

The Support System and Coordination Mechanism of Traditional Culture Integration into the Growth Education of College Students in the New Era

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Abstract: Contemporary university students are navigating a period of profound societal transformation. While material abundance has been achieved, spiritual confusion, existential uncertainty, and emotional voids are increasingly consuming their youth. The path forward remains open to interpretation. From a historical and developmental perspective, traditional cultural education undoubtedly holds irreplaceable value and significance. This paper first examines four critical challenges confronting modern students' growth, proposing that traditional cultural education serves as a solution to these developmental dilemmas. It then outlines a five-dimensional framework for integrating traditional culture into students' growth education. Finally, it elaborates on six essential collaborative mechanisms required for the effective operation of this support system.

Keywords: Growth dilemma of college students in the new era; Traditional culture; Support system; Coordination mechanism

Online publication: February 12, 2026

1. Introduction

College students, as the future of a nation and the hope of the people, serve as the backbone in preserving and developing the nation's excellent traditional culture. They require healthy physical and mental development, a sense of social responsibility and historical mission, as well as unwavering life ideals and convictions. However, the growth environment and challenges faced by college students in the new era are unprecedented. While material abundance has increased, psychological and emotional confusion increasingly hinders their healthy development. Integrating traditional cultural education with students' personal growth in the new era—using the essence and core values of traditional culture to help them reduce confusion, cultivate optimism, strengthen patriotic beliefs, and pursue life aspirations with determination—has become an urgent task and significant strategic issue. This effort undoubtedly holds long-term contemporary value and profound strategic significance,

positioning it as a crucial mission for the times.

2. New dilemma and new challenge facing the growth of college students in the new era

The growth of college students encompasses the cultivation of ideals and convictions, the formation of core values, the strengthening of national identity, and the maturation of inner spirit and psychology. In this era of rapid market economy development and accelerated technological and digital progress, global challenges—from economic, social, and ecological crises to climate change, disease outbreaks, and international disputes—have plunged humanity into a once-in-a-century transformation. As a result, college students are inevitably shaped by these changes. Moreover, the diversification of values and shifting societal norms, coupled with academic and career pressures, present significant challenges and rigorous tests for the development of today's youth.

2.1. Impact of market economy and utilitarian education on college students' ideals and beliefs

With the rapid development of the market economy, utilitarianism has become the prevailing trend. In this new era, college students are raised in an environment that prioritizes test scores, academic advancement, and diplomas, while undervaluing moral education and holistic development. Many have even become exam-oriented machines, giving rise to the so-called “hollow disease” and “hollow individuals.” Despite the inclusion of numerous courses in education that promote healthy physical and mental growth, as well as ideals and beliefs, and despite continuous emphasis on the all-round development of moral, intellectual, physical, aesthetic, and labor education, the pursuit of money, social status, and material wealth—now the primary criteria for success in modern society—often renders fragile ideals and convictions as ephemeral as “hollow flowers and water moons”, making it difficult to cultivate enduring and steadfast aspirations rooted in the heart.

2.2. The great changes test the college students' world outlook, life philosophies, and values

In recent years, the rapid advancement of science, technology, and digitalization has intensified global conflicts across economic, technological, resource, climate, discourse, and ideological spheres. The COVID-19 pandemic and its aftermath have exacerbated regional disputes, while frequent natural disasters have eroded the bonds between authority and humanity, selfishness and responsibility. New forms of regional conflicts, the survival-of-the-fittest mentality, and hegemonic logic have resurfaced, plunging the world into unprecedented transformations unseen in a century. Against this backdrop, where does humanity's future lie? Where does the equilibrium of human civilization stand? These questions demand rethinking by contemporary university students, challenging their worldviews, values, and life philosophies, and will profoundly shape their growth and destiny.

2.3. The change of value diversification shakes the national confidence of college students

With the deepening of reform and opening-up and the ongoing development of economic globalization, the international flow and exchange of elements such as talent, capital, and culture have become increasingly profound and frequent. Developed countries continuously promote, import, and infiltrate their values and ideologies into other nations through various cultural products and channels, including films, books, and the

internet. Over time, this has led to a trend of cultural infiltration and hegemony, which has influenced the growing generation of college students with unhealthy values like hedonism, materialism, liberalism, and self-interest. These influences have eroded their identification with the nation's fine traditions and ideals. This phenomenon must be taken seriously and addressed with sufficient vigilance.

2.4. Many aspects of confusion and pressure devour the spiritual and psychological growth of college students

With economic growth and material abundance, society is increasingly plagued by spiritual emptiness. In this context, contemporary university students—still developing their mental and emotional maturity—often feel adrift amid uncertainties and insecurities about the future. Compounded by the cutthroat competition of modern society, they grapple with academic pressures, career anxieties, and the dual pressures of material and social demands, leaving little room for contemplating life's true purpose. The overwhelming focus on tangible wealth and social status has gradually eroded the ideals, values, and convictions that should define their lives.

3. Traditional culture education is the way to solve the growth dilemma of college students in the new era

The underlying causes of contemporary college students' developmental challenges are subject to diverse interpretations across eras. Yet a shared root cause emerges: the absence of traditional cultural virtues—truth, goodness, beauty, and wisdom—alongside grand aspirations to establish moral principles for humanity, secure livelihoods for the people, revive lost wisdom from ancient sages, and usher in lasting peace. This deficiency stems from insufficient nourishment by the cultural “root” and spiritual “soul” of tradition, coupled with inadequate deep understanding and practical engagement with its essence.

In traditional culture, ancient sages divided life education into four stages: nurturing character in childhood, cultivating integrity in early education, developing aspirations in adolescence, and fostering virtue in adulthood. These stages encompass the foundation of a noble personality, the influence of sage wisdom, the awakening of ideals, and the realization of life's true value. With such cultivation, a person's physical and mental growth becomes a natural progression. Though this nearly idealized four-part life journey exists in modern society, the most enduring core remains our excellent traditional culture—the very hope for future education.

The profound and extensive traditional culture serves as the root and soul of a nation, embodying the spiritual heritage of the national people. Its rich ideological essence and enduring national spirit are crucial for shaping and nurturing the values, outlook on life, and worldview of college students in the new era. The weighty and powerful legacy of this culture will undoubtedly provide strong support for cultivating lofty aspirations, social responsibility, and holistic development in today's students. As the future and backbone of a nation, the new generation of college students needs to be empowered by the core principles of traditional culture to strengthen their inner resolve, address growing challenges, and solidify their ideals and convictions.

4. The support system of integrating traditional culture into the new era college students' growth education

In the face of new challenges and profound transformations, integrating traditional culture into college students' growth education is undoubtedly a formidable and extensive social system project. It requires multifaceted

support from both internal and external sources: top-level design by governments at all levels, coordinated efforts across university departments, broad participation from various industries, the nurturing influence of exemplary family values, and a healthy, orderly, and positive social environment. These collective efforts and resources will establish a robust educational support system, creating a powerful educational momentum for the comprehensive development of college students.

4.1. Top-level design of government

Traditional culture serves as the foundation of a nation, the soul of a country, and the cornerstone of governance. To deeply integrate traditional culture into college students' growth journey, top-level government planning is indispensable. Governments at all levels must engage in multiple dimensions: policy frameworks, resource allocation mechanisms, educational quality supervision systems, and comprehensive support platforms. In terms of policy, governments should ensure the integration of traditional culture into student development through specialized legislation, dynamic policy adjustments, and cross-departmental collaboration ^[1]. For instance, the "Law on Promoting Traditional Culture Education for College Students" should be enacted to clarify legal responsibilities in academic guidance, mental health, innovation, entrepreneurship, and career planning, while requiring universities to establish "Traditional Culture Growth Education Centers." Regarding resource allocation, dedicated funds, social resource integration platforms, and digital resource repositories should be created to strengthen material support for traditional culture education. For quality supervision, standardized evaluation metrics and dynamic feedback mechanisms must be established to ensure educational effectiveness. Finally, a full-chain support network should be built through home-school-community collaboration platforms, high school-university transition programs, and alumni resource feedback mechanisms to guarantee the sustainability of traditional culture education.

4.2. Collaboration within the university

The cultivation of college students' growth is a long-term, comprehensive system project involving various departments and institutions within universities. While emphasizing classroom education, greater focus should be placed on integrating diverse forms of education beyond the classroom. Academic departments should incorporate essential growth elements from the country's excellent traditional culture—such as ideals, responsibility, and belief—into classroom teaching, forming an integrated curriculum system for student development ^[2]. Meanwhile, professional course instructors should leverage their role in guiding traditional culture education. University administrative departments should utilize new media platforms to combine traditional culture promotion with educational initiatives, sharing historical cases and humanistic stories of figures from ancient and modern times across cultures through platforms like Weibo, WeChat official accounts, and campus websites, while setting up comment sections for student discussions. Student organizations should organize activities such as participating in traditional festival celebrations, folk customs events, poetry recitals, and visits to cultural heritage sites, helping students deepen their understanding of the national culture and the spirit of sages ^[2]. Through these efforts, universities can create synergistic effects and strong collaborative forces in traditional culture education, jointly fostering a healthy growth environment for college students.

4.3. Broad participation of society

The growth of college students is deeply rooted in their social environment, particularly in today's multimedia

information society, where every social development is instantly accessible. This makes the influence of the social environment omnipresent. It is crucial for society to spread positive energy both online and offline, especially through communities, government agencies, and volunteer groups demonstrating mutual aid, addressing public emergencies, and providing mutual support. These vivid daily examples are widely recognized. Mainstream media should promptly collect and disseminate these fine traditions of the nation through various platforms, as their impact is significant. Therefore, society can leverage traditional media like radio, television, and newspapers, as well as new media and self-media platforms, to enhance the promotion of a country's excellent traditional culture and foster a social atmosphere that preserves and promotes these cultural treasures.

4.4. The influence of family traditions and values

Family, universities, and society form a crucial, tripartite peripheral environment for the growth and education of college students. Among these, the importance of family education is irreplaceable, as family traditions and values serve as fertile ground for cultivating excellent qualities in college students^[4]. Since ancient times, China has had ancient teachings such as “poetry and books spreading to every household” and “loyalty and kindness continuing through generations”, as well as terms like “scholarly families”, “educational lineages”, and “five-good families” to describe and praise the social status and respect of a family or clan. Good family traditions and values play a seamless role in the healthy growth of college students, spanning four stages: nurturing character in childhood, fostering integrity in early years, cultivating aspirations in adolescence, and developing virtue in adulthood. This is achieved through gradual immersion and natural, effortless influence.

4.5. A harmonious social environment

As the saying goes, society is a melting pot. For a long time, universities have been hailed as ivory towers and sanctuaries of purity. However, with the rapid development of society and the impact of the all-media information age, the physical walls of universities have long been breached by various forms of modern media. Consequently, college students, who are at a critical stage of mental and physical development, inevitably become influenced by societal influences in their thoughts, speech, and behavior. The spillover effects of various self-media platforms and internet celebrities on contemporary college students should not be underestimated and require nationwide attention^[3-4]. Therefore, governments at all levels should promptly establish comprehensive all-media platforms to collect, promote, and disseminate across society various inspiring stories of kindness—such as helping others, respecting the elderly, caring for the young, and mutual assistance among neighbors. This will create a positive social atmosphere and main channel for promoting positive energy and socialist core values, fostering a harmonious, friendly, and upright social environment that provides favorable social nourishment for the healthy growth of college students.

5. Coordination mechanism of traditional culture integration into the growth education of college students in the new era

The integration of traditional culture into the support system for college students' growth education constitutes a comprehensive system. The operational efficiency and coordination among its subsystems determine the effectiveness of this cultural integration. To maintain an orderly and positive educational synergy, it is essential to establish coordinated mechanisms across six dimensions: educational content, stakeholders,

methodologies, delivery channels, practical implementation, and evaluation ^[5-6]. Specifically, the educational content coordination mechanism serves as the foundation, the stakeholder coordination mechanism acts as the core, the methodology and delivery channel coordination mechanisms function as intermediaries, the practical implementation coordination mechanism ensures execution, and the evaluation coordination mechanism provides feedback.

5.1. Collaboration in educational content

5.1.1. Integration of curriculum framework

Incorporate core elements of the traditional culture—such as ideals, ethics, and responsibility—into both general and specialized courses to establish a cohesive growth education system. Educational authorities should centralize curriculum planning, leveraging schools' centralized educational resources to develop theoretical frameworks and teaching materials for growth education across all educational levels ^[2]. This ensures systematic integration of traditional cultural resources, concepts, case studies, and historical examples into lifelong learning initiatives.

5.1.2. Enrichment and deepening of content and format

During the integration phase of educational content, educators should leverage new media to extensively gather traditional culture resources, conduct comprehensive analysis, and ensure effective incorporation of these elements into growth education ^[2]. By innovating the presentation of traditional culture in courseware through new media and designing engaging teaching activities, educators can make the learning process more dynamic and interesting, thereby enhancing college students' enthusiasm for learning.

5.2. The coordination of the main body of education

5.2.1. The guiding role of teachers

“Learn to be a teacher, act as a model for society.” Teachers should pioneer learning by charting their own course, delving into the national outstanding traditional culture to ensure they can convey its essence accurately and vividly in their teaching. They must continuously enhance their cultural literacy and pedagogical skills, gradually becoming strong advocates of traditional culture and ideological education, guiding college students toward healthy physical and mental development.

5.2.2. Students' central role in education

Through club activities, book clubs, and seminars, educators aim to ignite students' passion for learning and engaging with traditional culture. By immersing themselves in these experiences, they can appreciate the richness of cultural heritage and strengthen their ideals and convictions. College students are encouraged to actively participate in cultural initiatives, share insights through discussions and practical engagement, and support one another to cultivate shared learning objectives and values.

5.3. The coordination of educational methods

5.3.1. An integrated pedagogical teaching approach

By synthesizing diverse educational resources and channels from national outstanding traditional culture, educators cultivate a synergistic cultural ecosystem to enhance growth education for university students ^[2]. This methodology emphasizes incorporating growth-oriented educational materials and resources from traditional

culture into curriculum design, teaching activities, and outcome assessments, thereby seamlessly integrating growth education with the preservation of a country's cultural heritage.

5.3.2. Aligning with the progressive growth principle

Following the developmental patterns of college students, systematically integrate the nation's outstanding traditional cultural resources into growth education in stages. Both in content and methodology, maintain a balance between hierarchical structure and continuity, as well as between targeted approaches and phased progression, ensuring the systematic and coherent nature of growth education.

5.3.3. Embracing the principle of unity between knowledge and action

Learning should serve practical application, and knowledge must be put into practice. To align students' understanding with their actions, educators must uphold the integration of theory and practice. Through diverse practical activities—such as volunteer work and field research—educators enable students to grow through hands-on experience and strengthen their ideals and convictions by practicing traditional culture.

5.4. Collaboration of educational carriers

5.4.1. Innovative educational platforms

In the era of omnimedia, individuals can leverage external resources to enhance diverse competencies. By harnessing the interactivity and real-time nature of new media and self-media, educators can develop integrated online-offline growth education and practice models. For instance, through modern multimedia tools like online classrooms and virtual environments, students can immerse themselves in the experiences and stories of iconic historical figures, personally embodying their noble spirit and virtues, thereby gaining profound spiritual nourishment ^[2].

5.4.2. Enriching the educational resource library

By forming specialized teams comprising experts, scholars, educators, and traditional culture inheritors, educators collaboratively design teaching practices that integrate traditional culture with college students' development, ensuring the content's authority, feasibility, and accuracy. Through in-depth exploration of traditional culture's essence and alignment with contemporary needs and students' developmental requirements, educators continuously curate growth-oriented educational materials that are targeted, engaging, and interactive.

5.5. Collaboration in educational practice

5.5.1. Social practice activities

Through holiday social practice programs and participation in traditional festival celebrations, seasonal customs commemorations, recitation of representative classical poetry, and visits to ancient heritage sites, these activities guide college students to deepen their understanding and appreciation of national culture while fostering enthusiasm for learning the wisdom of sages ^[1]. Additionally, regular visits to museums, cultural centers, and historical landmarks can enhance students' cultural immersion and strengthen their sense of national identity.

5.5.2. Characteristic cultural education

By integrating classic revolutionary and innovative stories, educators use outstanding figures from the century-long revolutionary history of the nation to set spiritual examples and national role models for college students.

This guides them to explore the connections between these revolutionary figures and the country's excellent traditional culture, leading them to uncover the essence of the revolutionary and innovative gene and shape the national spirit of the new era.

5.6. Collaborative educational evaluation

5.6.1. Performance evaluation mechanism

By establishing a scientific performance evaluation system for growth education, this mechanism enables educational administrators to monitor policy implementation, promptly identify deviations from long-term educational objectives, and take corrective actions. Through various methods, including online assessments, surveys, course data analysis, and practical outcome evaluations, it provides real-time insights into students' developmental progress and learning outcomes, allowing for timely adjustments to teaching strategies and cultivation approaches at different stages.

5.6.2. Incentive mechanism

By establishing well-designed incentive mechanisms, educators can be motivated to remain committed to students' growth and education and demonstrate dedication. This approach enhances their enthusiasm and execution of long-term educational objectives, thereby facilitating the achievement of these goals ^[2]. Consideration may be given to awarding honors such as Outstanding Mentor Awards and Exemplary Course Awards to encourage teachers to actively integrate a nation's excellent traditional culture into their daily teaching practices.

Through the above collaborative mechanisms, the excellent traditional culture can be effectively integrated into the growth education of college students, helping them establish correct worldviews, outlooks on life, and values, strengthen their ideals and beliefs, and contribute to the realization of national progress. As a core component, traditional culture education in universities involves college students' recognition of the essence and core concepts of traditional culture, ultimately achieving the practical effect of fostering trust through understanding, internalizing it in the heart, manifesting it in actions, and unifying knowledge with practice.

6. Conclusion

The study proposes that integrating traditional culture into contemporary college students' growth education can enhance its theoretical framework, enrich cultural content, and provide practical references for higher education institutions. This approach helps students inherit and promote the nation's outstanding traditional culture, strengthens cultural confidence, and fosters national identity and social responsibility. It also promotes holistic physical and mental development. Furthermore, it diversifies educational methodologies, elevates the effectiveness of growth education, and establishes an educational system where traditional culture supports students' well-being, ultimately enhancing their cultural literacy in the new era.

Disclosure statement

The author declares no conflict of interest.

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