

The Three Dimensional Path of Cultivating Core Values of College Students from the Perspective of Excellent Traditional Chinese Culture

-- Using Chinese tea culture as a carrier

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Abstract: In the context of globalization and multicultural integration, strengthening college students' recognition of socialist core values is the core task of ideological and political education in universities. Chinese excellent traditional culture, as an important source of nurturing socialist core values, provides a profound spiritual foundation. This article is based on the strategic height of combining the basic principles of Marxism with excellent traditional Chinese culture. Using Chinese tea culture as a carrier, a three-dimensional model of "theoretical logic practical function practical path" is constructed to systematically expound the educational value of tea culture in enhancing cultural identity, shaping sound personality, promoting critical thinking ability, and strengthening patriotism. In response to the problems of fragmented curriculum, shallow cognition, and single dissemination methods in current education, optimization paths such as curriculum system innovation, campus cultural infiltration, new media empowerment, and social resource collaboration are proposed to provide theoretical basis and practical solutions for universities to cultivate core values of college students through traditional culture.

Keywords: Excellent Traditional Chinese Culture, The Core Values of Chinese Socialism, Chinese Tea Culture, College Student, Cultural Confidence, Ideological and Political Education, Practical Path.

1. Introduction

1.1. Research Background

The deepening of globalization not only promotes mutual learning among civilizations, but also brings about the collision of diverse cultures. College students are in a critical period of forming their values and are susceptible to the impact of foreign cultures, leading to a "cultural identity crisis" characterized by vague cultural identity and confusion in value choices[1]. This not only concerns the construction of individual spiritual world, but also has a deeper impact on national cultural security and national cohesion. In response, the country has put forward the strategic proposition of "strengthening cultural confidence", viewing it as a more fundamental, broader, and deeper confidence[2]. As the forefront of ideological work, universities shoulder the mission of guiding college students to establish correct cultural views, enhance cultural subjectivity, and build cultural confidence.

1.2. Definition of Core Concept

The spiritual core of excellent traditional Chinese culture refers to the fundamental ideological concepts and moral norms that have transcended the value of the times, reflected national characteristics, guided social behavior, and maintained national cohesion throughout the thousands of years of civilization development of the Chinese nation. Its core components mainly include the cosmology of "unity of heaven and man", the ethical view of "benevolence and love for others", the governance view of "the people are the foundation of the nation", the way of life of "honesty and

good etiquette", and the social ideal of "the world is for all"[3].

The 24 word connotation of the socialist core values of college students is the concretization of the socialist core values system in the field of higher education, which is mainly reflected as "prosperity, democracy, civilization, harmony, freedom, equality, justice, rule of law, patriotism, dedication, integrity, and friendliness". These 24 words clarify the values and behavioral norms that college students should uphold from the perspectives of the country, society, and citizens[4].

The four layered structure of Chinese tea culture: It is a comprehensive cultural system with rich connotations, and scholars generally adopt the "four level theory" for analysis. Physical cultural layer: refers to tangible material carriers such as tea leaves, tea sets, tea rooms, etc. Institutional cultural layer: refers to social norms and systems related to tea, such as tea politics, tea laws, and tea drinking etiquette. Behavioral culture layer: refers to the established behavioral patterns in the form of tea etiquette, tea customs, tea art, etc. Psychological and cultural layer (spiritual and cultural layer): This is the core of tea culture, referring to the values, aesthetic tastes, and ways of thinking that are nurtured during the tea tasting process, such as the tea ceremony spirit of "clarity, respect, harmony, and beauty"[5].

1.3. Research Significance

Theoretical significance: In depth exploration of the inherent homology and interactive mechanism between Chinese excellent traditional culture, socialist core values, and specific cultural carriers (tea culture) is a concrete and deepening of the "second combination" theory at the micro level of educational practice, which helps enrich the

theoretical system of cultural education.

Practical significance: Using tea culture as a carrier, exploring innovative paths to cultivate the core values of college students can effectively enhance the attractiveness, infectivity, and effectiveness of ideological and political education, and provide practical solutions for universities to solve cultural identity crises and implement the "cultural confidence" strategy.

2. Theoretical Logic: The Three Dimensional Coupling of Traditional Culture, Core Values, and Tea Culture

The three constitute a closely interactive and organically unified coupling model: Chinese excellent traditional culture is the foundation (cultural soil), socialist core values are the fruit (value pursuit), and Chinese tea culture is the bridge (cultivation medium).

2.1. Excellent Traditional Chinese Culture is the Foundation of Core Values

The core socialist values are not like water without a source. They are deeply rooted in the fertile soil of excellent traditional Chinese culture, and the two have a high degree of homology in cultural genes[6]. For example, the profound value concept of "harmony" originates from the cosmology and natural view of "unity of heaven and man"; The principle of "integrity" can be traced back to the ancient bureaucratic culture of "using tea to maintain integrity" and the concept of "keeping promises and achieving results in actions"; The "people-oriented" ideology provides important cultural soil for the development concept of "putting the people at the center".

2.2. Tea Culture: A Spiritual Epitome and Concrete Carrier of Traditional Culture

Tea culture is the concentrated embodiment of traditional cultural concepts at the material and behavioral levels. It vividly interprets the connotation that is in line with the core values through specific forms such as "tea virtue". The four characters of "reason, respect, clarity, and harmony" summarized by Liu Zhenliang in the Tang Dynasty have formed a clear correspondence with the socialist core values[7]. The "clarity" of tea symbolizes righteousness and purity, and is internally connected with the value pursuit of "justice and the rule of law". The "respect" of tea represents respect and piety, directly reflecting the basic moral norms of "dedication and integrity" of citizens. In addition, tea culture carries philosophical ideas such as Confucianism, Taoism, and Buddhism: Confucianism promotes "harmony is precious" through tea, Taoism pursues "the way of nature" through tea, and Zen Buddhism conducts "meditation and enlightenment" through tea. These ideas have been concretely disseminated through tea culture.

2.3. Interactive Model of the Three

The profound Chinese excellent traditional culture provides a rich cultural soil and identity foundation for the cultivation of socialist core values. The socialist core values are the value fruits that grow from this soil and meet the requirements of the times. The rich and colorful tea culture, with its characteristics of being appreciated by both the refined and the popular, and being close to daily life, has

become a medium and bridge for cultivating traditional "soil" and modern "fruit", nourishing and spreading core values through subtle influence.

3. Realistic Function: The Unique Value of Tea Culture in Cultivating Core Values of College Students

3.1. Enhance Cultural Identity and National Confidence

Studying the history of tea, understanding the origin, dissemination, and impact of tea on the world, can enable college students to intuitively perceive the continuity and vitality of Chinese civilization, thereby enhancing their sense of cultural identity[8]. Experiencing tea art practice firsthand and tasting tea in a quiet and elegant atmosphere can inspire students' deep cultural pride and national confidence.

3.2. Shape a Sound Personality and Moral Cultivation

The tea ceremony emphasizes "practicing frugality and virtue", cultivating the spirit of "respect" (reverence for nature, respect for others) and "harmony" (peace and tolerance) through rigorous and peaceful rituals[9]; The tea man's integrity in management, honesty, and self-discipline provide a personal example.

3.3. Promote Critical Thinking and Innovative Thinking

By conducting comparative research on cross-cultural tea customs between China, Japan, and the UK, college students can be guided to examine values from different cultural backgrounds, which is an effective critical thinking training [10]. Encouraging students to participate in the design of tea cultural and creative products, combining traditional elements with modern design, can directly exercise their innovative thinking and practical skills, and achieve the creative transformation of traditional culture.

3.4. Strengthen Social Responsibility and Patriotism

Tea is an important medium for cultural exchange between ancient and modern China and foreign countries. Encouraging college students to participate in the international dissemination of tea culture (such as showcasing tea art to international students and sharing tea knowledge on international social media) can make them ambassadors of cultural exchange, establish a sense of "community with a shared future for mankind", and closely link personal growth with national destiny and world development, strengthening their sense of social responsibility and patriotism[11].

4. Practical Dilemma: The Practical Challenge of Integrating Tea Culture into Core Values Education

4.1. Education System Level

Fragmentation of courses: Tea culture courses are mostly elective courses on humanistic literacy, which have not been systematically integrated into the compulsory ideological and political curriculum system, resulting in a fragmented knowledge structure and a lack of continuity and depth[12]. Shortcomings in teaching staff: There is a severe shortage of

composite teachers with a background in tea culture and familiarity with the laws of ideological and political education. Many courses are taught by teachers from other disciplines, which affects the depth and professionalism of teaching.

4.2. Student Cognitive Level

The tension between tradition and modernity: The convenient and fashionable "milk tea culture" is prevalent, and its fast-moving characteristics are in sharp contrast to the traditional tea culture's advocacy of meditation and self reflection, leading to a lack of motivation for students to deeply understand the core of traditional tea culture. The contradiction between shallow experience and deep internalization: Educational activities are prone to becoming formalized tea tasting or performances, failing to effectively guide students to appreciate their spiritual connotations, resulting in insufficient internalization of values.

4.3. At the Level of Dissemination Methods

The traditional propaganda model is single: mostly lectures and exhibition boards, lacking interactivity and interest, making it difficult to attract students' interest. Insufficient application of new media technology: The application of modern communication technologies such as VR, AR, and short videos is insufficient, and a digital cultural experience platform with widespread influence has not been created. Lack of sustainability in practical platforms: The lack of stable school enterprise cooperation practice bases and cross school club alliances makes it difficult to sustain and deepen educational outcomes.

5. Optimization Path: Practical Plan for Cultivating Core Values through Tea Culture as a Carrier

In response to the current difficulties in education, it is necessary to construct a systematic, multi-level, and comprehensive practical plan to organically integrate tea culture into the entire process of cultivating core values among college students. This plan is based on the principles of "integration of knowledge and action, internal and external linkage, connection between ancient and modern, and integration of online and offline", aiming to make tea culture a truly important carrier for nurturing college students' values through a lifestyle and modernization approach.

5.1. Curriculum System Innovation: Strengthening the Construction of Main Channels

Curriculum teaching is the main battlefield for cultivating values. We should break the marginalization and fragmentation of tea culture courses and systematically integrate them into the talent cultivation and ideological and political work system of universities. Deepen the construction of theoretical courses: offering core general education courses, such as "Introduction to Chinese Tea Culture" and "Tea Philosophy and Life Wisdom", systematically explaining the history of tea culture development, tea ceremony philosophy, and tea art aesthetics, and emphasizing the interpretation of their connection with socialist core values. Curriculum design should balance academic and interesting aspects, reflecting "friendliness" through "serving guests with tea", "integrity" through "tea horse ancient road", and "integrity" through "tea advice" stories, achieving the storytelling and concretization

of values education. Promote the integration of ideological and political education in the curriculum, encourage professional teachers to explore the integration points between disciplines and tea culture, form a "tea culture+profession" ideological and political education curriculum group, and achieve a deep integration of value shaping, knowledge imparting, and ability cultivation[13]. Strengthening practical course experience: Establishing a "Tea Culture Experience Center" or practice base, offering courses such as tea art training, tea tasting, and tea cultural and creative design, allowing students to personally participate in the entire process from planting to drinking, and experience the spirit of "dedication" and "craftsmanship" through labor. Project based learning (PBL) was carried out. Focusing on the theme of "the Belt and Road Tea Story" and "Home Intangible Cultural Heritage Tea Custom", students were organized to carry out research and practice, and cultivate teamwork, pragmatism and innovation capabilities.

5.2. Campus Culture Infiltration: Creating a Strong Atmosphere for Educating Students

Deeply integrate tea culture elements into campus environment and various activities, make it an integral part of students' daily lives. Create brand culture activities: Regularly hold "Campus Tea Culture Carnival", integrating tea art performances, famous tea tasting, tea banquet design competitions, etc., to enhance students' cultural belonging and pride. Support the establishment of a 'College Student Tea Culture Club', equipped with guiding teachers, and regularly organize activities such as tea parties and book clubs to form an important node for cultural dissemination. Constructing campus tea culture landscapes, such as setting up tea culture sculptures and display windows in public spaces, and even opening up "campus ecological tea gardens" to create a cultural environment where tea can be seen everywhere and enlightenment can be achieved at all times[14].

5.3. New Media Empowered Communication: Expanding the New Frontier of Online Education

Utilize modern information technology to innovate communication methods, enhance attractiveness and coverage. Develop digital teaching resources: Establishing VR/AR laboratories, developing simulation projects such as "Immersive Song Dynasty Tea Ordering" and "Virtual Tea Garden" to enhance the learning experience. Create online open courses (MOOC/SPOC) that incorporate short videos and interactive elements to meet students' fragmented and self-directed learning needs[15]. Build a new media communication matrix: set up accounts on stations B, Tiktok, Xiaohongshu and other platforms to create young and strong online content to attract students' attention and interaction. Initiate online interactive challenges such as "Creative Tea Banquet" and "Hometown Tea Customs Check in", encourage students to create content (UGC), and expand the dissemination effect.

5.4. Social Resource Collaboration: Building an Open Educational Pattern

Breaking down campus walls, integrating social resources, and enabling students to test, practice, and elevate their values through practice. Deepen cooperation between schools and

enterprises, as well as between schools and local areas: establish practical bases with tea companies, museums, intangible cultural heritage centers, etc., hire industry experts as industry mentors, and help students understand the tea industry and experience the spirit of "dedication". Carry out social service projects, such as community tea art training, rural tea farmer e-commerce assistance, etc., to guide students to serve society and reflect "friendliness" and "dedication". Expand international communication horizons: Based on platforms such as "International Cultural Festival" and Confucius Institutes, organize international tea culture exchange activities to cultivate students' cross-cultural communication and awareness of a community with a shared future for mankind. Encourage comparative research on Chinese and foreign tea cultures, help students understand the unique value and universal significance of Chinese tea culture, and establish an open, confident, and inclusive cultural mindset[16].

6. Conclusion

This study constructs a three-dimensional framework of "theoretical logic practical function practical path" to demonstrate the feasibility and effectiveness of cultivating socialist core values among college students through Chinese tea culture as a carrier. Tea culture, with its unique materiality, ritual sense, and spiritual connotation, has become an ideal medium for connecting traditional culture with core values. It can bring abstract values education to life, making it perceptible, experiential, and practical. In the face of current practical difficulties, it is necessary to focus on building a three in one educational ecosystem of "classroom practice society" in the future. The classroom is the foundation for imparting knowledge and laying the groundwork for theory; Practice is the key link to internalizing through personal experience; Society is a vast stage for testing effectiveness and expanding influence. The three are interrelated and indispensable.

Looking ahead to the future, research can further explore the collaborative education mechanism between tea culture and other traditional cultural carriers such as opera, calligraphy, Chinese painting, etc. Through cross disciplinary innovative practices such as "integration of tea opera" and "integration of tea and books", we aim to build a more diverse and three-dimensional system for cultivating outstanding traditional Chinese cultural talents. This will provide deeper cultural nourishment and more effective practical paths for cultivating new generations who shoulder the great responsibility of national rejuvenation.

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