural Self-confidence**

#### *3.1 Classroom Teaching, the most Important*

Enhancing cultural self-confidence is inseparable from the linkage and cooperation between universities, promoting the coordinated development of ideological and political courses and curriculum ideology and politics, giving full play to the advantages of online and offline education, and summarizing and using teaching resources inside and outside the school. The most direct way to cultivate college students' cultural self-confidence is classroom teaching. Therefore, in daily teaching, it is necessary to guide students to correctly treat excellent traditional culture, which requires us to guide students to distinguish culture, absorb its essence, and at the same time, refine excellent traditional culture classics, inheritance and innovation. In addition to the requirements of students, teachers as another major body of classroom teaching, we also need to pay attention to the management of teachers. A teacher's words and deeds can greatly influence his students. For the requirements of teachers, first, it is necessary to strengthen the training of teachers, and the training content is to strengthen the teaching ability of teachers. Teaching ability includes two aspects, one is to be able to impart knowledge correctly, the other is to pay attention to the way. Teachers should take classroom teaching as the main battlefield, and introduce traditional culture in a subtle way by introducing typical examples or teachers' own personal experience, so that students can realize the importance of traditional culture. In addition, teachers should also pay attention to the practical problems encountered by college students in the process of enhancing their cultural self-confidence, and guide them to face and solve these challenges correctly.

#### *3.2 Campus Culture, Imperceptible*

The school emblem, motto, school badge, graduation plaque, school spirit, school spirit, teaching style, learning style, school song, etc., are the characteristic culture of a college and university gradually formed in the course of running a school, and should be familiar with by teachers and students. As the

daily life and learning place of students, the campus has a silent influence on people. Therefore, the campus culture should also integrate the traditional culture. For example, the campus radio station should increase the traditional culture column, regularly hold traditional culture-related activities week, and design a representative logo that combines traditional culture with campus culture. The addition of traditional culture columns in the campus radio station can hold a link to the answer, or a traditional culture introduction column. When holding traditional culture-related activity weeks on a regular basis, we can select this part of traditional culture that is more likely to infect students according to the region, historical and cultural characteristics of the university where we are located, and then combine the popular trend to hold cultural festivals regularly, and allocate some funds to encourage them. Logos that combine traditional culture and campus culture can be placed in prominent locations on campus and printed on the relevant surrounding areas of colleges and universities. These campus cultures will accompany students' study and life to plant the seeds of traditional culture in students' hearts.

### *3.3 Both Online and Offline*

With the development of science and technology, online has spread from the traditional business field to life, science and technology, learning, entertainment and other fields. Online has the characteristics of fast transmission speed and large amount of information, which are the unique advantages of online. New media is a new opportunity to promote the dissemination of excellent traditional culture. Therefore, apart from traditional offline teaching, colleges and universities should pay attention to online communication channels, organize online traditional culture learning activities, and carry out online traditional culture learning courses. Students are encouraged to study traditional culture online and set up course message boards. In the continuous teaching process to absorb the opinions of students, and timely adjustment, to achieve better teaching results. At the same time, we should also pay close attention to offline teaching, combine online and offline, assist and cooperate with each other, and achieve better cultural communication and education effects.

## **4. The Significance of Cultivating College Students' Cultural Self-confidence**

### *4.1 The Need to Enhance Cultural Soft Power*

Compared with hard power such as economy, military, science and technology, cultural soft power refers to the vitality, creativity, attraction, guiding power and spreading power of a country, a nation or a region based on culture, which is reflected in the radiating power of traditions, ideas, systems, spirits, characters and cultural products. On the surface, culture is indeed "soft", but it is a "hard" force that cannot be ignored. Youth culture is one of the most important components of China's cultural construction. Strengthening the cultural self-confidence of young college students can further deepen the connotation of cultural development, effectively promote the supply-side structural reform in the cultural field, and enhance the functions of cultural creativity, cultural integration and cultural development. Excellent traditional culture is the most basic and deepest part of our culture. Relying on excellent traditional culture and continuously exploring its connotation, we can effectively enhance our

cultural soft power and provide more spiritual impetus for realizing the Chinese dream of the great rejuvenation of the Chinese nation.

#### 4.2 The Need to Address Ideological Challenges

At present, with the economic globalization, the collision of cultures is actually a silent war, and there are complex ideological struggles in the ideological field. In order to maintain oneself in this struggle and not get lost in the vortex of multi-culture, excellent traditional culture is an important rudder.

Culture is the root of a nation's life and the source of a nation's eternal vitality. The characteristics of Chinese culture can increase the confidence and pride in the heart of the Chinese people and the Chinese nation, that is, our cultural confidence and cultural identity. Among them, Chinese traditional culture is an inexhaustible treasure house, and the influence of traditional culture on us is imperceptible and lifelong. Many people do not have an exact understanding of this, but in fact, this influence is far more profound than we think, from personality to the way of thinking everything reflects the shadow of Chinese culture. This is an important weapon for us to maintain cultural confidence in the face of multiple cultures.

Although peace and development are still the main themes in today's world. But we should still pay attention to cultural work, rely on the excellent traditional culture, and vigorously cultivate the cultural confidence of young college students. Let the new generation of major forces add bricks and mortar to the socialist modernization drive with Chinese characteristics and contribute their due share.

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