

Research on the Fusion Development of Local Characteristic Culture and Local Universities

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Abstract:

Integrating local special culture into the education and teaching of local colleges and universities has a positive impact and value in promoting the inheritance and innovation of local special culture, promoting the development of local economy, creating school characteristics, promoting the overall development of students and personality development, etc., and highly feasible. The integration of local characteristic culture as high-quality educational resources and the integration of ideological and political courses, art courses, professional courses, practical courses, and campus culture in local colleges and universities is an important factor in promoting the reform of teaching models, strengthening the construction of campus culture, and promoting the inheritance and innovation of local characteristic culture. way.

Keywords:

Local Characteristic Culture, Local Universities, Integration, Development

1. Introduction

Local characteristic culture is the essence of our country's excellent national culture. Thousands of years of experience and time-honoring have shown the charm and spirit of my country's excellent culture. But nowadays, the characteristic culture of various places has been impacted by modern civilization, and it has gradually declined. The development environment is becoming more and more severe, and there are fewer and fewer inheritors. This is undoubtedly a major loss of our culture. From the perspective of teaching, with the transformation of talent training concepts and training models, the talent training mechanism with quality and ability as the core needs more educational resources to train talents from multiple perspectives. The cultural resources of local characteristics are inherited from the traditional excellent culture, which contains scientific skills, excellent spirits, profound thoughts, and has an important educational role in cultivating students' quality and abilities. Therefore, choosing a reasonable teaching model makes the local characteristics of culture and The scientific integration of the teaching system of local colleges and universities, so

that local cultural resources can be inherited and play a practical role in the education and teaching of local colleges and universities.

2. Related Concepts

Local characteristic culture refers to the culture of a specific region. Due to the differences in the natural environment such as the topography and climate of each place and the human environment of history, society, etc., localities have made clothing, food, residential, architecture, travel methods, languages, and folk arts, Folk customs, etiquette, festivals, religious beliefs, traditional handicraft skills and other aspects of the formation of distinctive local culture. Local characteristic culture contains both material and non-material. Local characteristic culture is an important part of my country's excellent traditional culture, with unique humanistic complex, fiery thoughts and feelings, and a strong atmosphere of life. Containing the family's feelings about the rise and fall of the world, the responsibility of the common people, the life philosophy of benevolence, self-reliance and self-reliance, the integrity of the personality and the cultivation of the personality of Hongde, it is China's precious cultural heritage and has extremely high modern cultural value .

Local colleges and universities are provincial colleges and universities, which refer to ordinary colleges and universities that are affiliated with the provincial government and most of the school funding is allocated by the provincial and municipal financial departments. They mainly recruit students in their provinces. There are more than 2,600 colleges and universities in China, including 111 colleges directly under the central government (subordinate colleges and universities), and more than 2,500 are local colleges and universities. It can be seen that the vast majority of the total number of colleges and universities in China are local colleges and universities. It is the main body of colleges and universities in China. Its main task is to train talents for local regions and serve local economic and social development; at the same time, local colleges and universities are local regional cultural centers It is also a local educational institution, which shoulders the important task of leading the construction and development of local culture. This is a new historical mission given to local universities by the times.

In the physical sense, fusion is the fusion of two or more things into one, or the fusion and mixing into one. In the usual sense, it means that different individuals or groups, after a certain collision, contact, absorption, digestion, and penetration, merge into one of you and me. Integration is a means, not an end. Fusion is to complement each others strengths, and the function of new things produced after fusion is greater than the sum of the original parts. The purpose of integration is to give full play to the effects of superposition, aggregation and multiplication of various parts, so as to develop better and faster.

Development can represent the changing process of things from small to large, from simple to complex, from low to high level, from quantitative to qualitative change. It can also indicate changes in the decline and demise of things. The development mentioned in this article refers to the meaning of advancing forward and changing in the positive direction.

The integration and development of local special culture and local colleges and universities means that through the integrated construction of local special culture and local colleges and universities, the two will be pushed forward together, and the change and development will be better together. The local characteristic culture will

be integrated into the education system of local colleges and universities, enriching the teaching content of local colleges and universities, and promoting the formation of distinctive local features; at the same time, the local colleges and universities will spread the local characteristic culture to the professors of students, and students will enter the society at all levels of the society. Disseminate local culture in all aspects, so that local culture can be inherited, spread, and developed with the times. The result is a win-win situation.

3. The Importance of the Integration and Development of Local Characteristic Culture and Local Colleges and Universities

The fundamental task of higher education is to establish a virtue, to promote the overall development of students' moral, intellectual, physical, mental and physical skills. The local characteristic culture is the various relationships between people and people, people and nature, and people and society that have been deposited for thousands of years. It itself contains all aspects of virtue, wisdom, physical beauty and labor.

3.1. Contribute to the Inheritance and Innovation of Local Culture

The report of the 19th National Congress of the Communist Party of China pointed out: Cultural self-confidence is a more basic, deeper, and more lasting force in the development of a country or a nation. For a place or a city, regional culture is also the cornerstone of cultural confidence. Local special culture is an important source of national creativity and cohesion. The excellent Chinese traditional culture composed of various local special cultures is the foundation of our firm foothold in the world cultural shock. The majority of young students, including local college students, is the future of the motherland, the hope of the nation. Strengthening the local cultural education for college students plays an important role in cultivating the promoters and inheritors of China's excellent traditional culture, promoting the inheritance and innovation of local cultural characteristics.

The Ministry of Education's "Guidelines for Improving the Education of Excellent Traditional Chinese Culture" (Jiaoshe Ke [2014] No. 3) clearly pointed out that traditional culture must implement the whole course of the whole subject, the full range of extracurricular and extracurricular teaching, and the whole process from elementary school to university. Full coverage. In the value system of the whole local characteristic culture, the historical inheritance value is the most core. The local characteristic culture is mostly the folk living culture taught by mouth, which bears the local cultural connotation. It has authenticity, liveliness and creativity. Adding it to the local college teaching curriculum system can make the student group more real. Understand and inherit the traditional culture of local characteristics [1], and let the combination of traditional culture of local characteristics and modern science and technology provide new ideas for the innovation and development of local characteristics of culture, so as to develop better.

3.2. Conducive to Promoting Local Regional Economic Development

President Xi Jinping has repeatedly stressed that "the prosperity of a country and a nation is always supported by cultural prosperity, and the great rejuvenation of the Chinese nation requires the development and prosperity of Chinese culture." Similarly, the prosperity of a region must be supported and conditioned by local culture. The

integration and development of landlord's characteristic culture and local colleges and universities promote the local regional economy in five aspects: First, the integration of local characteristic culture into the education and teaching system of local colleges and universities will inevitably lead to the research of local characteristic culture by college teachers. The publication and publication of the results will inevitably increase the popularity and influence of the local culture; second, the local college students can experience the charm of the local characteristic culture through the learning of the local characteristic culture, and experience the cultural heritage and humanistic feelings of the local characteristics, Can make students have a sense of intimacy and identity, and can inspire their passion for local and building local enthusiasm, so as to cultivate and attract more talents for the economic development of the region; the third is that students have spread word of mouth after entering the society. More and more people will travel to the local area because of local special culture, which not only promotes and protects the local cultural heritage, but also promotes the local economic development; Fourth, the professional settings of local universities are mostly connected with the local industrial chain It can use professional teachers from local colleges and universities to carry out staff training for local enterprises, strengthen enterprise staff literacy, and improve enterprise production efficiency. Fifth, use local college professionals and professional laboratories to solve technical problems for local enterprises. By serving the local regional economy, local universities will promote local economic prosperity and prosperity.

3.3. Conducive to Local Colleges and Universities to Create School Characteristics

School characteristics refer to the differences between this school and other schools. In the current process of popularization of higher education in our country, the phenomenon of homogenization in colleges and universities is more serious, mainly manifested in the convergence of school positioning, training goals, professional settings, and courses. The cultivated students are not much different in terms of knowledge structure, skills, qualities, etc., and it is difficult to meet the diversified demands of the market for talents, resulting in structural employment difficulties. Homogeneity has brought the severe survival challenges of survival of the fittest to colleges and universities, and also caused a great waste of educational resources for the country and society, which is not conducive to the long-term development of the country and the nation.

The Outline of the National Medium- and Long-Term Education Reform and Development Plan (2010-2020) states: Promote the characteristics of universities. Overcoming the homogenization tendency, forming their own school-running concepts and styles, and developing their characteristics at different levels and in different fields, striving for first-class quality.

Local colleges and universities combine regional culture to create school characteristics, which can be started from three aspects: first, based on local conditions, adapting to local conditions, and cultivating local unique specialties and superior disciplines based on local tertiary industry advantages and characteristics; second, tapping local resources to fully Considering folk customs, promoting the reform of curriculum teaching, offering a number of public characteristic courses with rich regional cultural colors, and at the same time organically combining local characteristic resources and professional courses, so that students can experience the local culture while learning professional knowledge. To make the course more unique

and open, and make the teaching content closer to life. The third is to establish research institutions closely related to local economics and culture, develop special services, launch a batch of innovative development research projects with regional characteristics, and form a batch of high-level regional cultural research results.

3.4. It Is Conducive to Promoting Students' all-round Development and Personality Development

The local characteristic culture is the cultural treasure of the nation and the crystallization of its wisdom. It embodies the humanistic spirit, moral norms, life philosophy and value orientation that are widely recognized and generally accepted in the local area. It has extremely rich and profound ideological connotations. Contains all aspects of human production and life such as astronomy and geography, literature and art, gourmet specialties, historical relics, figures and legends, landscape architecture, agriculture, industry and commerce, etc. The cultural treasure is integrated into the education and teaching of local colleges and universities. Mei Lao's comprehensive teaching materials can promote students' all-round development.

The university period is a critical period for the maturity of students' personality development. Their life ideals, moral concepts, legal consciousness, and value orientation are deeply affected by the social environment around them. The work wisdom contained in the local characteristic culture, the perseverance and aggressive spirit, coupled with the unique local literature and art influences, the influence of customs and folk sentiments, will inevitably cultivate students' moral sentiments, enhance students' thoughts and emotions, and sublimate students' aesthetic value To promote the good development of students' personalities.

4. Feasibility of Integrating Local Culture Into Teaching

Local characteristic culture is an important component of China's national characteristics. It fully displays local cultural characteristics and cultural connotations, and highlights the characteristics of cultures in different regions and different periods. From these local characteristics, you can fully appreciate the connotation of China's material culture and spiritual culture. There is an inseparable relationship between culture and education. The integration of excellent traditional culture into modern civilization enables it to carry forward and enrich its connotation, and continue to exert its influence and value. It is also of great significance for the development of education. Therefore, the integration of local characteristic culture into modern education and teaching can enable students to trace the origin of culture and knowledge more deeply, provide students with richer learning resources and information, and broaden their horizons [2].

On the other hand, education is an important means to promote social development and provide intellectual support for national progress. It determines the country's innovation and development capabilities. Therefore, China emphasizes the need to develop comprehensive capabilities for talents and does not use discipline knowledge as a measure of talents. The only criterion is to comprehensively consider the knowledge ability, innovation ability, cultural literacy, moral quality and other aspects of talents. Among them, the cultivation of talent moral quality, cultural literacy, theoretical knowledge, and innovation ability can be drawn from the local characteristics of culture Resources are of great significance to the growth and development of students. Based on this, for the purpose of application, supplementing

local characteristics culture with the teaching content and curriculum system can effectively improve the practicality and pertinence of the teaching content, supplement the deficiencies in teaching materials and teaching resources, and make the students' abilities more comprehensive. Cultivation.

5. Paths and Methods of Integrating Local Characteristic Culture into Local College Teaching System

Most of local colleges and universities in China are training application-oriented talents, with a focus on market demand and career orientation, placing the transfer of professional knowledge, technology, and skills first, resulting in a weak general cultural knowledge base, blurred humanistic values, and low comprehensive quality. With the development of society and the advancement of science and technology, there is an urgent need for local colleges and universities to cultivate compound talents who are both humanistic and scientifically literate. This is also a concrete manifestation of the teaching, education and service objectives of local colleges and universities. Therefore, local colleges and universities should explore the construction of special courses that closely integrate the cultural education of local characteristics with the cultivation of practical application ability according to the characteristics of students' academic learning, and build a corresponding education system to promote the coordinated development of students' scientific and technological knowledge and humanistic literacy to achieve higher education. The quality of school education and the purpose of inheriting traditional culture with excellent local characteristics.

5.1. Integration into Ideology and Politics

President Xi Jinping put forward the five missions of propaganda and ideological education: raising the banner, gathering people's hearts, educating new people, cultivating culture, and developing the image. Among them, educating new people, as the name implies, is to train new socialist people with correct ideology and morality, improve people's moral level and comprehensive literacy, and give them a sense of responsibility and mission for their socialist successors.

In the long course of historical development, the diligent working people have built excellent buildings and cultural relics in production and life, and have created a rich red culture, ideological culture, and religious culture. Here, a large number of outstanding people have emerged in the process. People, their deeds have been handed down, which has formed a long and thick historical culture in the place. Local historical culture is the crystallization of people's thinking and social development, which in turn also promotes human progress and social development [3].

Higher education is to develop personality as the goal of high-level quality development. Starting from the ideological and political classrooms, local colleges and universities fully excavate classroom teaching content and integrate local cultural content, especially red cultural resources. It is the main theme of patriotism education, which contains family feelings, social care, hard work and courage, self-improvement and The harmonious world outlook, outlook on life, values, etc. of human and nature, and the use of local red cultural resources are conducive to the spread of patriotism and are more "grounded", which can help students understand, develop, and improve themselves, cultivate students' humanistic qualities, and improve morality. Quality, perfect personality cultivation, stimulate students' strong sense of national identity and historical mission.

On the other hand, the materials of ideological and political education have been expanded. Since the students of local colleges and universities are basically students of the province, the teaching of local cultural materials is used to enhance the intimacy of ideological and political education, thereby comprehensively enhancing the effectiveness and infection of ideological and political education. To stimulate the vitality and charm of ideological and political classes [4].

5.2. Incorporating Literature and Art Classes

The inheritance of local literature and art is an important part of enhancing local cultural self-confidence and enhancing local soft power. If local literature and art are to be well inherited, fresh blood must be injected and rejuvenated by new forces. It must be continuously joined by generations of young people [5].

Literature and art have an unmatched role in other fields and disciplines in the areas of An bang and the country, enlightening the crowd, enlightening the mind, nourishing the heart, and enjoying life. The local characteristics of literature and art have a long history and distinctive characteristics, which is a very good textbook of history and culture. Compared with other professional categories, literature and art are easy to display and represent the image, style and style of a place.

With the changes of society and the development of history, many local literary and artistic forms with local characteristics have gradually faded out of people's vision. As local colleges and universities, they have the responsibility and obligation to inherit and protect these traditional literary and artistic forms.

Natural scenery, cultural relics, revolutionary traditions, customs, historical changes, well-known figures, religious culture, etc. all contain rich literary and artistic materials. Let local characteristics of literature and art enter the classrooms of colleges and universities, let students feel the unique charm of the local characteristics of literature and art culture born in the countryside and enjoy life in the process of creation and spread, and let local college students follow the spirit, culture and inheritance of folk customs Study and understand the positive life force and perseverance of national spirit in the literary and artistic culture with local characteristics from the perspective, guide students to understand life from the perspective of literary and artistic, observe the world, and improve the comprehensive quality and cultural cultivation of students.

5.3. Integration into Professional Courses

The main function of integrating local characteristic culture into professional courses is: school-enterprise cooperation, collaborative education, building an education model of joint teaching between local enterprises and schools, realizing the exchange of resources between schools and local enterprises, and schools providing students with theoretical knowledge Education, and local enterprises provide students with a knowledge practice platform to train students' knowledge practice ability and strengthen the cultivation of practical talents. The two form a joint force to train students more comprehensively, and can also achieve the targeted training of talents.

Among the professional disciplines related to local characteristic corporate culture, the industry, heritage, and foundation are deeply reflected in the local characteristic corporate culture. It will be more adequate to use the specific content of the local characteristic corporate culture and professional disciplines as an opportunity for practical teaching. Develop local cultural resources, strip the local cultural appearance

of elegance and nothingness, extract excellent ideas and spirits, stimulate students' thinking, and expand and integrate interactively with professional disciplines, not only to make local cultural characteristics. It has an impact in professional subject education, and also transmits this impact to society and related industries.

5.4. Integration into Practical Lessons

Social practice is an important part of college education activities. Social practice activities are activities in which students use their spare time to study, visit, investigate, research, spread knowledge, and go to the countryside.

Incorporate local characteristic culture into practical courses such as extracurricular cultural science and technology activities, out-of-school visits, going to the countryside, social practice surveys, and three-going to the countryside activities. It more intuitively understands the regional culture, folk customs and life status. Through contact with the society, it helps college students understand the national conditions, social conditions and public opinions, enhances students' understanding of local local culture, and more deeply experience local culture, enhance social responsibility and A sense of mission; at the same time, enable college students to understand themselves correctly, see the gap between themselves and market needs, and see the deficiencies in their own knowledge and ability, so as to better position themselves.

Through the integration of local characteristics and culture, a multi-level and three-dimensional teaching system covering both inside and outside the classroom and inside and outside the campus is constructed. It is conducive to the transformation and expansion of theoretical knowledge by college students, enhances the ability to apply knowledge to solve practical problems, enhance the ability of college students to adapt to and serve the society, comprehensively improve college students' cognitive ability, and cultivate college students' national cultural confidence.

5.5. Integration into Campus Culture Construction

The four functions of colleges and universities include training talents, serving the society, scientific research, and inheriting a culture of innovation. The essence of colleges and universities lies in culture, which includes cultural inheritance, cultural enlightenment, and cultural innovation. Without these essential functions, talent training, scientific research, and social services in colleges and universities will become a source of water and a tree without roots. Local colleges and universities are not only the main force of higher education in my country, but also the main front for the inheritance and development of traditional culture with local characteristics.

University campus culture refers to the personalized culture formed by university teachers and students in the specific university education activities under the guidance of university education concepts. The campus culture of colleges and universities takes students as the main body, extracurricular cultural activities as the main content, campus as the main space, and education as the main direction. As the center of regional culture, local colleges and universities, whether it is material culture or spiritual culture, are inseparable from the human cultural environment, geographical factors, cultural spirit and diverse cultural carriers of local regional culture, and are always included in local regional culture. All bear the mark of local and regional culture. As a local university, it should have a good interaction with the culture of the region. [6]

Local colleges and universities should actively study and promote traditional culture with local characteristics, make full use of the ethical factors, customs and values in regional culture, cultivate the ideological and moral qualities of teachers and students. In the construction of a strong cultural city, a strong cultural province, and a strong cultural country, Give play to the cultural innovation and radiation of local colleges and universities, and build a harmonious and interactive development system of local colleges and traditional cultures with local characteristics.

Building a “cultural power” is not only the construction of technical measures and cultural industries, its core lies in the promotion of Chinese cultural spirit, the cohesion of national feelings, and the promotion of Chinese wisdom. Strengthen the promotion of local special culture on campus, establish local special cultural student associations, organize local special cultural knowledge contests, debate contests, poetry reading, academic salons, essay contests and other community activities, as well as traditional festival themed educational activities, using “going out”, the “please come in” approach allows students to experience the charm of local culture and enrich the campus culture.

6. Conclusion

The ultimate goal of integrating local characteristic culture into the teaching system of local colleges and universities is to educate people. Local colleges and universities are the carrier of local characteristic culture and the high ground of local cultural construction. They inherit local characteristic culture, innovate local culture, implement cultural education and services Regional society has important responsibilities. How to better promote integration and give full play to the multiplication effect of integration requires continuous research and exploration.

Conflicts of Interest

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