

# Research on Etiquette Culture from the Perspective of University Ideological and Political Education

Lingyan Wang

Marxism School of Tarim University, Baicheng Xinjiang, 843300, China

**Abstract.** Courtesy is an important part of China's thousands of years of civilization history. Despite the washing of time, etiquette is still a yardstick to measure the level of personal ideology and morality, the soft power of a country's culture and the degree of civilization. Although the contents of different rulers' Ideological and political rule over the people in different periods are different, the tradition of using rites to stabilize social security, standardize people's behavior and carry out ideological and moral education to the people has a long history. In the new era, the research on etiquette culture from the perspective of University Ideological and political education is of great value to carry forward Chinese traditional culture, enrich the content of University Ideological and political education, improve the ideological and moral quality of college students, spread civilized etiquette and letters, improve the country's cultural soft power, "point to area" to lead the society and the formation of a good social atmosphere of "courtesy to each other". Therefore, in view of the lack of effectiveness of Ideological and political education in universities, it is an urgent task to carry out targeted research on the cultivation of College Students' Ideological and moral quality and civilized and polite behavior by Chinese traditional etiquette culture.

**Keywords:** University; Ideological and Political Education; Ritual Culture; Civilized Courtesy Letter.

## 1. Introduction

With the accelerated process of economic globalization, the deepening impact of the market economy on people's daily life, the shorter and shorter cycle of R & D, innovation and renewal of modern science and technology, the exchanges between countries are more common and in-depth, gradually surpassing the economic scope and constantly infiltrating into politics, culture, science and technology and other fields, As a result, "different ideological and cultural concepts clash, blend and collide with each other in a larger scope and at a deeper level", which has brought greater challenges to the mainstream ideology of the ideological receiving country or nation and the inheritance of the traditional culture of the country or nation. In addition, modern life and communication tools make the communication between people more frequent and rapid, the communication ways more diverse, the communication contents more diverse, and social communication more means "self promotion". In order to have a place in this ever-changing world and successfully "sell" yourself, elegant and decent personal behavior is undoubtedly to leave a good impression on each other and become the "stepping stone" to the success of marketing behavior. In today's world, "the development of market economy promotes the interdependence and cooperation between people, organizations, regions and regions. If we do not understand social etiquette, it will increase the corresponding transaction cost, so that it is difficult to gain a firm foothold in the market". Etiquette enables us to quickly understand other people's attitudes, anticipate their behaviors, and reduce social costs. Timely understanding, learning, innovating and applying Chinese traditional ritual culture can help individuals or organizations develop into the market smoothly, base themselves on the market, and make use of the market with ease.

The socialist market economy with Chinese characteristics and the reform and opening-up policy have driven the rapid improvement of China's economic level, social stability and unity, and people live and work in peace and contentment. Disproportionately, there is an obvious lack of stamina in the construction of social spiritual civilization, resulting in a series of disharmonious phenomena: first, the awareness of social morality is not high. Wantonly damaging and trampling on public facilities, wasting or damaging public property, littering and urinating everywhere; Personal behavior is arbitrary, ignoring or intentionally causing infringement to others; Tourist attractions, climbing

trees, trampling on flowers and plants, insulting sages and historical figures, "spending tourists' money to do whoring"; Trample on traffic rules wantonly, change lanes or run "overbearing" at will, and occupy crosswalks; "Rude" behaviors such as occupying bus seats and the resulting public opinion or violent conflicts occur from time to time. The cry of "moral landslide" is hard to disperse in people's hearts for a long time. Secondly, the quality of professional ethics is uneven. It is common for market trading to be short of weight, dishonest and trustworthy, ignore the terms of contracts or agreements, and only care about their own interests and ignore the rights and interests of the other party. Thirdly, family virtue gradually falls in the wave of market economy. With the in-depth operation of the market economy and the state's increasingly relaxed regulation of the market, the market plays an increasingly prominent role in the national economic development, and its influence continues to expand to areas outside the market, and family relations are no exception. Emotions are constantly pulled into the market for "value" measurement or operation, and the relationship between family members is gradually "profit oriented". The ideological consciousness of "money is the boss", "money can speak well" and "rich grandchildren can become Laozi" show the lack of family virtue and the confusion of "order" of people's social communication.

## **2. Analysis of the Current Situation of Contemporary University Etiquette Culture Education**

To realize the research and application of ritual culture in teaching from the perspective of University Ideological and political education, we must investigate and analyze the relative advantages of ritual culture education and the current situation of ritual application in the University, so as to provide a reasonable and targeted path reference for the combination of ritual culture and university ideological and political education.

### **2.1 Comparative Advantages of Etiquette Culture and Education**

To sum up, there are no more than the following methods that can affect and improve our daily life and behavior: the first is law, the second is moral education, the third is religious belief, and the fourth is artistic edification. The four methods have their own characteristics: first, the law is mandatory and depends on the consequences to judge the legitimacy of the behavior; Secondly, moral education covers a wide range, involving all aspects of people's daily life, and has the most common impact on people, but it is easy to violate the original intention in real life. For example, the prohibition of negative things will make people have a rebellious mentality, try to do bad things, and the Church of positive things will make people tired and go to another side; Thirdly, the scope of religious belief is limited, but its power is strong, which can encourage the completion of some seemingly impossible things; Finally, although the artistic edification is elegant, it takes a long time to imperceptibly influence people, and its strength is too weak to withstand the blow and temptation of reality. In our daily behavior, we often use and refer to the laws promulgated by the national coercive force and the morality that permeates people's life.

In China, Hong Kong is a region with relatively perfect and sound laws and legal systems. Mainland tourists to Hong Kong and people from other developing countries will "be amazed at Hong Kong's spirit of rule of law and market operation", but relying solely on the law to maintain the social order of the country or region will inevitably have many disadvantages and limitations. Firstly, the applicable object of law is all people in the society. The content is highly general, universal and even abstract. It is often difficult to take into account the specific situation in the real society, and it is difficult to completely coincide with the diversified characteristics of the pluralistic society. Second, the most fundamental feature of the law is the national coercive force. It regulates and guides the behavior by delimiting the forbidden zone for citizens. If it touches the bottom line of the law, it will receive corresponding punishment. Beyond the forbidden zone world, it has become a free paradise for some people to do whatever they want. For example, the discussion of "help or not" in modern society, which leads to the death of the injured due to ignoring or standing idly by, is only morally

condemned. The law can only shake its head and do nothing about this behavior. Finally, the force of law on people is an external force. Its warning to people will only make people afraid of it, but it will not be active persuasion.

In short, the comparative advantages of ritual culture education mainly include six points: first, ritual covers a wide range, and the content of ritual culture education is specific and universal; Second, ritual has become a kind of survival instinct of people since ancient times. Ritual culture and education has a long tradition and rich experience; Third, it is fundamental to fundamentally solve the "rudeness" of people's behavior; Fourth, etiquette culture education is a kind of soft education, which is easy to guide college students to consciously internalize and externalize practice; Fifthly, etiquette culture education helps to improve college students' own quality and lay a good foundation for them to go out of school and enter the society; Sixth, the political tendency of ritual culture education is not obvious, which can stimulate college students' interest in learning.

## 2.2 Application Status of Ritual Culture in Contemporary University Ideological and Political Education

Generally speaking, the introduction or reference of Ideological and political education in Colleges and universities to the excellent ritual cultural knowledge in Chinese traditional culture is limited. This limitation is mainly reflected in the following situations:

(1) The teaching content of Ideological and political education in Colleges and universities is mainly based on the theoretical achievements of Marxism and Its Sinicization. It is difficult to see the figure of Chinese traditional excellent etiquette culture. Today, the competition between countries in the world is mainly the competition of talent quality and quality. Under the background of such an increasingly prominent international competition and the coveted position of people by western capitalist countries all the time, As the most important political advantage of the Communist Party of China, ideological and political education in Colleges and universities should not only undertake the task of ensuring the ideological and political direction of talents and improving the quality of talents in all aspects, but also undertake the important task of inheriting Chinese excellent traditional culture.

In view of this writing, the author conducted a questionnaire on "the contemporary value of traditional ritual culture to contemporary college students' Ideological and political education" within the scope of the University. When asked whether the introduction of traditional etiquette culture into Ideological and political education in Colleges and universities has increased their learning enthusiasm, 68.70% of the respondents clearly said "yes", only 5.34% of the respondents thought "no", another 12.98% said "not clear" and 12.98% thought "it is of little use". In response to the question "which aspect of College etiquette culture education should pay more attention to", 77.86% of the respondents thought that "in addition to the teaching of classroom social knowledge, students' opportunities for social practice should be increased", while the support rates for "the teaching of social knowledge" and "the practice of design skills" were only 7.63% and 14.50%.

It can be seen that most of the respondents believe that the knowledge of Chinese traditional etiquette culture should be increased in the ideological and political education in Colleges and universities to help them solve the problems and puzzles of etiquette culture knowledge and lack of etiquette in real life. And they hope that the school can create more practical and effective social practice opportunities for them to feel the beauty of Chinese traditional culture through their own personal experience and practice this beauty under the background of the new era.

(2) The teaching goal of Ideological and political education in Colleges and universities is to cultivate "Four Haves" for the country, and college students lack a polite learning environment. Since the Communist Party of China was born in the national crisis period of "no country, no family", this has laid a tone of emphasizing people's social attributes in Ideological and political education for many years, It emphasizes personal compromise and concession to social values and interests, while ignoring or even suppressing the realization of personal self-worth and personal conscious initiative." For a long time, our implementation of the goal of "four new people" is only based on the needs of society, focusing on the growth of talents' knowledge and ability, while our attention to "morality"

and "discipline" is limited to "slogans". For a long time, this has caused an illusion that college students ignore their own internal quality and external cultivation, and the learning conditions and environment of etiquette culture school in Colleges and universities are insufficient. When asked whether the behavior of college students is more "polite" or more "impolite", 41.22% of the respondents think that the behavior of contemporary college students is more "impolite", only 26.72% of the respondents hold a positive attitude towards the behavior of college students, and 32.06% think that this problem is not "very clear". When asked whether there would be confusion about the lack of "etiquette" knowledge when communicating with others, as high as 83.21% of the respondents admitted that they would obviously feel lack of social etiquette knowledge when communicating with their elders or social people, and it was difficult to express themselves accurately and appropriately. Only 10.69% of the respondents said they did not have such confusion, and 6.9% said they did not have such confusion 11% of the respondents said "I haven't noticed". In the question and answer about whether they had taken courses on "etiquette" and why, 71.75% answered "no", of which 54.96% were because their universities "did not set up relevant courses", and 16.79% were "failed to take courses due to the limited number of courses", which played a "marginal ball" with such courses; Of the 28.25% respondents who took courses on "etiquette" during their university study, only 18.32% were "more interested" in the course, and the other 9.92% were familiar with the pressure of school compulsory courses.

Therefore, it can be concluded that about 70% of the respondents have a clear understanding of whether the behavior of contemporary college students is "polite", but about 41% of them think that the behavior of contemporary college students is more casual, and there are many uncivilized phenomena on campus, which is not equivalent to the identity of college students and their social responsibilities in the future, In addition, 32% of the respondents have insufficient understanding of "etiquette" and are difficult to judge, indicating that the teaching of "etiquette culture" in students' learning in university education is limited and the degree of practice is not enough, resulting in their vague understanding. Moreover, a large number of college students are confused about their lack of knowledge of "ritual culture" in social practice and have obstacles in communicating with their elders or other social people. They hope to properly add the knowledge of Chinese traditional ritual culture to the ideological and political education courses of the University, which can not only realize the inheritance of Chinese excellent traditional culture, Moreover, their interest in learning traditional culture can stimulate them to consciously internalize the content of Ideological and political education, which is conducive to the realization of the goal of Ideological and political education and the improvement of the quality of talents in Colleges and universities.

(3) The ideological and political education method in Colleges and universities only adopts the traditional indoctrination method, and the effect of "mind based on etiquette" of Chinese traditional excellent etiquette culture is difficult to show. When answering the reasons for choosing courses related to the theory of Ideological and political education, only 25 19% of the respondents are "more interested", while 61.07% of the college students frankly say that it is because of the requirements of "school compulsory courses", 11.45% of the students frankly say that they "don't want to learn", and the other 2.29% choose to learn due to the recommendation of others.

When investigating the reasons for college students' low enthusiasm for learning courses related to ideological and political theory, the author found that 34.35% and 33.59% of the students said "they don't feel timely and useless" and "the teacher's class is boring" respectively. The proportion of respondents who don't like such courses is as high as 67.94%, Out of the original intention of "being very interested in contemporary scientific thought" and "wanting to expand their own knowledge", only 9.92% and 22.9% respectively 14%.

Since then, it can be seen that most college students study courses related to ideological and political theory for the sake of school compulsory courses, and the proportion of liking and expanding knowledge is small; A considerable number of students said that adding the excellent elements of Chinese traditional ritual culture to the ideological and political education curriculum would stimulate their enthusiasm and interest in learning. Therefore, according to the needs and requirements of

students, we should adjust the teaching contents and innovate the teaching methods, With the help of students' enthusiasm to learn Chinese ritual culture knowledge, we can further promote the realization of the effect of Ideological and political education in Colleges and universities.

"Education means: a tree shakes another tree, a cloud pushes another cloud, and one soul awakens another soul." As a kind of soft education, the main way to realize ritual culture education should be to realize the expected goal of Ideological and political education in Colleges and universities through "one soul collides with another soul", with the help of the ideological resonance of both sides of education, and stimulate college students' attention to personal development and their interest and motivation to improve their internal quality and external rest.

### **2.3 Analysis of the Reasons for the Difficulties in the Application of Etiquette Culture in College Ideological and Political Education**

(1) Ideological and political education in Colleges and universities lacks the relevant content of Chinese traditional culture. "The value of moral education should be a role of moral education in individual growth and social development, and a function of moral education to meet the needs of individual and social development". It should include two aspects: the individual value and social value of moral education. As the name suggests, the personal value of moral education is the contribution of moral education to the improvement of individuals, Social value is the value of moral education for social development. Among them, the individual value of moral education is the basis and premise for the realization of its social value, and the social value is the value orientation and ultimate development goal of its personal value.

For a long time, the moral education of Ideological and political education in Colleges and universities focuses on the social value of moral education, ignoring the importance of individual value. In addition, since the construction of the discipline of Ideological and political education, it has made clear the ideological guiding role of Marxism for the discipline, and there is a lack of reference for the social stability value of Chinese traditional ritual culture and the value of personal morality, courtesy and kindness, which leads to the current situation that contemporary college students know little about ritual culture, the core of Chinese traditional culture, or "only know one and don't know the other", Some even "know what it is and don't know why", so as to draw the conclusion that Chinese traditional ritual culture is outdated. The questionnaire shows that contemporary college students generally think that the education of "etiquette" culture and "etiquette" behavior in Colleges and universities is "average", and nearly a quarter of the respondents believe that the current college students' etiquette culture education is "very poor". Therefore, according to the characteristics of College Students' daily life, College Ideological and political education should excavate the parts connected with Chinese traditional ritual culture, and complete the sublation and inheritance of Chinese traditional culture while improving college students' moral quality.

(2) The law of socialist market economy is generalized and people's values are distorted

The basic national conditions of China's current society and the basic contradictions will not change for a long time, which determines that the first task at this stage is to "focus on economic construction" and "liberate and develop productive forces". The distribution system adheres to the idea of "more work, more pay" and "better work, better pay". Under this social background, "most people" have a certain distance from the ideological realm and moral standard of "only talking about dedication but not taking". The content of Ideological and political education in Colleges and universities has little change over the years, and the supply of fresh blood is insufficient; The setting of teaching objectives of Ideological and political education courses in some universities is "divorced from the actual moral cognition of students, like a castle in the air, although it is tall and magnificent", it lacks reality": first, it ignores the obvious personality differences of contemporary college students, the setting of teaching objectives is neat and uniform, the pertinence is not strong, and the effect of knowledge classroom teaching is difficult to see; Secondly, the setting of teaching objectives shows an idealized tendency, which shows that it puts forward high requirements for different students, which are also difficult to meet, and is divorced from students' actual life and existing moral cognition

level. Now the teaching practice of Ideological and political education in Colleges and universities mostly adopts the "standardized" collective education model, which has filled a large number of talent vacancies in quantity. "This seemingly reasonable or moral education goal, which takes the social value orientation as the educational goal and the social test as the value scale, is unreasonable in the ethical sense." In addition, when receiving collectivism education, college students who serve the people enter the society, but they are at a disadvantage in social competition because of their insufficient self-cultivation and lack of social knowledge. They inevitably have a psychological gap and question the ideological and political education and the common belief in socialism, which is an important reason for the difficulty of the application of Chinese traditional etiquette culture in College Ideological and political education.

(3) The ideological and political education in Colleges and universities has implemented the goal differentiation of "four new people", and the four objectives have not developed synchronously. At present, there is a trend of "material-oriented education" in Ideological and political education in Colleges and universities. On the one hand, this is because the rapid change of science and technology has gradually deepened the impact on College Students' daily study and life, spiritual world and the choice of teaching methods in Colleges and universities, and their status is becoming more and more important. College students also rely more and more on science and technology, and sometimes they are even deified and worshipped. "The wave of 'God of science and technology' has also extended and spread to the field of moral education. Moral education has been scientific and technological, transferred the humanistic connotation and lost the humanistic value. Moral education is regarded as general knowledge education. The teaching of moral knowledge has become the leading function of moral education, while the educated are regarded as the 'sausage' of waiting knowledge. As a result, moral education makes people become 'moral knowledge' But not a "moral person". In addition, since the 20th century, college education has tacitly regarded how to make students more "knowledgeable" as the purpose of training. The amount of knowledge of college students has doubled, and their knowledge is also diverse. College students revolve around in many dizzy new knowledge and news all day, tired of the education of personal world outlook, values, ideology and morality and self-cultivation. College moral education is only regarded as general knowledge teaching and moral preaching. As the saying goes, "hooligans are not terrible, just afraid that hooligans have culture". People who are extremely smart but have no morality are easier to increase management costs for the society. Therefore, "if we make students smart without making them moral, then we are creating harm for the society".

### **3. Strengthen the Implementation Path of Contemporary University Etiquette Culture Education**

Combined with the characteristics of College Ideological and political education and the advantages of etiquette culture education, this paper mainly realizes the choice of the practical path of etiquette culture education from the perspective of College Ideological and political education.

#### **3.1 Strengthen the Research on the Contemporary Value of Traditional Ritual Culture**

To consolidate the theoretical foundation of China's excellent traditional ritual culture in Ideological and political education in Colleges and universities, we need to combine contemporary world civilization and China's current national conditions, excavate its contemporary value, "extract its essence and discard its dross", and selectively discard and use it.

##### **3.1.1 Scientifically Analyze the Connotation of Traditional Culture**

Due to the change of the times, some contents of the traditional ritual culture can not meet the needs of the current era, so the ideological and political education in universities must selectively inherit and carry forward it. The traditional ritual culture divides people into three, six and nine grades, and the content of dividing social dignity and inferiority has no place in China at the primary stage

of socialism, which emphasizes equality for all and freedom and democracy within the scope of law; The complicated but flashy feudal etiquette that permeated people's bones has been gradually abandoned in the society where people's life and work are running fast; There are also those self-abasement thoughts that require "modesty and surrender without integrity". It is difficult to continue in today's society, which advocates "people-oriented", "the weak give way to the able", "those who can work more", "more work, more pay" and so on; In addition, the absolute neglect and suppression of individual rights and values in traditional culture of "sacrificing the ego to achieve the greater ego" also makes it inappropriate in this society with increasingly obvious awareness of individual rights. University Ideological and political education not only improves college students' knowledge and ability, but also pays attention to their moral quality and personal cultivation, endows them with more competitive advantages, and meets the various needs of the state and Society for talent quality.

### **3.1.2 Carry Forward the Subject Spirit of College Students and Cultivate Their Independent Personality**

"Heaven is healthy, and gentlemen strive for self-improvement". This sentence appeared in the ancient Chinese book of changes more than 2000 years ago, which highlights the subjectivity of ancient Chinese sages who were not afraid of difficulties and worked hard in a bad living environment. It is the internal spiritual source of the Chinese nation that has experienced hardships for thousands of years. "

In the course of Ideological and political education, colleges and universities should not only emphasize the dominant position of teachers in imparting knowledge, but also pay attention to the dominant position of students in putting theoretical knowledge into practice. "Regard students as equal people and people with independent personality and dignity, that is, regard students as the main body in the process of education and a complete person with independent ideas, thoughts and feelings". Educators should start from the heart, pay attention to students' hearts, understand college students' demands and implementation ways of Chinese traditional etiquette culture, and teach students according to their aptitude, Cultivate students' subject spirit of learning in the most suitable way for students, and promote them to develop an independent and self-improvement personality.

### **3.1.3 Promote the Sublimation of College Students' Personal Value and the Realization of Social Value**

As the only ancient country in the world's "four ancient civilizations", China's "ritual system" and social customs have not only been very fixed and clear, but also extremely complex in form and operation process. Like "firewood, rice, oil, salt, soy sauce, vinegar and tea", it has completely penetrated into ancient people's daily life. The life regulated by the etiquette system is always so rigid, and the communication between people follows a certain pattern and routine, which has no freshness. "Even for the simple inquiry between friends, they always use too many flashy and exaggerated words, unrealistically boast about each other, and excessively belittle themselves at the same time." In ancient Chinese society, the awakening of individual subject consciousness and the sublimation of individual value are the premise and basis for his contribution to the realization of social value.

### **3.1.4 Strengthen Patriotism Education for College Students under the Guidance of "Harmony" and "Harmony"**

The excellent Chinese traditional ritual culture of "the use of rites, harmony is precious", "worry before the worries of the world, and enjoy after the happiness of the world" constantly demonstrates the Chinese people's love for peace and deep feelings for the motherland, which is consistent with the construction of a socialist harmonious society advocated by today's society The promotion of the spirit of the times with patriotism as the core and reform and innovation as the core coincides. In other words, the excellent traditional ritual culture, as the vein of Chinese traditional culture, still has important reference and inheritance value in today's society. The proposal of the Chinese dream of realizing the great rejuvenation of the Chinese nation is based on an in-depth exploration of Chinese traditional culture and a profound understanding of the call of the Chinese people for thousands of

years. Ideological and political education in Colleges and universities should deeply tap the excellent elements of Chinese traditional ritual culture to guide the implementation of Ideological and political education courses and the realization of objectives.

### **3.2 Enrich the Theoretical Connotation of Contemporary Ritual Culture Education**

After five thousand years of baptism, the wisdom of the working people has accumulated. It is an inexhaustible spiritual treasure house inherited by the Chinese nation. It is the source of strength for the Chinese nation to stand tall in the world in the face of various complex world environments. Especially in recent years, Chinese traditional ritual culture began to go abroad and enter the world. "Nearly 150 countries have carried out intergovernmental cultural cooperation with China, and more than 350 Confucius Institutes have gone abroad", which has aroused the climax of the whole people's learning of traditional ritual culture. Of course, it should also include the dissemination and education of etiquette culture knowledge to college students. As a compulsory course for college students, ideological and political education courses can become the best platform for shaping college students' ritual culture. Therefore, all sectors of society should pay enough attention to the courses of Ideological and political education in colleges and universities.

Campus cultural environment with the characteristics of the University. First of all, we can give full play to students' subjective initiative, encourage or call on college students to use the Internet, campus library books, newspapers, periodicals and other methods to collect information on excellent traditional etiquette culture, guide them to screen and classify the collected information, help them reprint and bind, distribute and study among college students, Expand their knowledge and cognition of excellent traditional ritual culture. Secondly, ideological and political teachers in schools or colleges can use the Internet or self-Media software commonly used among college students (such as wechat, microblog, QQ, etc.) to build an excellent traditional etiquette culture learning and exchange group, or require college students to form a group of several people in dormitories or classes, Hold a big competition of Chinese excellent traditional ritual culture knowledge (such as Chinese excellent traditional ritual culture blackboard newspaper competition, Chinese excellent traditional ritual culture classic book reading competition, etc.), encourage them to take the initiative to participate, and give appropriate academic performance rewards. Thirdly, make full use of the role of the school corridor, blackboard newspaper and cultural bulletin board to regularly prepare some excellent traditional ritual culture knowledge display for students, and leave a certain interactive space so that students can feel the charm of Chinese excellent traditional ritual culture when walking or chatting on campus, And they can write their understanding and learning feelings in the interactive space in time. At the same time, they are encouraged to record some excellent traditional ritual cultural knowledge they know in the interactive space. Other students can choose to "like" or "comment" under their favorite traditional ritual cultural knowledge.

### **3.3 Enrich the Curriculum of Etiquette Culture Education for College Students**

The application of Chinese excellent traditional ritual culture in Ideological and political education in Colleges and universities requires teachers of Ideological and political education in Colleges and universities to choose different ritual culture education contents, adopt different ritual culture teaching schemes, set up different ritual culture teaching environments and investigation methods according to different educational objects, and constantly enrich the ritual culture education contents of college students Phased development and implementation. Whether in ancient Chinese society or nowadays, rites affect the social evaluation standard of a person's moral level in a subtle and increasingly edifying way.

### **3.4 Lead the Whole Society to Form the Custom of Etiquette Culture**

"There are many ways to establish social order, and Confucianism adopts a value consensus theory similar to that put forward by Parsons That is to emphasize the individual's active obedience to social norms. If everyone obeys the rules, order will be natural. It is for this reason that Confucianism

emphasizes education and is keen on personal moral cultivation. This model of establishing social order, in the words of Confucianism itself, is "rule by virtue and propriety." Use morality to influence and enrich people's inner world, and then use ritual system to restrict, guide and optimize people's external behavior, so as to realize the whole society in order, people's life in peace and perform their duties. In order to realize the construction of socialist harmonious society, it is very necessary and of practical significance to learn from and absorb Chinese traditional ritual culture. The etiquette culture education in Colleges and universities can make use of the characteristics of college education to lead the etiquette and righteousness fashion of the surrounding social life.

Society is the best platform for display and exercise. Colleges and universities can take advantage of the opportunities of winter and summer holidays or major festivals to organize college students to carry out campus ritual culture into community activities, and help them understand and publicize the excellent components of traditional ritual culture knowledge learned in class in their own way. On the one hand, it is conducive to the promotion and inheritance of Chinese traditional ritual culture, On the other hand, we can also use the learning enthusiasm of college students to infect the community people to study and practice the traditional ritual culture together, so as to improve the social contribution of colleges and universities. Especially with the high-speed operation of modern society, people's pace of life is accelerated, and the fierce social competition makes people lose face. When acting, they often omit the form, go straight to the theme, and rarely take into account the feelings of others. People's social communication is more inclined to the competition of interests. Therefore, colleges and universities organize students to publicize and explain the excellent traditional ritual culture in the community, which is like sending a wisp of dry breeze and a cup of fresh spring to people's impatient social life, arousing people's yearning for a calm and humane life to a certain extent, and reducing the multi friction of social communication caused by the fast pace of life. In addition to organizing college students to enter the community, colleges and universities can also take a two-way learning and communication way to create opportunities for the communities around colleges and universities to enter the campus and observe the construction and learning atmosphere of campus etiquette culture.

#### 4. Conclusion

These classic ways of dealing with people, such as "civility and politeness", "coming but not going to be rude", are the cultural precipitation and wisdom crystallization of the development process of the Chinese nation for thousands of years. It is not only a proverb for every Chinese people to cultivate their self-cultivation and improve their ideological and moral quality, but also a good way for the Chinese nation to stand in the forest of the world for thousands of years and remain young. Today, inheriting and carrying forward the excellent elements of Chinese traditional ritual culture is not only the internal requirement of its continuous development, but also the call of the times. College students are the future of the country and the hope of the nation, the successor and main force of China's socialist modernization, an important group to carry forward and reflect "etiquette", and the preferred group in the world to measure the development degree of China and national civilization. Therefore, we should absorb and learn from the excellent ritual culture in the traditional culture, educate college students in the knowledge of civilization and politeness, promote and create opportunities to cultivate their behavior habits of "treating people with courtesy", and give full play to the educational function of Ideological and political education in Colleges and universities to baptize people's soul and enlighten people's soul.

Focusing on the subject and main line of "Research on etiquette culture from the perspective of College Ideological and political education", this paper analyzes the reasons for the lack of timeliness of College Ideological and political education, as well as the important role of College Ideological and political education in cultivating college students' polite behavior habits, combined with the internal advantages of etiquette culture education and college students' social The shortcomings in dealing with the world put forward the path choice of carrying forward the Chinese traditional ritual

culture, which is targeted and timely. Based on the analysis of the lack of timeliness of Ideological and political education in Colleges and universities and college students' demands for Chinese traditional ritual culture knowledge, this paper conducted an online questionnaire survey and real-life interviews, and obtained a large number of first-hand materials and college students' inner thoughts on ritual, which laid a solid material foundation for the formation of the article. From the perspective of Ideological and political education in Colleges and universities, the research on the contemporary value of ritual culture is not the first case in the academic circle, but also one of the few, and some shallow research results have been obtained. At the same time, due to the author's limited cognitive level, shallow talent and shallow learning, the theoretical foundation is not solid enough, and the social experience is not rich enough, the understanding of many problems can not be explained and explained in depth.

Obviously, the full text still has a lot to be further deepened. The author believes that the ideological and political education in Colleges and universities still needs joint efforts in many aspects to reflect and learn from the contemporary value of ritual culture in the new era. First, the government attaches importance to its own cultural tradition for thousands of years. Second, it also needs the thorough implementation of college classroom and social practice, the practical cooperation of families and the construction of social environment, At the same time, we should give full play to the enthusiasm and initiative of college students. Only in this way can the ritual culture education play a big role in the ideological and political education in Colleges and universities, realize the joint efforts of the government, colleges and universities, families, society and college students, jointly promote the formation of a socialist and harmonious society, and unite as one, With high morale, we will realize the Chinese dream of the great rejuvenation of the Chinese nation and advance to the world with a new face.

## References

- [1] Collected works of Marx and Engels (Volume I) [M] Beijing: People's publishing house, 2009.
- [2] Selected works of Marx and Engels (Volume I) [M] Beijing: People's publishing house, 2012.
- [3] Complete works of Lenin (Volumes 2 and 36) [M] Beijing: People's publishing house, 1985.
- [4] Xu Shen Shuowen Jiezi [M] Beijing: Zhonghua Book Company, 1963.
- [5] Sima Qian Historical records [M] Beijing: Zhonghua Book Company, 1959.
- [6] Hu Jintao Holding high the great banner of socialism with Chinese characteristics and striving for a new victory in building a well-off society in an all-round way -- a report at the 17th National Congress of the Communist Party of China [M] Beijing: People's publishing house, 2007.
- [7] Hu Jintao Speech at the National Education Conference [M] Beijing: People's publishing house, 2010.
- [8] Edited by the literature research office of the CPC Central Committee Selected important documents since the 17th National Congress (Part I) [M] Beijing: Central Literature Publishing House, 2010.
- [9] Opinions of the CPC Central Committee and the State Council on Further Strengthening and improving college students' Ideological and Political Education (ZF [2004] No. 16).
- [10] Feng Youlan A new edition of the history of Chinese Philosophy [M] Beijing: People's publishing house, 1998.
- [11] Liang Shuming Li Yuanting et al Mr. Liang Shuming speaks of Confucius and Mencius [M] Beijing: Commercial Press, 2011.
- [12] Yang Zhigang Research on Chinese etiquette system [M] Shanghai: East China Normal University Press, 2001.
- [13] Zou Changlin Chinese ritual culture [M] Beijing: Social Science Literature Press, 2000.
- [14] Guo Moruo Ten critical books [M] Beijing: Oriental publishing house, 1996.
- [15] Qian Mu Introduction to Chinese cultural history [M] Beijing: Commercial Press, 1994.
- [16] Tang xiongshan Research on Jia Yi's thought of rule by rites [M] Guangzhou: Sun Yat sen University Press, 2005.

- [17] Jin Zhengkun Social etiquette course (Second Edition) [M] Beijing: Renmin University of China Press, 2005.
- [18] Bai Yang Ugly Chinese [M] Suzhou: Gu Wuxuan publishing house, 2004.
- [19] Zhang Yaocan et al Modern ideological and political pedagogy [M] Beijing: People's publishing house, 2006.
- [20] Zhang Desheng Confucian ethics and social order [M] Shanghai: Shanghai People's publishing house, 2008.