

Research on Countermeasures for Private Colleges and Universities to Promote the Development of Local Folk Culture under the New Momentum Strategy

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Abstract. Excellent folk culture is a valuable asset of traditional culture and an important resource for traditional cultural education and quality education for students. It is especially valuable for deepening the ideological and political education of students in private colleges and universities. The development of folk culture education by local private colleges and universities has the significance of improving the overall quality of students, promoting the construction of campus culture, and promoting the construction of local culture. It should follow the complementarity of local culture and Chinese culture, the connection of professionalism and national spirit, art education and patriotic education. The principle of integration, the distinction between cultural essence and cultural dress. Private colleges and universities should cultivate students' folk culture literacy, bring folk culture into campuses and classrooms, so that students can truly feel the value of folk culture, understand the history of folk culture, and better inherit folk culture. Doing a good job in ideological and political education in private colleges and universities in the new era requires a comprehensive understanding, deep thinking, and full play of the positive value of excellent folk culture, and the actual effects of ideological and political education in private colleges and universities. Culture is not only a spiritual force, but also productivity. "Culture +" can increase mutual promotion. For Fushun City in Liaoning Province, it is necessary to combine the local characteristic culture and give the culture new vitality.

Keywords: New Momentum; Private Colleges and Universities; Folk Culture.

1. Introduction

Folk culture is an integral part of Chinese excellent traditional culture. Every member of society is more or less imprinted with folk customs. Good folk culture education can cultivate students' national consciousness and cultural tolerance, thereby promoting the process of social and national cultural construction. Excellent folk culture is a valuable asset of the traditional culture of the Chinese nation, and an important resource for traditional cultural education and quality education for students. The integration of folklore education and moral education in private colleges and universities can optimize the moral education of private colleges and at the same time promote the effective inheritance of folklore culture among college students. Folk culture and traditional virtues complement each other. Many ideas and literature in folk culture have become excellent traditional virtues, which have an important role and significance in shaping the personality of students, and are conducive to shaping high-quality talents with both ability and political integrity. As an important part of the traditional culture of the Chinese nation, excellent folk culture has a very important value for the ideological and political education of college students in private colleges and universities. Researching and inheriting folk culture can "serve for the promotion of traditional culture, casting new customs and customs, building spiritual civilization and material civilization. A comprehensive understanding, deep thinking, and full play of the positive value of excellent folk culture is to further improve the ideological and political education of private colleges and universities. The actual needs of work are also the inherent requirements of respecting and reflecting the laws of development of the times. It is necessary to carry out in-depth thinking and exploration around the positive value of excellent folk culture to the ideological and political education of private colleges and the full realization of the educational effects of excellent folk culture. With the in-depth development of the new technological revolution and the advent of the "Internet +" era, the status and role of culture have been significantly improved, and cultural construction has entered a new stage of "culture +". Fushun

is the birthplace of the Qing Dynasty and the hometown of the Manchus. Manchu cultural heritage. Carrying out folk culture education is an important way to realize cultural self-confidence, and it can be promoted vigorously.

2. The Current Situation and Significance of Folk Culture in Private College Education

2.1 The Current Situation of Folk Custom Culture in Private College Education

Although many colleges and universities pay attention to national cultural education and boldly carry out the practice of folk culture education, as far as higher education is concerned, the current situation of opening folk culture courses is not very ideal [1]. Folk culture lacks the theoretical basis of disciplines, and the current understanding of folk culture is not deep enough, and there is also a lack of systematic analysis of folk culture knowledge theories and development trajectories. Many folk culture courses basically focus on the shallow content of folk culture history, knowledge overview, etc. They do not adequately elucidate the relevant ideological essence of folk culture, especially the moral connotation, and do not fully integrate excellent folk culture with the requirements of ideological and political education in the new era. Closely integrated. In the current folk culture teaching content setting, folk culture is simply attributed to the product of the old era, or talks about the ignorance, ignorance, absurdity and other vulgar elements in folk customs. This can easily cause students to contempt and misunderstand folk customs. And rejection psychology [2]. There is no clear and unified concept and understanding of basic theoretical issues such as what is folk culture, what is included in folk culture, the value of folk culture, the research methods of folk culture, and the path of knowledge [3]. Some private colleges and universities lack effective guidance and targeted implementation plans in the process of organizing students to participate in folk cultural activities and receiving folk cultural education in the form of social practice and rural surveys. The authenticity and falseness of folk culture are mixed, and if you don't pay attention to it, the false kind will spread, which will have a negative influence on people's children. The research of folklore research in our country on folklore culture is a "point-to-point" study, and there is no link between the points, so there is no way to form a complete knowledge framework [4]. Folk culture education should undoubtedly be included in the scope of quality education, but there are not many people who can truly realize this. In reality, even if there is state finance to support the inheritance of folk culture, many folk cultures such as architecture, literature and art, handicrafts still face the dilemma of "no successor" in practice [5]. At present, the ways for private college students to contact and learn folk culture knowledge and experience folk culture activities are still relatively limited, and there are some problems that need to be resolved in the concept orientation, implementation methods, system construction, and safeguard measures of folk culture education.

2.2 The Significance of Folk Culture in Private College Education

Folk culture has a certain regionality and particularity. It is the crystallization of the wisdom of the life practice of all nations. It cannot be abandoned or forgotten due to the development of science and technology, but must be inherited innovatively. Folk culture with rich forms is closely related to people's daily life and social norms; in the carriers of folk literature, opera, festivals, etc., it contains moral principles, humanistic spirit and etiquette thoughts with Confucian ethics as the core, and constitutes the nation at the same time. The important content of the spirit [6]. The big tour exhibition of folk culture is shown in Figure 1.



Fig 1. The Folk Culture Tour Exhibition

By studying folk culture, you can not only understand local culture, but also learn Chinese traditional culture through the window of local culture. Except for the so-called metaphysical elite culture, a large part of human culture is folk culture. Folk culture is spiritual wealth, which can enrich the spiritual life of students and promote the construction of a harmonious campus culture. Loyalty, filial piety, benevolence, honesty and trustworthiness, harmony and friendliness, and other positive moral concepts, constitute the inner spiritual essence of excellent folk culture, which is of great value to the development of the country and society, and the prosperity of the nation [7]. Folk culture is the culture that inherits life, is the cornerstone of human culture, supports and derives the entire cultural mansion of human beings. Constructing a folk culture education system and cultivating students' awareness of folk culture research can promote students to trace the roots of different ethnic cultures, promote the vitality and creative inheritance of folk culture, thereby enriching the content of traditional Chinese virtues. Excellent folk culture is the background and root of the traditional culture of the Chinese nation [8]. National spirit, as the common choice of various nations for human civilization and a specific cultural phenomenon of human beings, is the soul of a nation and an important force to promote the progress of human society. Building a good campus culture with folk culture can bring students a certain sense of belonging and trust, and thus better integrate into the learning environment.

3. Strategies for Privately-run Colleges and Universities to Carry out Folk Culture Education

3.1 Add Folk Culture Courses

Folk culture involves a wide range of areas and is complex, and there are cross-cutting situations. Therefore, courses can be set up according to different classification standards. Offering folk culture courses can not only inherit and develop folk culture, but also help cultivate students' sense of national cultural identity. Experts and scholars can be organized to integrate existing textbook resources and compile new textbooks according to learning needs at different stages [9]. Secretarial, tourism, Chinese and other majors can set up folk culture compulsory and elective courses in combination with the talent training goals when revising the talent training plan. Local governments should strengthen capital investment and allocate special funds for the establishment of folk culture courses to ensure that folk culture identity education can be carried out smoothly. Courses can be set according to different regions and folk cultures, time can also be set according to the law of historical development, and can also be set according to different functional values, divided into religious beliefs, rural regulations and folk conventions, culture and art, folk architecture, etc. [10]. It can be

divided into three editions: general knowledge edition, advanced edition, professional edition. Encourage relevant teachers to offer public elective courses in folk culture, open to all majors of the school, and attract interested students to take elective courses. The establishment of folklore courses also needs to be combined with related majors such as ethnology, sociology, law, etc., because it cannot survive alone, and the majors overlap and influence each other. Pay attention to finding common points to carry out the innovation and inheritance of folk culture. We should focus more on the theme of moral education when compiling and compiling teaching materials, and deeply explore the traditional virtues and spiritual essence contained in excellent folk culture. In some existing courses, the teaching content of folk culture can be appropriately increased.

3.2 Strengthen the Construction of Teaching Staff

In the face of the current inadequacy and lack of systematization of folk culture education in private colleges and universities, private colleges and related departments must attach great importance to it and take practical measures to strengthen excellent folk culture education. The teaching of folk culture courses must combine history and the present, and use scientific teaching methods to spread folk culture [11]. In terms of the overall status quo, teachers' national cultural concepts are weak and curriculum development capabilities are weak. These deficiencies seriously hinder the effective development of folk culture education. At present, the country has gradually realized the value of folk culture and has begun to invest in the protection and inheritance of the culture that is facing decline. Great efforts must be made in teacher training, and teachers must have a deep understanding of national culture, cultural identity, national cultural identity and other theoretical knowledge. The original faculty of local private colleges and universities may not have talents who specialize in learning and engaging in this type of profession, but teachers in related professions can be encouraged to turn to and conduct research in this area. Through training, teachers can master the basic theories of curriculum objectives, curriculum content, curriculum implementation, curriculum evaluation, etc., continuously broaden teachers' knowledge, reconstruct teachers' knowledge structure, and provide theoretical basis for the development of ethnic culture courses. Local private colleges and universities may wish to select a group of influential cultural and historical experts and non-genetic inheritors, let them walk into campus and classrooms, and offer students a variety of courses and lectures, so that students can have a more intuitive and in-depth understanding of the place The status quo and achievements of folk culture research.

4. Conclusion

In today's era, culture has become an important source of national cohesion and creativity, and the soft power of advanced culture must be transformed into hard power that promotes economic and social development and improves people's ideological quality. Building folk culture education in campus education is a good direction of education, and it is also an expansion of quality education, and it has a positive effect on the construction of campus culture and the quality education of students. It is the right time for local colleges and universities to carry out folk culture education. If the goals are clear and the measures are right, they can help colleges and universities build unique cultural brands. Folklore culture is an important part of Chinese traditional culture. The connection of excellent folklore with the core socialist values is to realize the fit between folklore culture and the times, and it plays an irreplaceable role in improving the quality of higher education and cultivating high-quality compound talents. Culture is no longer an added value, but a core value. This article proposes a brand-new way of thinking for the private colleges and universities in Fushun, Liaoning Province to promote the development of local folk culture, provides a reference, and strives to promote the development of local folk culture in private colleges and universities.

Acknowledgments

This paper is the project result for “2021 Annual Planning Project of China Private Education Association (School Development)”, Research on Countermeasures for Private Colleges and Universities to Promote the Development of Local Folk Culture under the New Momentum Strategy (Take Fushun City, Liaoning Province as an example).

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