

# On the Current Situation of College Students' Etiquette Culture and the Ways to Cultivate Etiquette Literacy

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**Abstract:** For many years, China's dynasties have been respected as the first ancient country of world civilization and the state of etiquette by people at home and abroad. Etiquette culture is one of the most core elements of the essence of China's long-standing traditional moral culture, which contains a lot of ideological essence and excellent moral essence in the excellent traditional history and culture of the Chinese nation. With the continuous and rapid development of the productive forces of human modern knowledge society, the ideological life of our modern people will inevitably change, but the Chinese national etiquette culture deeply rooted in the hearts of modern people is also a completely will never be ignored by human beings. Among them, the college students are not only the active inheritors of the excellent cultural tradition and the spirit of etiquette culture in contemporary China, but also the vigorous promoters of the concept of etiquette culture in the new economic period. Nowadays, many behaviors of college students in communication are not in line with civilization and do not respect the principles of norms. Ignoring these traditional and etiquette cultural concepts will not be able to effectively promote the correct cultivation of college students' image cultivation. This paper analyzes the current situation and education of college students' etiquette culture.

**Keywords:** Etiquette culture, contemporary college students, etiquette literacy.

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## 1. Introduction

In the extensive and profound Chinese culture, etiquette is an important part of the strategy of governing the country and the people. Etiquette is not only the embodiment of personal cultural accomplishment, communicative ability and moral level, but also the reflection of a company, a city, or even a country's moral style and social civilization. The party and the state attach great importance to the work of educating people with Chinese excellent traditional etiquette culture. As the future of the country and the hope of the nation, college students should pay attention to the all-round development of their own moral, intellectual, physical, aesthetic and labor, but it is often difficult to do so in reality. The rapid development of China's economy has led to the current higher education paying more attention to the knowledge mastery and practical skills application of universities, and ignoring the education of college students' etiquette culture to a certain extent. Etiquette culture education is one of the important ways to cultivate people's good social habits and professional quality. It is particularly important for college students. College students' etiquette is not only related to their personal image, but also to their career development and social interaction. Therefore, it is of great significance and value to analyze the current situation of college students' etiquette culture and explore the ways to cultivate college students' etiquette literacy.

## 2. Organization of the Text

### 2.1. The are some problems in the etiquette cultivation of contemporaray college students

Contemporary college students lack of understanding of traditional etiquette culture.'The granary is real and only courtesy, food and clothing are enough to know the honor and disgrace. In today's era when most people have no shortage of food and clothing, people's moral level and etiquette are not

directly proportional to their living standards. As a group with a higher cultural level, college students will also put forward higher requirements for their etiquette cultivation. However, the reality is that contemporary college students' understanding of Chinese traditional excellent etiquette culture is too low. At the present stage, the general situation of etiquette education for college students in China seems to be not so ideal. For example, for many students in school, their own behavior is not high enough for the overall acceptance of the relevant cultural content of social etiquette, and their daily learning experience in social life is often not so good to self-discipline and improve themselves. It can be clearly seen that some of the young college students in China generally have some very uncivilized and many problems that do not conform to the norms in these daily behaviors. For example, the 'desk culture' bells in university campus broadcasts are everywhere, and extreme situations such as someone in the classroom answering the teacher's phone at will regardless of the teacher's hard teaching work are everywhere. These parts of the serious violation of university discipline norms and college students' sense of disrespect are obviously reflected in the modern Chinese college students' society in the traditional school etiquette culture literacy awareness of the emergence of a certain lack of understanding, which is not necessarily but can limit the overall quality of our contemporary college students to further effectively improve, but it will also lead to the current campus culture ecology and modern harmonious society. The impact of further construction of culture. Therefore, how to improve the current college students' traditional etiquette culture level of their own culture has become an important core issue that restricts the quality of China's current university campus education.

Contemporary college students are indifferent to traditional etiquette culture. College students' etiquette helps to gain a foothold in society in the future. Some behavioral standards embodied in the process of normal interpersonal communication are usually called etiquette, and some

behavioral habits formed in the expression of body language are usually used to represent some politeness. In order to comprehensively improve the knowledge level of Chinese college students in terms of personal etiquette cultivation, it is necessary to create conditions so that every college student can truly adhere to the basic principles of sincere politeness and self-discipline to actively carry out civilized interpersonal communication, pay attention to promoting etiquette culture, and abandon some etiquette words and deeds that seem not very civilized and very unsuitable for communication. For example, walking across the road, running red lights, scrambling to queue up to take the public elevator ; in urban and rural public life occasions, littering, loud talking and laughing behavior and other serious impolite civilized behavior lacking strict self-restraint standards ; individuals in the city interpersonal and communication life behavior reckless, indifferent, selfish, lack of some basic effective social interaction basic etiquette consciousness ; in order to pursue a personal life concept standard and a lifestyle standard absolute' self' behavior and a series of such behaviors. For the above, Chinese traditional Chinese moral etiquette culture can play a positive role in regulating and guiding people's moral daily communication behavior. In the future, if people want to continue to think about how to be more gentle and courteous in any public etiquette occasions, they must pay more attention to learning and abiding by the above traditional etiquette habits such as China, so as to truly outsource this traditional Chinese etiquette culture concept into the basic civilization and politeness norms of human behavior, and strive to further enhance the personal etiquette cultivation of citizens.

Contemporary college students do not practice enough traditional etiquette. Most of the modern male college students who have entered their adulthood have not had a strong sense of learning independent innovation and a more independent and rational self-judgment. They often pay too much attention to the ideological content and lack their interest because of the traditional etiquette consciousness. It is easy for them to lose their good interest in further studying and understanding professional knowledge and continuing to learn culture, and thus fail to effectively use culture and its learning as an important part of students' comprehensive development and comprehensive improvement ability to explore innovation and practice. On the other hand, the comprehensive academic pressure of college students themselves is heavier, and they are often less willing to spend extra time to focus on the study of some professional and technical knowledge and application skills. There is no sense of autonomy and self-discipline in the study of cultural etiquette knowledge under these non-professional skills. On the other hand, some college students have some serious ideological misunderstandings in the understanding of the value of college students' etiquette knowledge. They often only think that students' etiquette knowledge and skills can only be applied during the job search period and on the way to the job market. In fact, learning help, and its use in our daily life learning and life communication is not great, with more obvious subjective utilitarianism.

## **2.2. The reason of the lack of contemporary college students' etiquette culture**

From the perspective of student education management, college teachers and many families often do not pay enough attention to the standardized education management of family

etiquette culture, and may even be particularly lacking. In recent years, many colleges and universities in China are actively carrying out the teaching of university classroom culture. A core of the teaching objectives of ideological and political courses is often placed by the school in the process of teaching and creating the lofty ideals and ambitions of college students' self-pursuit and their value world outlook norms, but it ignores the teaching of university etiquette culture, which is a teaching that shows the moral norms of college students and their value moral norms, so that it has a gap with some contemporary college students' self-pursuit of university etiquette culture training concept. Thirdly, under the influence of the traditional teaching methods of traditional etiquette culture and other forms, many domestic colleges and universities adopt the teaching methods of traditional classroom teaching methods, and cooperate with the use of multimedia and other modern teaching methods. This is aimed at the initial mastery of traditional etiquette knowledge. It is not very sufficient for the birth of ordinary universities, and more can not deeply understand the cultural charm of traditional Chinese cultural knowledge. In terms of family, with the rapid development of China's exam-oriented education process, parents have begun to seriously think about what kind of learning methods should be adopted to improve our students' actual exam-oriented skills and examination enrollment rate. This social situation also leads to our students often use their usual time to study cultural courses, and use these extra-curricular learning time too frequently to study those books in the classroom. Therefore, the development of our traditional family etiquette culture learning has naturally been ignored and has received extensive attention from modern society. Etiquette culture has set up another spiritual bridge between college students and the human world. It also plays an increasingly important role in guiding norms to change people's old social thinking and ethical concepts. However, at present, due to the lack of attention to the role of many family education in the education and training of young students' etiquette culture, and the special embarrassing social psychological situation faced by some college students, some college students' etiquette culture training education and training are seriously absent. Adolescence is originally a relatively main growth period for creating students' personality growth and social image with good ideological and etiquette cultivation quality. However, due to the lack of attention to some family education problems and the bad growth atmosphere of some students in the school, it has a great negative impact on their physical and mental health, which makes some young college students lack a kind of consciousness because of their adherence to the excellent traditional moral and etiquette culture tradition. This is more likely to lead to some blind neglect and prejudice in their understanding of the excellent traditional moral and etiquette culture knowledge. Therefore, it is ultimately impossible to effectively promote the healthy and rapid improvement of young college students' own excellent ideological and moral level.

From our students' own performance, we lack students' strong cognitive interest in modern etiquette culture. Challenging thinking and innovative thinking are one of the obvious educational characteristics that conform to the psychological development and changes of contemporary college students in China. College students' own independent self-awareness is relatively strong, and they have a very strong interest in exploring all emerging social things. There

is relatively little systematic thinking and critical learning on the knowledge of etiquette in modern traditional society. Therefore, in the actual implementation of education and training, modern traditional etiquette culture courses are often reflected in the process of receiving education and training. It shows the attitude of self-doubt and the attitude of being dealt with indifferently. Even at present, some young college students still lack a high degree of historical cognition of the necessity of inheriting Chinese excellent traditional Chinese etiquette culture. They one-sidedly believe that the concept of inheritance and development of Chinese excellent traditional Chinese etiquette culture in the current society is basically outdated and cannot be consistent with the requirements of China's current actual social moral development level. Therefore, some historical problems existing in the inheritance of Chinese traditional Chinese etiquette culture consciousness make some college students completely lose the traditional moral consciousness cognition of the inheritance and development of Chinese etiquette culture. At the same time, it also has a certain impact on the social effects of ideological and political theory education.

As far as the influence of social environment is concerned, with the continuous development and progress of economy and society, people's values are impacted by market economy and Western cultural trends, and the diversification of society leads to the diversification of values. With the introduction of bad ideas, values such as egoism and money worship that are contrary to socialist values have appeared in society. College students are still in an important period of physical and mental development. They are not mature and stable enough in all aspects. They are easily affected by the bad social atmosphere. The ability to distinguish true and false information may not be enough. In addition, they do not agree with the traditional etiquette culture and respect the western etiquette culture too much. Therefore, college students can not form the correct values, resulting in etiquette anomie, or even go astray. For example, the vulgar network language blurted out in daily communication, grandstanding ; excessive consumption, nothing ; as a ' keyboard player', he insults and attacks others at will on the Internet to increase the heat, attract people's attention and make people heinous. There are numerous kinds of misconducts.

In addition, in the era of great development of the Internet, the traditional etiquette culture has also had a negative impact on college students in the process of dissemination, such as content distortion, frequency imbalance and superficial penetration. The business etiquette culture knowledge of excellent enterprises is also prone to misleading phenomena such as distortion of information content dissemination and dislocation of product value display and dissemination in the practice of advertising communication, which may also have a misleading impact on the general audience and a bad misleading demonstration. In addition, some normative, professional and thematic dissemination of traditional etiquette culture theme information also has less corresponding information. Some theme information is not professional enough and interesting enough because of the lack of production techniques. Only a small amount of interspersed information is often presented in some non-topic key content. In the information pages of other hot topics on the Internet, it is not easy to actively be noticed, shared, read and forwarded by most people. Another is to carry forward the excellent Chinese etiquette culture is the need for people in a certain period of time in the specific practice of cultural

environment and the reality of the situation, in order to gradually get a better personal psychological feelings of expression and artistic understanding, the new media era of the media dissemination of fragmented communication characteristics and make China's traditional Chinese etiquette culture spirit of the effective communication process and effect display means difficult to fully get the most complete, comprehensive and real effective display of the specific audience of the ideological and emotional infiltration process is still stuck in the most surface, can not ultimately lead to the public's general heart of the broad resonance and empathy.

### **2.3. An effective way to improve college students' etiquette accomplishment**

China is a country with a long history of civilized etiquette. It is known as the " state of etiquette " and has rich etiquette cultural resources. Etiquette culture is an important part of Chinese traditional culture, which plays an active role in promoting social development and maintaining social harmony and stability. Since ancient times, Chinese people have advocated virtues such as morality, filial piety, honesty, courtesy, righteousness and shame. However, for a long time, people have a lack of understanding of Chinese traditional etiquette culture. Some people equate traditional etiquette culture with feudal etiquette system, and even deny traditional etiquette culture, thus resulting in the phenomenon of worshipping foreign things. In order to strengthen the moral education of college students and improve their civilized etiquette, we must inherit and carry forward the excellent traditional Chinese culture. It is necessary to inherit and carry forward the content of traditional culture suitable for regulating social relations and encouraging people to be good, and to give it new significance in combination with the conditions of the times. In order to carry forward Chinese excellent traditional culture in the new era, we must deeply explore the value of the times of Chinese excellent traditional culture, transform it into people's spiritual pursuit and behavior habits, and adapt it to the development of contemporary society. Through the innovation and development of Chinese traditional etiquette culture, etiquette culture is integrated into college students' education, strengthening college students' recognition of Chinese excellent traditional culture, promoting the formation of college students' sound personality and improving the level of social civilization.

On the premise of self-education. In the formation of etiquette literacy, correct etiquette cognition is the premise, sincere emotion is the link, good quality is the core, and externalized behavior is the symbol. The premise of improving college students' etiquette literacy is to strengthen self-education. It is recognized that the study of etiquette knowledge is not only beneficial to improve personal image and improve their own quality, but also plays an important role in promoting the harmonious and healthy development of learning life. In the selection of etiquette knowledge learning content, college students should learn the norms of private morality and master the norms of social morality. In social communication activities, people will have emotions in the process of understanding and evaluating the rules of communication. Positive emotions will promote college students to understand the essence of etiquette spirit, enhance their sense of identity with etiquette, and then transform etiquette cognition into positive actions, and communication behavior will be more in line with etiquette norms ; negative

emotions will consciously inhibit the transmission of etiquette spirit, resulting in the actual performance of the behavior and etiquette norms do not match, from the correct cognition of etiquette to etiquette practice will lose the link of complete transformation. Therefore, college students should put the cultivation of sincere emotion in the important position of etiquette education. Quality is the core and foundation of citizens' quality and the core of etiquette literacy. People with good quality will naturally show good behavior. College students should be self-disciplined and introspective, enhance humanistic quality, and improve personal accomplishment and moral quality. Etiquette behavior is an intuitive and reliable symbol to judge etiquette literacy. Therefore, etiquette education should not only be satisfied with the cognitive level, but should be applied to communication practice, through conscious exercise and practice, to develop etiquette habits.

To carry forward the excellent traditional Chinese etiquette culture to promote our contemporary college students' ideological and political education. On the issue of etiquette teaching guidance, it is necessary to further choose a variety of innovative education methods to fully supplement the traditional etiquette culture of the Chinese nation and the shortcomings of the existing problems in the ideological and political theory quality education activities of college students in China. First of all, in the eyes of young college students to carry out a traditional concept of etiquette culture teaching, need to maintain the basic fit with the real life content of modern college students in school weekdays, in accordance with the most specific requirements of their real life, change our past on the ideological and political theory course teaching used to use the traditional single teaching content and some of the more rigid and relatively old rigid classroom learning activities. Secondly, in terms of the attitude of dealing with people and the attitude of dealing with things, the traditional Confucian etiquette culture focuses on the focus of teaching between 'etiquette' and 'letting go'. Teaching undergraduates to get along with each other in life and with others requires us to be wary of good people and to be courteous and humble. "On the study of linguistics," said: "the use of ritual, and for your. The way of the king, the beauty, the small and the big. There is no way, know and harmony, not to courtesy, is not feasible." Thirdly, on the level of how to continuously cultivate the personal cultivation of undergraduates in higher education, undergraduates who need our higher education need to meet a requirement for their own civilized behavior through continuous training, so that undergraduates in higher education can also truly form a civilized etiquette habit that is conscious of a person. Finally, we must strive to cultivate a large number of traditional excellent cultural teachers who truly have the high academic and cultural education quality of students and the lofty etiquette and moral requirements of undergraduates themselves. In the classroom teaching activities, we can give a simple analysis and interpretation of these traditional moral and etiquette culture problems. By teaching such a simple way, the good interest of modern college students in actively carrying out knowledge learning research can be stimulated, and the quality of etiquette culture training for college students in China and the ideological quality of undergraduates in our school can be further improved. All in all, to cultivate college students' self-civilized politeness ideology and morality, it is necessary for the school to study and use the traditional excellent etiquette culture knowledge

system as the theoretical basis, and guide the college students in our school to consciously and actively learn and improve their own civilized behavior. The code of conduct, continuous and effective self-reflection on the formation of behavior habits, and the cultivation of good moral quality and scientific and humanistic quality of our college students' own culture.

It is an important way to broaden the way of etiquette education and make full use of the second classroom to enrich the study and life of college students. It is helpful to cultivate the interests and hobbies of college students and improve the comprehensive quality of college students. But now many college students to complete the second classroom task is only to get points, to carry out various activities is a mere formality, and can not produce practical results. In order to give full play to the role of the second classroom, effectively improve the ability and quality of college students, and make the second classroom play the role of the main position of college students' moral education, it is necessary to construct and improve the education system of the second classroom, and integrate etiquette education into the social practice, volunteer service, campus culture service and other aspects of the second classroom. Students need to master a variety of etiquette knowledge and skills through practice, through repeated practice and summary in practice, gradually form good habits, through continuous practice, establish correct values and behavior, enhance the practical ability and self-management ability, so as to better adapt to social needs. By optimizing the construction of platform management, such as flexible setting of indicators, artificial intelligence audit points, etc., the enthusiasm of students to participate is fully mobilized. The organic integration of the second classroom and other ways of educating people can provide a platform for college students' etiquette practice, so that students can think and gain something in practice, and externalize civilized etiquette in practice and internalize it in their hearts.

To lead the behavior of college students with examples. In the etiquette education of college students, we should give full play to the leading role of role models. College teachers are not only the imparter of etiquette theory knowledge, but also the propagandist of etiquette image, and the imitation object of college students. College education adheres to the principle of all-round education in the whole process, and leads the ideological value through the whole process and links of education and teaching. As an educator, the leading role of college teachers' role models is not different from that in and out of class. Teachers should make full use of their identity advantages, make the whole process of education for students all-round, conduct demonstrations, and guide students with excellent moral quality. Establish a correct world outlook, outlook on life, values, and guide students to standardize etiquette behavior. Family is an important part of college students' etiquette education. Family education should be combined with words and deeds, and deeds are better than words. Therefore, parents should set good examples of etiquette. An uncivilized word or an impolite little thing will make more etiquette norms preaching become empty talk. Because of their age, interest and behavior habits, the peer group of college students is similar, so the leading role of peer models plays an irreplaceable role in the daily ideological and political education of college students. Schools should deeply explore the typical etiquette civilization among college students, give full play to the positive guiding role of peers, and enhance the consciousness of college students to practice civilized etiquette.

Quality promotes the innovation of traditional etiquette ideological education system. First of all, the fierce collision of cultures among various mainstream ideological and cultural schools in our youth campuses is also very fierce. Therefore, the inheritance, learning and innovative development of the traditional ideological and etiquette culture system of college students are bound to be greatly affected. The strong impact of foreign cultural ideology and culture has led to the continuous reduction of China's social moral level. In this context, we need to continue to think deeply. Secondly, in order to continuously and healthily improve the level of etiquette and morality of contemporary Chinese citizens, we need to closely follow the mainstream trend of historical development and changes in the current era, critically and rationally think about the great tradition of the contemporary Chinese nation and etiquette culture. The high integration of knowledge, the cohesion of the ideological consensus of the whole people, and the conscious implementation of thorough rationality promote the in-depth development of socialist core values with the times.

Another is to advocate the correct and standardized use of various new media. While improving the convenience of using the network to disseminate knowledge and etiquette culture, we should strengthen the dynamic supervision and evaluation of the network on the development process of social new media culture and social governance to guide the main communicators of various politeness knowledge carriers to consciously collect, produce, sort out and publicly publish some real, reliable, standardized and complete relevant information content, so as to further promote the dissemination and application of China's etiquette culture concept in the field of modern new media. Create a better and stable learning network environment foundation and a more correct and reasonable cultural value orientation. In order to effectively avoid the contemporary college students, especially the young students' family groups in the network use all kinds of new media learning and strangers to communicate politeness consciousness to avoid being other people's speech interference, misleading and self excessive dependence.

### 3. Conclusion

To sum up, In the new era, under the background that the main contradiction of the society has changed, the ideas and methods of carrying out moral education for college students should also change and act according to the situation. On the basis of the current exploration of etiquette education for college students, it is necessary to fully pay attention to the excavation and extensive absorption of all relevant ritual factors that should be included in the inheritance of Chinese traditional Chinese etiquette culture for 5,000 years. Continue to explore the new development and connotation of the new forms of culture, so that the historical and humanistic

connotation of Chinese etiquette should become more complete and rich, and continuously and effectively improve the cultural cognition of Chinese students in the cultural level of Chinese traditional historical rituals, and enhance the students' moral cultivation consciousness and daily interpersonal and communication ability. In the new era, under the background that the main contradiction of the society has changed, the ideas and methods of carrying out moral education for college students should also change and act according to the situation. Ceremony is the standard of our human society, which promotes the continuation of human culture and the improvement of social development level. The continuous cultivation of college students' etiquette literacy ability is of great historical significance to promote the all-round development of social harmony. It is necessary to work together with communities, schools, families and students in our school to form a social force, so as to ensure that in the new century with the rapid change and development of information technology in modern society. Today's schools seize this opportunity to cultivate an excellent socialist builders with more comprehensive and healthy development and more comprehensive and high-quality social civilization.

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