

The Integration Strategy of Ideological and Political Teaching and Traditional Culture in Universities Under the Background of Informatization

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The curriculum content of ideological and political courses in universities contains very rich traditional cultural knowledge. It is the basic requirement of ideological and political course teaching in universities to infiltrate traditional cultural education in daily ideological and political course teaching. In particular, teachers should pay attention to the cultivation of students' traditional cultural awareness, so they should strengthen traditional cultural education and give full play to the cultural education role of ideological and political courses in universities. In view of this, in the current context of informatization, teachers of ideological and political education in universities can make full use of advanced information technology and information platform to continuously optimize the integration effect of traditional culture and ideological and political education in universities.

Keywords: informatization, ideological and political courses in universities, traditional culture

Introduction

In the current context of promoting cultural self-confidence, ideological and political courses in universities should give full play to the important role of the main position of moral education, strengthen traditional Chinese culture education through the continuous improvement of classroom teaching effect, help students understand traditional Chinese culture, and cultivate students' national cultural self-confidence.

The Current Situation of the Integration of Ideological and Political Teaching and Traditional Culture in Universities

From the current situation, teachers of ideological and political courses in universities do not pay enough attention to the integration of traditional culture into ideological and political teaching. Influenced by traditional teaching concepts, most ideological and political teachers mainly impart curriculum knowledge, especially textbook knowledge, in the teaching process. Although teachers will also infiltrate some cultural knowledge, modern knowledge and even western knowledge accounts for a large proportion, while traditional cultural knowledge accounts for a small proportion. The teaching behavior and teaching methods of ideological and

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political course teachers in universities are affected by many traditional curriculum ideas, while the traditional curriculum ideas of ideological and political course lack the relevant requirements and contents for the infiltration of traditional culture.

The original purpose of ideological and political teaching in universities is to cultivate students' correct world outlook, outlook on life and values. It is very important to introduce advanced cultural thoughts and excellent cultural knowledge. Integrating traditional cultural knowledge can help students better tell Chinese culture and Chinese stories in more occasions. But at present, most college ideological and political teachers are more inclined to the education of modern cultural knowledge, focusing on students' understanding and mastery of modern culture and even western culture, and adopting a one-way cultural teaching method. Teachers usually introduce less knowledge of traditional Chinese culture and assign less learning tasks related to traditional culture, which will lead to students' lack of understanding of the excellent traditional Chinese culture, and even lead to blind worship of foreign countries. The ideological integration of traditional culture and teaching of ideological and political courses in universities is not paid enough attention by teachers of ideological and political courses, resulting in the lack of opportunities for students to practice traditional culture, the lack of training platform for traditional culture communication, and the lack of absorption and dissemination of traditional culture in daily learning and communication, which ultimately leads to the poor ability of students to spread traditional culture when communicating with others in life.

The Importance of Integrating Ideological and Political Teaching With Traditional Culture in Universities

Enhance Students' Cultural Self-confidence

At present, cultural self-confidence is an important strategic policy in China. Integrating traditional culture into ideological and political teaching in universities can effectively enhance students' cultural self-confidence. College students are the successors and builders of socialism. Their patriotism and national cultural identity will directly affect the development of socialism. The effective integration of traditional culture and ideological and political teaching can make full use of the main positions in the classroom to lead students to understand the brilliant traditional culture of China, stimulate students' national pride, and mobilize students' patriotic feelings. In recent years, Western culture has a great impact on teenagers. Worship of foreign countries is very common. The values and moral qualities of teenagers will be affected by Western culture, which is not conducive to the formation of their mainstream values. By infiltrating traditional culture into the ideological and political teaching in universities, teachers can deeply explore the educational role of traditional culture, let students feel the charm of traditional culture, marvel at the wisdom of the Chinese nation's ancestors, and enhance cultural self-confidence, so as to resist the erosion of bad foreign culture on contemporary college students.

Promote the Development of Students' Cultural Communication Ability

The ultimate goal of ideological and political teaching in universities is to enable students to transmit the Chinese spirit, Chinese stock market, and Chinese traditional culture when communicating with others on the basis of forming correct world outlook, outlook on life and values. To achieve this goal, it is very important to cultivate students' cultural communication ability. There is a very close relationship between ideas and culture. Only by deeply understanding the traditional Chinese culture can students better carry forward and inherit the

Chinese spirit and story. Integrating traditional culture into the teaching of ideological and political courses in universities can increase students' knowledge, make students familiar with and understand traditional Chinese culture, introduce and transmit traditional culture, and improve students' cultural communication ability. College students are the main force of the future construction and development of the country. Strengthening the cultural communication ability of college students can enable students to spread and publicize our traditional culture more correctly and confidently in their future work and life, and truly realize the Chinese culture to the world.

Stimulate Students' Interest in Ideological and Political Courses

The course knowledge of ideological and political courses in universities is relatively boring. If the traditional textbook knowledge is always used to teach the course content, the students' interest in such classroom teaching will not only be high, but also make students have a psychological resistance and exclusion in the process of learning, and even eventually lead to the loss of some students' interest in the ideological and political courses in universities. While integrating traditional culture into ideological and political teaching in universities, traditional culture is more interesting and attractive to students. By infiltrating traditional cultural knowledge through various ways, teachers can enrich the teaching content of ideological and political courses in universities, enhance the interest of ideological and political class teaching, and stimulate students' interest in learning. For example, traditional festivals, Chinese food, Chinese calligraphy, and other traditional cultural contents are familiar to students. Introducing relevant knowledge can eliminate the sense of distance between students and ideological and political courses, and let students actively participate in the learning activities of ideological and political courses.

Strategies for the Integration of Ideological and Political Teaching and Traditional Culture in Universities Under the Background of Information Technology

The Internet Obtains Traditional Cultural Knowledge and Enriches Teaching Content

From the current situation, the textbooks of ideological and political courses in universities involve less traditional cultural knowledge, which is not conducive to the effective integration of traditional culture and ideological and political courses in universities. In the context of information technology, teachers can make full use of advanced Internet platforms and information technology to obtain rich teaching resources, collect diverse traditional cultural knowledge, and integrate it into the ideological and political teaching in universities. Although traditional cultural education has been emphasized at many levels in recent years, the proportion of Chinese elements and traditional Chinese culture in the culture-related content of the ideological and political course textbooks in universities is still relatively small, and the information technology and Internet platform can play their own advantages to enrich the teaching content of ideological and political courses in universities.

Teachers can use the Internet to collect rich traditional cultural content, such as ethnic costumes, traditional festivals, traditional Chinese medicine, calligraphy, tea art, Peking Opera, Chinese food culture, Chinese calligraphy and painting, which are all excellent traditional culture in China. Teachers can collect relevant content knowledge, integrate it into the ideological and political teaching in universities, and make high-quality courseware. Teachers can introduce classic and famous articles that promote and develop the excellent traditional Chinese culture into classroom teaching to provide rich traditional culture education materials and enrich English teaching content. The school level can also organize relevant teachers of ideological and political teaching in universities to develop teaching cases, acquire rich traditional cultural knowledge with the help of the Internet,

and design teaching courseware from the perspective of traditional cultural knowledge as an effective supplement to ideological and political teaching in universities.

Multimedia Presents Traditional Cultural Knowledge and Enhances the Effect

Multimedia teaching has very obvious advantages, so in the process of integrating traditional culture and ideological and political teaching in universities, teachers can use multimedia to optimize teaching and enhance the effect of traditional culture education in terms of teaching methods. In the past, teachers in the teaching of ideological and political courses in universities mainly passed knowledge and content through oral explanation. The way of knowledge presentation is relatively simple, basically simple text presentation, which is difficult to arouse students' interest in learning. In the context of information technology, teachers can make full use of information technology and multimedia to carry out teaching. For example, when learning materials and texts with the transmission of traditional culture as the background, teachers can make full use of multimedia to present pictures, videos, etc. related to traditional culture, so that the content of traditional culture can be presented more intuitively and vividly in front of students, mobilize students' enthusiasm for learning, and also optimize the teaching effect.

After Class, Guide Students to Learn Online and Extend Traditional Culture Teaching

With the support of information technology and platform, students have a wider learning path. In the past, students can only acquire knowledge through the classroom and teachers, and the efficiency and effect of acquiring knowledge through books are relatively poor. In the context of information technology, teachers can make full use of the Internet platform and information technology to broaden the learning path of students, share various teaching resources with students through the Internet platform after class, arrange relevant learning tasks, and extend classroom teaching to extracurricular. In terms of English teaching and traditional culture integration, teachers can also guide students to learn more traditional cultural knowledge through the network platform after class. Teachers can collect knowledge related to traditional culture by themselves and share it on the Internet platform. Students can download and learn after entering the platform. In addition, teachers can also arrange some practical activities and classroom tasks of ideological and political courses in universities related to traditional culture through the Internet, such as letting students collect relevant materials to learn the content of traditional Chinese culture, and conducting traditional cultural exchange activities related to the course knowledge points in the next class, and organizing students to publicize and disseminate the content of traditional Chinese culture they have learned and mastered from the perspective of ideological and political courses in universities, exercise students' knowledge application ability, and strengthen students' cognition of traditional culture.

The integration of ideological and political teaching and traditional culture in universities is an important task of ideological and political teaching in universities at present. Under the background of information technology, teachers can better promote the integration of the two with the help of information platform and technology. In specific teaching, teachers can obtain rich knowledge of Chinese excellent traditional culture through the Internet platform and integrate it into the classroom teaching process of ideological and political courses in universities. Teachers can also use multimedia to present traditional cultural knowledge and enhance teaching effect. After class, teachers can also extend the teaching of traditional culture to after-class through online teaching, so as to continue to enhance the shaping of students' world outlook, outlook on life and values by the teaching content of ideological and political courses in universities.

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