

Research on the Strategy of Integrating Excellent Traditional Chinese Culture into the Ideological and Political Education Curriculum of English Majors

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Abstract: With the proposed fundamental task of moral cultivation, ideological and political education in colleges and universities has ushered in a new opportunity for reform. To improve the effectiveness of ideological and political education under this background, colleges and universities have organically integrated professional teaching and ideological and political education, actively carried out curriculum ideological and political construction, and achieved certain results. The traditional Chinese culture contains rich national spirit and culture, and integrating it with curriculum ideological and political education can give full play to the advantages of implicit ideological and political education, help students establish cultural confidence, cultivate their patriotic feelings, and thus help them form a sense of national cultural pride, laying a solid foundation for their future development. In this regard, this paper briefly analyzes the strategy of integrating Chinese excellent traditional culture into the English major curriculum, hoping to provide some valuable reference for readers.

Keywords: Traditional culture; English courses; Strategy

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1. Introduction

At present, the continuous development and application of network technology have brought great convenience to people's lives. At the same time, people have more diverse channels to get information. With the help of Internet technology, the process of globalization has gradually intensified, which has also affected students' thoughts and concepts, causing serious obstacles to their future learning and development. In the report of the 18th National Congress of the Communist Party of China, it is clearly proposed that people should dig deep into the excellent traditional culture, and establish and improve the inheritance system of traditional culture^[1]. According to the current teaching situation of English majors in colleges and universities, students' cultural

literacy and cross-cultural ability are still relatively weak. Language is the carrier of culture, and culture is the spiritual core of language. There is a close relationship between the two. Therefore, to help college students establish correct thoughts, concepts, and cognition, enable them to inherit and carry forward China's excellent traditional culture, establish cultural pride, and strengthen their cultural self-confidence, colleges and universities must integrate excellent traditional culture into the English curriculum ideological and political education and excellent traditional culture while implanting English knowledge to students^[2]. Educators should make students learn and master English knowledge and skills while shaping excellent character to become the inheritor and promoter of traditional culture, and to lay a solid foundation for their future development^[3].

2. The value of integrating excellent traditional culture into the ideological and political curriculum of college English majors

2.1. Cultivating students' pride in national culture

With the continuous development of information technology, network technology, and other technologies, the process of globalization has been accelerated, and the cultures of various countries and regions have begun to integrate and influence each other. As the builder and successor of the socialist cause in the future, people should form national cultural pride and self-confidence in this environment, to better inherit and carry forward the traditional culture, so that the Chinese nation will always stand out in the forest of nations in the world^[4]. Integration of excellent traditional culture into English major teaching can expand students' cultural cognition. While learning English knowledge and understanding foreign cultures, they can master more excellent Chinese culture, thus promoting their cultural pride and sense of national identity, which will greatly promote their future study and development. In addition, by integrating it into the thinking and politics of English major courses, students can not only be taught English knowledge and skills and broaden their horizons, but also, under the inspiration and guidance of traditional culture, they can set lofty goals and ideals, form correct ideas and value cognition, shape excellent character, and provide strong impetus for their future employment and development^[5].

2.2. Promoting the teaching reform of English majors

Traditional culture contains a great deal of excellent national spirit and rich historical knowledge, which can be integrated into the thinking and politics of English major courses, which can not only expand the teaching content, stimulate students' interest, improve the originally boring and boring classroom atmosphere, but also impart historical and cultural knowledge to students, strengthen their cognition, and enable them to improve their knowledge in the process of learning English^[6]. Being imperceptibly influenced by excellent traditional culture, they can be encouraged to establish correct ideas and value cognition and promote their all-round development. In addition, under the influence of traditional educational concepts, some teachers tend to pay more attention to the teaching of English knowledge and skills in the past English major teaching. By integrating traditional culture into the teaching, teachers can optimize and reform the teaching mode and mean according to the teaching objectives, teaching content, and learning situation, so that students can deeply understand the charm of English while improving the teaching effect and cultivating their professional quality more effectively.

2.3. Meet the needs of the current era

At present, China is undergoing profound changes unseen in a century, and all industries in the country have ushered in vigorous development. At the same time, the demand for the quality and quantity of professionals is also increasing. English, as one of the most widely spoken languages in the world, is widely used in various fields and plays an important role and value. In this context, colleges and universities should keep up with the pace of the time, reform and improve the English major, optimize the talent training system, and improve the quality of talent training, to meet the needs of enterprises and social development. Integrating excellent traditional culture into the thought and politics of college English major courses can not only enrich the teaching content and stimulate students' interest but also strengthen students' cognition and cultivate their professional qualities more effectively so that college students can become compound talents who meet the needs of society and enterprise development ^[7].

3. The strategy of integrating the excellent traditional Chinese culture into the ideological and political courses of English majors

3.1. Improving the cultural quality of English teachers

In the process of college English teaching, teachers should give full play to their own roles, conscientiously carry out the ideological and political development of English major courses, and shoulder the important task of spreading traditional culture. Under the background of cultural confidence building, to better integrate traditional culture into English teaching, teachers should not only have rich English knowledge but also have solid Chinese and Western cultural literacy, especially excellent traditional cultural literacy ^[8]. However, in terms of actual college English teaching, most English teachers do not fully understand and master the excellent traditions of China, so they cannot integrate them into the ideological and political courses of English majors. As a result, students cannot learn traditional cultural knowledge smoothly and inherit the excellent national spirit. Given this, colleges and universities should strengthen the cultivation of English teachers' cultural accomplishments. Colleges and universities can carry out regular training activities and arrange for English teachers to participate in them, to enhance their understanding of excellent traditional culture and enhance their cultural accomplishment ^[9]. In addition, English teachers in colleges and universities also need to set up the idea of lifelong learning and constantly learn traditional cultural knowledge using network technology and books, to improve their cultural literacy, so that they can better carry out English teaching and traditional culture teaching in classroom teaching, cultivate college students' English literacy and cultural literacy, and promote their all-round development.

3.2. Increasing the proportion of traditional culture in English teaching materials

Teaching materials are the main channel for students to learn and acquire knowledge. Therefore, to better cultivate students' cultural quality and language ability, colleges and universities need to increase the proportion of traditional culture in English teaching materials. After a large number of data surveys, the author found that most of the current college English textbooks contain relatively little content related to excellent traditional Chinese culture, which leads to an imbalance in the proportion of Chinese and Western cultural content ^[10]. Therefore, to more effectively integrate traditional culture into English curriculum ideology and politics, cultivate students' English knowledge, strengthen their ideological and political qualities, and enable

them to inherit and carry forward excellent traditional culture, colleges and universities should optimize and adjust the content of English textbooks and appropriately increase the proportion of traditional culture in English textbooks to promote students to better understand and master traditional cultural knowledge. To be specific, colleges and universities can add excellent traditional cultural content such as Confucian culture, traditional festivals, and folk skills into their textbooks, and scientifically set and plan the contents according to the growth characteristics of college students, to enshrine traditional culture with new characteristics of the time. In this way, college students' traditional cultural accomplishments and comprehensive ability can be better cultivated. It is worth noting that China's traditional culture is extremely rich, with strong regional characteristics. Therefore, when optimizing the content of teaching materials, colleges and universities can choose the appropriate local culture according to the regional characteristics of the teaching materials. For example, Sichuan, located in the south of China, is a multi-ethnic gathering area, that also contains a large number of minority cultures, such as Kangba culture and Bashu culture, etc. Teachers can integrate these cultural contents into English teaching according to the actual situation, to stimulate students' interest in learning, mobilize their initiative and enthusiasm, strengthen their cultural cognition, and enhance college students' understanding of excellent culture ^[11].

3.3. Reform teaching concepts and dig deep into traditional culture

To better integrate excellent traditional culture into English major teaching, build a collaborative education mechanism with curriculum ideology and politics, and give full play to the educational functions of both, teachers need to change traditional education concepts, dig deep into the teaching content in the process of English teaching, and extract the excellent traditional culture and national spirit, to strengthen students' cognition and to help students establish correct ideological concepts and value cognition ^[12]. Take the new version of the college English textbook for example, it not only includes the knowledge of the English language and foreign humanities, but also covers the education of values and other aspects, and has a variety of forms such as pictures and videos to show the relevant cases at home and abroad. In practical teaching, teachers should dig deep into the content, extract the excellent traditional culture, and encourage students to think and reflect on it to promote their all-round development ^[13]. When teaching values, teachers can integrate Confucian culture into it, share the Confucian thoughts of "self-cultivation, family harmony, governing the country and peace for the world" with students, and guide students to compare and reflect on themselves, to help them set lofty ideals and goals. At the same time, teachers can also share Wen Tianxiang's "No one dies in life since ancient times, and retain the heart according to the history" with students. Death is the beginning of human birth, and the whole growth process is a process of gradually aging and dying. The value of life does not lie in acquiring money, fame, and power, but in making due contributions to society and the country and becoming part of the history of the country's development. In this way, teachers can not only expand the teaching content and teach students English knowledge more effectively, but also carry out patriotic education to students, so that students can become the "new youth of the time" in line with the needs of society and the development of the country ^[14].

3.4. Reform college English classroom teaching methods

In addition to increasing the proportion of traditional Chinese culture in textbooks, teachers also need to reform and innovate traditional teaching methods and teaching models to integrate traditional Chinese culture into the ideological and political curriculum of college English majors, to stimulate students' interest in

learning, mobilize their initiative, and better cultivate their cultural literacy. Teachers can adopt the cultural contrast teaching method to help students learn and understand the cultural differences between China and the West by comparing Chinese and Western cultures, expand students' cognition, and help them establish a sense of national cultural pride. In the new period, under the influence of Western culture, some young people gradually began to pursue some Western festivals, such as Valentine's Day, Christmas Day, Christmas Eve, and so on, while some Chinese traditional festivals, such as the Dragon Boat Festival, the Double Ninth Festival, the Mid-Autumn Festival, and so on, are ignored by them. In this regard, teachers can share some traditional festivals and traditional cultural knowledge with students. Taking the Dragon Boat Festival as an example, the Dragon Boat Festival is mainly to commemorate the Chu Qu Yuan. Teachers can make an in-depth analysis of Qu Yuan and share with students the great patriotic spirit and noble feelings behind him. This will not only help students to better learn and understand the traditional cultural knowledge but also promote students to shape excellent character and promote their all-round growth^[15].

In addition, teachers can also apply project-based teaching methods, flipped classrooms, and other teaching methods to their teaching, to stimulate students' interest, mobilize their enthusiasm and initiative, and help students establish correct ideas and values while teaching students English knowledge, to promote their all-round development.

4. Conclusion

In short, to carry out and implement the fundamental task of building morals and cultivating people, it is of great practical significance to integrate excellent traditional culture into English curriculum thinking and politics. In this regard, teachers should face up to the significance of traditional culture, and based on grasping the existing problems in professional teaching, constantly use new educational ideas and methods to build a brand new English teaching system, to train more capable, ideal, and literate English professionals for the society.

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