

# Promotion of Traditional Culture Ability of University Students Under the Perspective of Internet Plus

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## **Abstract:**

Chinese traditional culture is the huge material wealth and spiritual wealth created by the Chinese nation in the long years. Strengthening the Chinese traditional culture education of college students plays an important role in promoting the cultural quality education of college students and cultivating high-quality talents with both knowledge and ability and healthy personality. This paper analyzes the situation of College Students' contact with traditional culture under the background of "Internet +". Focusing on the construction of curriculum system, educational resources, scale and personalization, educational methods, the integration of traditional culture and campus culture, online and offline practical activities, this paper discusses the promotion strategies of College Students' traditional cultural ability from the perspective of "Internet +". Finally, it puts forward the methods to improve the traditional culture ability of college students in the new era. The research results provide a reference for the study of the traditional culture ability of university students under Internet plus perspective.

**Keywords:** *Traditional Culture, Talent Cultivation, Internet Plus, Teaching Reform.*

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## I. INTRODUCTION

At present, there are many academic researches on College Students' Chinese traditional cultural literacy, mainly involving the relevant research on College Students' Chinese traditional cultural literacy education, the research on the cultivation of College Students' Chinese traditional cultural literacy, the shortcomings and Countermeasures of College Students' Chinese traditional cultural literacy and so on. Starting from the questionnaire, this paper systematically studies and discusses the current situation, causes and Countermeasures of College Students' Chinese traditional cultural literacy [1-2]. Theoretically, from the perspective of improving college students' traditional cultural literacy, this paper deeply excavates and expounds the connotation, inheritance value and significance of Chinese excellent traditional culture, enriches and improves the theoretical system of Chinese traditional culture research, is conducive to promoting the systematization and scientization of Chinese traditional culture research theory, and is of great significance to enhance the influence and appeal of Chinese traditional culture [3].

The research of this topic can deepen the theoretical interpretation of College Students' Chinese traditional cultural literacy [4]. College Students' traditional cultural literacy is a complex overall concept, which includes college students' subjective cognition of the basic knowledge and common sense of traditional culture, their ability to use traditional culture, and the influence of traditional culture on College Students' cultural taste, aesthetic taste, knowledge vision, emotional attitude and thinking concept. Through the definition of the concept of College Students' Chinese traditional cultural literacy and the analysis and Research on the relevant contents of the value of College Students' growth and success, this paper theoretically deepens the understanding and interpretation of the individual value of College Students' traditional cultural literacy [5-6]. Through the analysis of the current situation of College Students' traditional cultural literacy, the deconstruction of the causes of existing problems and countermeasures, this paper studies and analyzes college students' Chinese traditional cultural literacy from multiple angles and levels, and deepens the theoretical interpretation of College Students' Chinese traditional cultural literacy.

## II. CONNOTATION OF COLLEGE STUDENTS' CHINESE TRADITIONAL CULTURAL LITERACY

Chinese traditional culture is broad and profound with rich connotation. The academic circles and the documents of the CPC Central Committee also have different views on its connotation. In the new edition of Chinese traditional culture, Jin Tao defines Chinese traditional culture as "a relatively stable culture formed and developed by the Chinese nation in the process of long-term historical development and still has an important influence on the Chinese people" [7]; The guiding outline for the improvement of Chinese excellent traditional culture education issued by the Ministry of education defines Chinese excellent traditional culture as: "Chinese excellent traditional culture is the concentrated embodiment of the Chinese nation's language habits, cultural traditions, ideas and emotional identity, condenses the moral norms, ideological character and value orientation generally recognized and widely accepted by the Chinese nation, and has extremely rich ideological connotation".

Although each definition has its own emphasis on understanding, to sum up, the understanding of the connotation of Chinese traditional culture is finally "focused": first, Chinese traditional culture is the accumulation of thousands of years of historical civilization of the Chinese nation. It is broad and profound, has a unique sense of historical massiness, and carries the long-standing national memory of the Chinese nation; Secondly, the development of Chinese traditional culture is a continuous process. It is gradually evolved and accumulated through continuous inheritance and innovation in the long river of national development; Finally, the influence of Chinese traditional culture on the nation is far-reaching and lasting. It always plays the role of cultural man, and has unique value for the formation of national character and the cultivation of national emotion. This influence continues to this day. At present, it still has irreplaceable value for the development of the Chinese nation. The digital development path of traditional culture is shown in Figure 1.

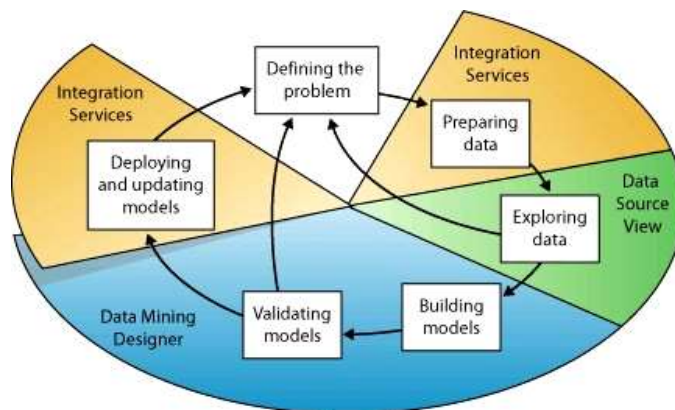


Fig. 1 The digital development path of traditional culture

Based on the reference of various definitions, this paper defines Chinese traditional culture as: Chinese traditional culture refers to the Chinese culture formed, evolved, accumulated and shaped in the process of long-term historical development, inherited to this day, retained in the middle of the Chinese nation with a relatively stable form, and still deeply affects the development of the Chinese nation. Chinese traditional culture is the crystallization of Chinese civilization. It has a long history and is broad and profound. The content of Chinese traditional culture includes not only material culture such as cultural relics, historical sites and cultural relics, but also spiritual culture such as values, moral norms, mode of thinking and religious beliefs; It includes not only the institutional culture of "isomorphism between family and country" and strict ethical guidelines, but also the behavioral culture of clothing, food culture, architectural culture, traditional festivals and so on. The content of China's traditional culture has both the essence and the dross. It needs us to distinguish the essence and the dross and treat them differently. Chinese excellent traditional culture is the quintessence of Chinese traditional culture, the "shining" part of Chinese traditional culture, and also the content that we need to inherit and innovate constantly today, "including patriotism tradition, self-improvement and virtue carrying tradition, people-oriented tradition and the tradition of yearning for harmony" [8-10].

Chinese excellent traditional culture is the essence of Chinese traditional culture. It plays a positive role in the prosperity of the country and the nation, as well as in the growth of individuals. However, China's traditional culture originates from feudal society, which inevitably contains some feudal dross. These feudal backward thoughts include the thought of "loyalty to the monarch", "three cardinal principles and five standing orders", as well as the backward thought of sticking to conventions and ignoring innovation and development. These feudal backward thoughts formed for thousands of years still have a certain negative impact until now. They restrict people's thoughts, restrict people's behavior, and hinder the normal development of society. Therefore, we should correctly distinguish the essence and the dross from the traditional culture, so as to "extract the essence and discard the dross". "Bringing forth the old and bringing forth the new and bringing forth the new. College students' Chinese traditional cultural literacy refers to" the sum of a series of spiritual elements such as the moral quality of traditional culture, the flexible mastery of their own cultural personality and the ability to inherit and innovate traditional culture, which are gradually formed on the basis of College Students' previously acquired knowledge of China's

excellent traditional culture and under the influence of China's excellent traditional cultural environment and school educational activities ". Traditional culture digital fusion and methods are shown in Figure 2.

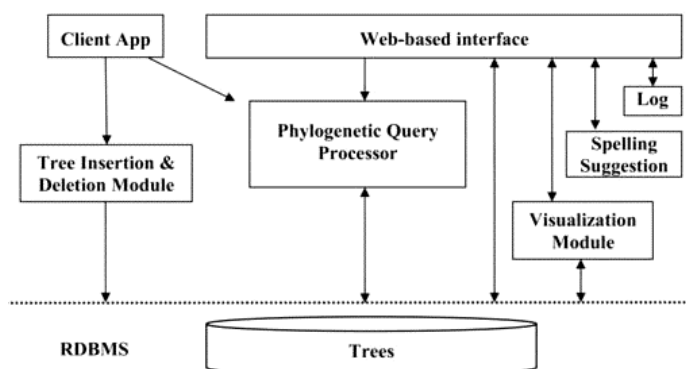


Fig. 2. Traditional culture digital fusion and methods

We believe that college students' Chinese traditional cultural literacy is not only a static result problem, but also a dynamic process problem. Statically speaking, college students' Chinese traditional cultural literacy is the ability and quality shown by college students in the process of practice, especially the personality cultivation and moral realm constructed under the influence of Chinese traditional culture; Dynamically speaking, college students' Chinese traditional cultural literacy is a process of mutual "melting". On the one hand, it is the process of "chemical education" of Chinese traditional culture for college students, which cultivates college students' values and moral cultivation in the way of "moistening things silently", shapes their individual personality and guides their behavior. On the other hand, it is the process of College Students' "digestion" of Chinese traditional culture. It is the process of College Students' active or passive contact with traditional culture and gradually forming a kind of conscious consciousness, active learning and active practice. At the same time, it is also the process of College Students' inheritance of Chinese traditional culture.

### III. SIGNIFICANCE OF IMPROVING COLLEGE STUDENTS' CHINESE TRADITIONAL CULTURAL LITERACY

Chinese traditional culture accumulates the deepest spiritual pursuit of the Chinese nation and contains the most fundamental spiritual gene of the Chinese nation. It is the unique spiritual symbol of the Chinese nation and provides rich nourishment for the continuous growth and development of the Chinese nation. Cultivating college students' Chinese traditional cultural literacy is an important part and an important way to cultivate morality and cultivate people. It cultivates college students' humanistic literacy, calls on their sense of mission to inherit national culture, and condenses elite forces for the inheritance and innovation of Chinese traditional culture. At the same time, improving college students' Chinese traditional cultural literacy and inspiring college students' national complex and cultural emotion with the unique charm of traditional culture is of great value to enhance college students' cultural identity and then enhance their national and national identity. Improving college students' Chinese traditional cultural literacy is not only

the growth and progress of each college student, but also the booster of the progress of the whole nation.

(1). It is conducive to cultivating inheritors and promoters of Chinese traditional culture and promoting the inheritance and innovation of traditional culture

Chinese traditional culture is the "root" and "soul" of our nation. If we abandon tradition and root, we will cut off our own spiritual lifeline. The development and rejuvenation of the Chinese nation must seek the deep-seated source of national strength from Chinese traditional culture and the spiritual strength of development from the inheritance and innovation of traditional culture. University is an important place to accumulate and spread knowledge and an important position to inherit human civilization and science. College students are the future of the motherland and the hope of the nation. They are the main body to accept and inherit advanced culture and ideas, and the elite group and core force to inherit Chinese traditional culture. Improving college students' Chinese traditional cultural literacy is of great significance to cultivate the inheritors and promoters of Chinese excellent traditional culture and promote the inheritance and innovation of Chinese traditional culture. The cultivation of College Students' Chinese traditional cultural literacy is first of all a process of "acquisition", that is, the process of College Students' learning and understanding of traditional culture, which is the basis and beginning of the formation of literacy. In fact, the process of cultural learning itself is a process of cultural inheritance. Deepen college students' understanding of the internal spiritual meaning of Chinese excellent traditional culture and carry out traditional culture education, so that college students can realize the internalization of traditional culture on the basis of mastering traditional cultural knowledge, so as to guide their moral character and moral behavior, and finally realize the inheritance of culture. At the same time, improving the traditional culture literacy of college students is conducive to improving the ability of college students to distinguish the essence and dross of traditional culture correctly, so that college students can rationally reflect on traditional culture and adhere to the scientific attitude towards traditional culture. In this way, the excellent contents of Chinese traditional culture can be better inherited and carried forward, which is also conducive to transforming the dross of traditional culture and improving the value of traditional culture in promoting the construction of a well-off society in an all-round way and the great rejuvenation of the Chinese nation.

Cultural inheritance is not only simple inheritance and dissemination, but more importantly, inheriting and innovating traditional culture on the basis of absorbing the essence of foreign culture. To inherit traditional culture, we should deal with the relationship between inheritance and development, and realize the creative transformation and innovative development of traditional culture. Improve college students' awareness of inheriting traditional culture and their ability to innovate traditional culture, promote college students to better grasp the demands of the times and practice, constantly innovate the content of traditional culture, endow traditional culture with New Era Connotation and new forms of expression, and enhance the vitality and attraction of traditional culture. On the basis of inheriting China's excellent traditional culture, give new values and ideas to traditional culture and promote the development of traditional culture in the exchange of Chinese and Western cultures. In this way, the Chinese civilization can be handed down from generation to generation, and the way of thinking, values, code of conduct and code of ethics contained in it can once again play an inestimable role in enriching the humanistic thought

and spirit of future generations.

(2) It is conducive to improving the cultural and moral quality of college students and implementing the fundamental task of Building Morality and cultivating people

The basic qualities of college students include ideological and moral quality, cultural and scientific quality, professional knowledge quality and physical health quality, of which cultural and scientific quality is the foundation. College Students' Chinese traditional cultural literacy is not only an important part of cultural and scientific quality, but also an important part of Ideological and moral quality. It plays an important role in college students' comprehensive quality. Mr. Fei Xiaotong said: "the Chinese nation has accumulated the wisdom and valuable experience of countless ancestors, contains profound social thought and humanistic spirit, and is a cultural treasure that needs to be seriously explored." Traditional cultural literacy is an important component of College Students' comprehensive quality and plays a unique role in shaping people in the process of College Students' growth. On the one hand, Chinese traditional culture contains rich spiritual content and has high cultural taste. Cultivate college students' Chinese traditional cultural literacy, so that college students can understand the breadth and depth of Chinese traditional culture in their perception of traditional ideology and culture, practice traditional skills and visit scenic spots and historic sites, so as to cultivate their sentiment and clean their hearts.

Improve the aesthetic quality and ability of college students to discover, understand and create beauty, and realize high-quality life. Moreover, we know that Chinese traditional culture is a culture of teaching people to be human, which contains rich content of how to be an adult. For example, Confucianism teaches people to "walk the road of the world", teaches people to treat others with "benevolence", and "do not do to others what you do not want"; Taoism advocates "integrity", "simplicity" and so on. Therefore, cultivating college students' Chinese traditional cultural literacy is conducive to guide college students to establish a correct way of life, help college students correctly deal with the relationship between good people and people, people and society, people and nature, and become a harmonious person. On the other hand, Chinese traditional culture provides spiritual impetus for the development of college students. Humanistic quality "is not only the guiding system of subject behavior, but also the driving system of talent growth." Humanistic quality is bred on the basis of Chinese traditional culture. It is a stable psychological state and spiritual quality, which can make the subject produce inexhaustible spiritual power. Improve college students' Chinese traditional cultural literacy, promote college students to master certain humanistic knowledge and humanistic thoughts, lay the foundation for college students to pursue a higher ideological realm, provide spiritual power for college students to pursue their own development and progress, and promote college students to continuously improve their height of life.

(3) It is conducive to enhancing college students' cultural identity and cultural self-confidence, condensing national consensus and spiritual strength. At present, the development goal of promoting the completion of the "four comprehensive" strategic layout, realizing the "two centenaries" and the Chinese dream of the great rejuvenation of the Chinese nation must rely on the internal appeal of national cohesion and national cohesion in addition to the boost of political, economic and social development. After

thousands of years of accumulation, Chinese traditional culture is the factor that can most move the inner feelings of the Chinese nation. Use the value concept and moral pursuit of Chinese excellent traditional culture to shape the personality of college students, awaken their national memory, deepen college students' emotional and cultural identity, and then enhance the centripetal force and cohesion of the whole nation. The Chinese nation is a nation that embraces all rivers and carries great virtue. The culture of the Chinese nation is also broad, profound and inclusive. Not only its broad and profound cultural connotation is the internal source of national cultural self-confidence and cultural identity, but also its inclusiveness of continuous integration and innovation is the support of cultural self-confidence and cultural identity.

On the one hand, Chinese traditional culture has accumulated a wealth of excellent cultural factors in the long history of development, the moral pursuit of "benevolence, righteousness, courtesy, wisdom and faith", the family and country feelings of "self-cultivation, ruling the country and flattening the world", and the ideals and beliefs of self-improvement, vigorous and promising. Excellent things have their own special appeal without interpretation. Chinese traditional culture is such an excellent factor. While admiring them, college students naturally enhance their cultural self-confidence and sense of cultural belonging, and then internalize them into a kind of cultural identity. On the other hand, the continuous integration and innovative inclusiveness of Chinese traditional culture in its development process is the manifestation of the cultural confidence of the Chinese nation. The Chinese nation is a multi-ethnic nation. In history, the culture of the Han nationality has been innovating and developing in the collision and integration with the culture of ethnic minorities. In modern times, its unique charm has been continuously demonstrated in the process of cultural exchange and reference with all ethnic groups in the world. In the process of continuous inheritance and innovation, Chinese traditional culture vividly interprets its inexhaustible vitality and unique cultural charm, and strengthens national pride and self-confidence. Today, college students standing on the shoulders of history, reviewing the history of Chinese traditional culture and its accumulation road of inclusiveness and embracing all rivers, will be baptized with spirit again and again, a process of highly sublimating their cultural self-confidence and pride, and a process of condensing their cultural identity.

Cultural identity is the cornerstone of national identity and national identity. It is the internal driving force to unite the consensus of a nation and the people of a country and enhance cohesion. As the spiritual force of national consensus, cultural identity lays a deep foundation for national identity and national identity. Improving college students' cultural identity and stimulating their national and national identity will provide a deep spiritual driving force for promoting the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

#### **IV. COUNTERMEASURES TO IMPROVE COLLEGE STUDENTS' CHINESE TRADITIONAL CULTURAL LITERACY**

##### **1. Give full play to the main role of College Students**

"Human nature is not the inherent abstraction of a single person. In its reality, it is the sum of all social relations." In Marx's view, man is the subject of social and historical activities, with basic attributes such as

initiative, autonomy and sociality. Human subjectivity is also the enthusiasm, initiative and creativity shown by people in the process of understanding and transforming the world. It has an important internal driving force for people's practical activities. In the process of improving college students' Chinese traditional cultural literacy, the first and must be concerned is the main role of the University. As the main body of improving Chinese traditional cultural literacy, college students must give full play to their subject consciousness. College students have active thoughts and strong sense of independence. In order to effectively improve college students' traditional cultural literacy, we must mobilize college students' subjective initiative, transform the process of improving traditional cultural literacy into the process of College Students' active participation, and externalize what they have learned into practice and action.

Through the questionnaire survey, we find that the cognition of the college students to the traditional culture is relatively high, but there are still many problems, such as the distinction between the essence and dross of traditional culture, the depth of understanding, and the assurance of the value of traditional culture. In this regard, if college students want to improve their traditional Chinese cultural literacy, they should first improve their awareness of traditional culture.

(1) Deeply understand the content of Chinese traditional culture. Chinese traditional culture is broad, profound and has a long history. If college students want to improve their traditional cultural literacy, they must fully understand the broad content of Chinese traditional culture. Chinese traditional culture not only includes the content of family and country feelings focusing on the rise and fall of the world and the responsibility of every man, the content of social care focusing on benevolence, mutual aid and self-improvement, but also contains the rich content of personality cultivation focusing on integrity, devotion to ambition, morality and perseverance. Mastering and understanding the basic content of traditional culture is the basis of improving college students' traditional cultural literacy. College students should pay attention to improving their initiative to understand and learn traditional cultural knowledge, consciously absorb its essence in the process of understanding and contacting Chinese excellent traditional culture, and improve their knowledge reserve and humanistic quality, so as to meet the needs of the developing society for comprehensive talents. At the same time, college students should improve their ability to distinguish the essence and dross of traditional culture. China's traditional culture has both the essence and the dross. With the development of the times, many contents are outdated. When talking about criticizing and inheriting traditional culture, Zhang Dainian pointed out: "cultural tradition has two meanings and functions. On the one hand, it is a kind of spiritual wealth and the foundation for further progress; on the other hand, it is a heavy burden and an obstacle to progress". In the process of learning traditional culture, college students should stick to the spirit of scientific attitude. They should distinguish between the essence and the dross in traditional culture correctly. We should improve our ability to distinguish and "extract the essence and remove the dross".

(2) Fully understand the value of Chinese traditional culture. Through the questionnaire, we found that some college students do not fully understand the historical value, era value and individual value of Chinese traditional culture, which can neither promote students' subjective initiative in learning traditional culture, nor ensure the actual effect of the internalization of traditional culture, which affects the



improvement of College Students' Chinese traditional culture literacy. Therefore, to cultivate college students' Chinese traditional cultural literacy and mobilize their subjective initiative, we must ensure that college students can comprehensively and scientifically understand the important value of Chinese traditional culture to the Chinese nation and college students. From the perspective of the country and the nation, college students should realize the significance of Chinese traditional culture to the development of the Chinese nation, especially its important value to realize the great rejuvenation of the Chinese nation and refine the core socialist values. Chinese traditional culture is the condensation of the Chinese nation's thousands of years of historical civilization. Its broad and profound cultural connotation endows the Chinese nation with profound cultural heritage.

It is an important spiritual support for condensing national consensus and enhancing national cohesion. It is the cultural support and spiritual foundation for realizing the Chinese dream of the great rejuvenation of the Chinese nation. From their own perspective, college students should realize that Chinese traditional culture is of great value to the development of their own quality. Chinese traditional culture has always paid attention to people's moral cultivation and emphasized people's cultivation. It can cultivate the character of college students and has a wide range of "educating people". In the University, there is "from the son of heaven to the common people, first, self-cultivation is the foundation. If the foundation is chaotic and the end is ruled, No. if it is thick, it is thin, and if it is thin, it is thick, and it is not there" , emphasizing the importance of self-cultivation; Confucian concepts such as "benevolent, love", "don't do to others what you don't want", "respect industry and be happy with the group" are of positive significance for building harmonious interpersonal relations and realizing human values. Only when college students are fully aware of the value of Chinese traditional culture to the development of the whole nation and the growth of individuals, can they fully stimulate their enthusiasm and enthusiasm to learn traditional culture and promote the internalization of traditional culture and the improvement of cultural literacy.

## 2. Enhance the initiative of learning Chinese traditional culture

Through the questionnaire survey, we found that some college students lack enough enthusiasm to learn Chinese traditional culture, and some college students are not aware of their responsibility and mission to inherit and innovate traditional culture. This requires college students to fully realize their subject status and subject value in the process of learning traditional culture, and actively give full play to their subject ability. Recognize their historical mission, consciously improve their interest in learning and enthusiasm for traditional culture, and improve their consciousness of internalization of traditional culture.

(1) Cultivate interest in learning Chinese traditional culture. The so-called interest is the best teacher. Only when students are interested in Chinese traditional culture can they better drive their learning motivation and stimulate their initiative and enthusiasm in learning traditional culture. To improve their traditional cultural literacy, college students should fully mobilize their interest in learning. To cultivate and mobilize their interest in learning Chinese traditional culture, college students can start from the traditional culture they are interested in, such as some traditional skills, such as calligraphy, painting and traditional musical instruments. They can not only cultivate their sentiment, but also feel the unique charm

of Chinese traditional culture through the cultivation of these traditional skills. Through learning and understanding these traditional cultural contents that are easy to stimulate interest, stimulate college students' desire to learn Chinese traditional culture more comprehensively and deeply, so as to achieve the purpose of improving college students' Chinese traditional cultural literacy in the process of learning and acceptance. However, the cultivation of College Students' traditional cultural literacy cannot stop at the study of traditional skills. College students take traditional skills as the starting point to cultivate their interest in traditional culture. On this basis, they can more comprehensively and deeply learn and accept Chinese traditional culture, especially understand the rich connotation of Chinese traditional cultural thought, and improve their enthusiasm to internalize traditional cultural thought into their traditional cultural literacy and externalize it into moral behavior.

(2) Improve the sense of mission of inheriting Chinese traditional culture. As an elite group of a country and nation, college students play an important role in the inheritance of culture. College students should consciously undertake the historical mission of contributing to the development of the nation and the country and contribute to the realization of the Chinese dream of the great rejuvenation of the Chinese nation. College students have a higher level of education and have a higher ability to understand and analyze traditional culture. On the one hand, college students should pay attention to the improvement of their traditional cultural literacy, consciously restrict their behavior according to traditional morality in their daily life, and use the scientific ideas and methods in traditional culture to guide the behavior of understanding and transforming the world. On the other hand, college students should take advantage of their high cultural literacy, consciously undertake the mission of inheriting and innovating traditional culture, inherit and carry forward the essence of traditional culture, and constantly push forward the innovative development and creative transformation of traditional culture.

### 3. Improve the ability of self moral cultivation and practice

Practice is the only source and ultimate destination of human cognition. Without practice, culture loses its real power of educating people. As a kind of cognitive cultivation, people's quality also needs to be cultivated and improved in practice. Through the questionnaire, we found that the application of traditional skills such as calligraphy and painting is generally low in college students' daily life, and some college students can not use traditional moral concepts to guide their morality and behavior. Therefore, to give full play to the main role of college students, we need to constantly improve college students' self moral cultivation and practical ability. College students should make good use of the concept of "introspection" and "unity of knowledge and action" in Chinese traditional morality to regulate their behavior, take this as a guide to improve their personal moral cultivation, constantly deepen the internalization of traditional culture in the process of personal cultivation, and then strengthen the cultivation of quality; To improve Chinese traditional cultural literacy, college students should also pay attention to improving their practical ability. College students should actively participate in traditional cultural practice activities, consciously accept the education of traditional culture and historical knowledge, and participate in more cultural practice and work practice related to traditional culture. By participating in practical activities related to traditional culture, internalized quality and morality are externalized into cultural practical actions, and

cultural literacy is strengthened and consolidated through the practice of cultural activities.

#### 4. Giving full play to the role of classroom education as the main channel

(1) Deeply tap the content of Chinese traditional culture and education. The content of Chinese traditional culture education is an important carrier to cultivate college students' Chinese traditional culture literacy. It directly determines what kind of culture we want to pass on to college students and what form to present traditional culture, which plays an important role in the cultivation of College Students' Chinese traditional culture literacy. In the selection of traditional cultural content, we should ensure the taste, timeliness and life of traditional cultural education content. First, we should base ourselves on the essence of China's traditional culture, and take the cultural essence of cultural taste, moral sentiment and aesthetic feeling as the main content of traditional culture education, enhance the cultural taste of traditional culture and culture, and cultivate the traditional culture quality of college students with elegant culture. Secondly, the selected content should be of the times and adapt to the situation of social development. Focus on the focus, hot spots and difficult problems of contemporary college students, conduct appropriate psychological counseling and solve them by using excellent traditional culture, so that college students can fully realize the value of traditional culture and promote the practical effect of traditional culture education in the process of connecting with the times; Finally, we should meet the needs of College Students' growth and talent, make the content of traditional culture live and close to the reality of college students.

Starting from the actual life of college students, deconstruct the connotation and value of traditional culture, make culture close to college students' life and constantly cultivate college students' sentiment. In the presentation form of the content of Chinese traditional culture and education. Chinese traditional culture is rich in content and complex in structure. Instead of talking in general terms and covering the content of traditional culture in a wide range, it is better to focus on it and fully explore it in depth. Chinese traditional culture is broad and profound. It is obviously impossible to fully show it in a course or a book. The result of such education can only be students' superficial conceptual understanding, which can not really transfer the charm of traditional culture to students, and it is more difficult to form their internal quality. The content of Chinese traditional culture can be divided into multiple topics, the content of each topic can be deeply explored, the textbook can be compiled more deeply and carefully, and the traditional culture courses of different topics can be opened according to the characteristics of students of different ages and majors and in combination with the interests and needs of students. Strive to make students interested in learning, willing to learn, take the initiative to explore and research, and gradually internalize the contact content into their own cultural literacy. At the same time, we should pay attention to objectively pointing out the dross and "historical limitations" in Chinese traditional culture, which will help college students understand the principle of making the past serve the present and bringing forth the new.

(2) Improve the ways and means of Chinese traditional culture education. The survey shows that there is a simple problem in the presentation and education of traditional culture courses in Colleges and universities, which is difficult to resonate with students and mobilize their interests. Therefore, the effect is

also general. The cognitive ability of college students has been greatly improved compared with that of junior high school, and their desire for knowledge is higher. The understanding of knowledge in college is not only satisfied with the conceptual understanding of words and phrases, but also eager for deeper understanding and exploration. This puts forward higher requirements for the ways and methods of traditional culture education. Colleges and universities should deeply tap the connotation of traditional culture, and actively explore diversified teaching forms in combination with the needs of social development and the growth of college students. For example, in the information age, college teaching should be good at using modern media means to present the content of traditional culture in a richer and three-dimensional form, attract college students' interest in traditional culture by means of pictures, text, sound and appearance, and deepen college students' understanding of traditional culture. For example, the content of "four books and five classics" can convey its connotation through some small stories. It is not only vivid and easy to attract students' attention, but also full of boring traditional classical sentences to enrich its connotation and enhance its appeal and attraction.

(3) Improve the curriculum structure of Chinese traditional culture education. The teaching of knowledge is mainly realized through courses, and the main channel for college students to learn traditional culture is also through classroom learning. The structure of curriculum system will inevitably affect students' knowledge structure. Therefore, in the cultivation of College Students' traditional cultural literacy, colleges and universities must constantly improve the traditional culture curriculum system. First of all, pay attention to the penetration and integration between university courses, and pay attention to the combination of science education courses and humanities education courses. Especially for science and engineering college students, pay attention to cultivating their scientific literacy, while infiltrating humanities literacy education, especially Chinese traditional culture education, to improve their traditional cultural literacy. Secondly, the general history of traditional culture is widely offered in universities. On the one hand, according to the actual situation of students of different majors, improve the weight of traditional culture in compulsory courses; In addition, various forms of elective courses related to traditional culture can be carried out, so that college students can choose courses according to their own characteristics and interests, which can not only enrich the forms of College Students' contact with traditional culture, but also improve college students' interest and initiative in traditional culture. According to the questionnaire, we found that most college students' thirst for knowledge of traditional culture is still quite high. Therefore, opening courses related to traditional culture will be welcomed by college students. Finally, pay attention to the practical teaching of Chinese traditional culture. The traditional culture curriculum should not stick to classroom teaching. It can guide students to participate in some special academic reports, knowledge competitions and skill competitions related to traditional excellent culture, so as to strengthen the appeal and influence of traditional culture in the process of practice. At the same time, the daily accomplishments of college students will be incorporated into the university curriculum system, pay attention to the evaluation of the later practical effect of teaching, and improve the ability of college students to restrict their moral behavior with Chinese traditional culture.

## V. CONCLUSION

Through the questionnaire, we can see that the overall situation of College Students' Chinese traditional cultural literacy is gratifying, but it can not be denied that there are many problems that restrict the improvement of College Students' Chinese traditional cultural literacy. Through the deep analysis of these practical problems, this paper analyzes the main reasons restricting the improvement of College Students' Chinese traditional cultural literacy from the perspective of College Students' individual, school, family and society, and explores its Countermeasures on this basis, which is promoted layer by layer, rising from the practical problem to the theoretical height, and returning to the practical perspective from the theoretical height. Use theory to analyze practical problems, and guide theory to return to reality and guide reality. Provide theoretical guidance for promoting the practical process of Cultivating College Students' Chinese traditional cultural literacy, and promote the improvement of College Students' Chinese traditional cultural literacy. Cultivating college students' Chinese traditional cultural literacy is not only an important link to improve the quality and quality of the new forces of the whole nation, but also a practical way to enhance college students' value self-confidence and cultural self-confidence, condense the strength of the whole nation, promote the inheritance and innovation of China's excellent traditional culture, and create a driving force for realizing the Chinese dream of the great rejuvenation of the Chinese nation.

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