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The Record of Cultivation of College Students' Socialist Core Value by Using the Regional Culture

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Abstract:

Regional culture, as an important resource of college students' ideological and political education, plays a vital role in political, moral, scientific and aesthetic college education. China West Normal University(CWNU) is located in Nanchong, a city in Sichuan with profound historical background. This paper connects the unique regional culture of Jialing River(a river runs through Nanchong), Red culture (Red symbolizes the Red Army), the Three Kingdom culture and Silk culture with the cultivation of college students' socialist core value, for the purpose of raising their patriotism, opening their new perspective, demonstrating their artistic performance, enhancing their humanities and ultimately getting desirable results.

Key words: regional culture; cultivation; core value.

Introduction

Regional culture, as an important resource of college students' ideological and political education, has the significance of political, moral, scientific and aesthetic college education. With the regional culture being put into the college students' ideological and political education, the campus cultural construction can be enhanced; the structure of the university constituted fully; the quality of educating man raised. China West Normal University(CWNU), located in the area of greatly deep culture and having the unique School characteristics, reaps the desirable result after a series of implements such as exploring the ideological and cultural factors of local culture, establishing a new platform for arts and practice, seeking for new model of education, imparting the socialist core value to the college students and setting up the school culture of the local characteristics. Students in CWNU feel, more than before, the sense of identity and belonging in Nanchong regional culture such as Red culture, Three Kingdom culture, Silk culture and Jialing River culture throughout the seminars, games and other practical school activities. These activities are intended to guide

college students to form a good socialist core value and to cultivate the qualified builders and reliable successors of socialism with Chinese characteristics.

The Method and Process of the Implementation

1. To inherit Red culture, enhance the ideal faith education and raise students' patriotism,

Nanchong, as an old revolutionary base area with glorious revolutionary tradition, harbors the important part of Sichuan-Shanxi revolutionary base areas. Many historical sites, including Zhu De memorial, Lo jui-ching's former residence, the Zhang Lan's, the ruins of Shunlu uprising, possess the element of Red culture which can be a great source of patriotism education.

In order to firm students' ideal faith, enhance students patriotism, dig out and make use of the local resource of Red culture, the university is expected to undertake the Red culture education to the students through class teaching, field work and social practice. The methods are as follows: 1. the university organizes students to visit Zhu De memorial, Lo jui-ching's former residence, the Zhang Lan's, the ruins of Shunlu uprising regularly and calls on students to sweep the tomb of Hu Yaobang, a high-ranking official of the People's Republic of China. 2. In the coming of the "12.9" campaign, as well as other major events, there are serial articles reporting the advanced deeds of the revolutionists in the school publicity column and new media platform. 3. Since Xishan Martyr Cemetery was confirmed officially as Red education base in school, the university has organized students to sweep tombs regularly. 4. The university sets up a series of activities, such as "Recite classics, learn from martyrs, sing Red songs and watch films", etc. 5. The university integrates school academic research strength, strengthens the academic study of Sichuan-Shaanxi revolutionary base areas, let students do academic report, thus integrating Red culture into university campus.

2. To study the Three Kingdom culture, enhance traditional education and enrich students' culture details Nanchong is the birthplace of Chen Shou, a well-know historian and author of *Warriors Of Fate*. That is why we call Nanchong the origin of the Three Kingdom culture. In Nanchong, there are many historical sites having something to do with the three kingdoms, for example, Wan Juanlou, Zhang Fei Temple, Qiao Zhou Tomb, Wang Ping Tomb, Tile edging the ancient battlefield and more, and Nanchong forms a unique Three Kingdom culture.

The university establishes Bashu Culture Research Institution, the Three Kingdoms culture research center and the philosophy and social sciences key research base in Sichuan province that is, the Western Region Culture Research Center. The school puts high value on the study and research of Three Kingdom culture with which it organizes "Read historical dramas and act dramas", an activity that attracts thousands of students and becomes a part of school classics. Historical drama emphasizes originality, therefore students compose, revise and act the dramas all by themselves. In addition, the school composes a chorus "memory of

Yide”based on the Three Kingdom culture , invents folk music show "Langzhong Yi dream" and produces souvenirs like a small person during the three kingdom era and tea incense.

3. To demonstrate Silk culture, strengthen folk culture education and exhibit students’ artistic performance As the typical representative of Chinese silk, Nanchong silk has a great reputation in history which can be praised as “enjoying the treasure of the world and surpassing the quality of Suzhou and Hangzhou.” For its greatness, Nanchong silk has won the title “Silk city in China” or “a city with profound Silk culture.”

The university attempts to explore and use the distinctive silk culture for the purpose of establishing a place where students can show themselves. The school set up activities favored by teachers and students and designed the dance “new silk in old city” and the short act “Sichuan embroidery” etc. All performances are connected with silk culture. The significance of these performances is that students can experience the spirit of silk culture and arise their responsibility to preserve, inherit and spread silk culture. Besides, the school chose ten or so students to go into streets and alleys in Nanchong to make a thorough research on Nanchong Silk culture. Ultimately, they made a thorough and careful analysis and report on silk culture which has helped them know the silk culture better.

4. To spread Jialing River Culture, strengthen the humanities education and improve the students' humanistic quality Jialing Culture, being the first culture brand of the national recognition, has great impact on the Northeast Sichuan area as well as absorb other cultures, thus making the birth of a "Jialing River Chorus Art Festival", "Jialing River light opera festival", Jialing River forum "a series of brand culture possible. The university ,located right near Jialing River with 70-year history , absorbs constantly Jialing River Culture resulting in many activities and competitions to raise students’ the sense of belonging and to try their best to raise students’ humanities. In recent years, the school carries out "Jialing River chorus contest", "Jialing River letters contest” and “the Jialing River, tourism and Culture Festival "events. Nearly a thousand students have got involved and the effect is remarkable

Effect of the Implementation

1. Students’ patriotism continues to be strengthened. The university, making use of the fact that Nanchong is the birthplace of Zhu De, one of the founding fathers of the Republic of China, the revolutionist Zhang Lan and the founding General Luo Ruiqing, delicately designed patriotic educational activities as “my impression on Zhu commander in chief” “the seminar on the study of Zhu De’s spirit” “the study of Zhang Lan’s democratic revolution”. Students’ thoughts have been refreshed and baptized. Besides, the school also produced many artistic works like The Carrying Pole of Zhu De, The Ode to Zhu De, The Monument Work which all represented the bravery of revolutionists and soldiers and enabled students to experience vividly the revolutionary spirit. Throughout these activities, students have confirmed their faith to follow the lead of the Communist Party of China.

2. Students’ cultural details continue to be enriched. Since the first “Read Historical Drama Carnival” was successfully held in 2006, the university has constantly insisted to hold this for ten sessions. In total, students has designed and showed over 40 historical plays which are not

only shown in the school but also in other universities such as Southwest Petroleum University and North Sichuan Medical College. They even made tour show covering school and many public places for 40 times. These historic plays have been received a good reputation and attracted many teachers and students. Social media , Nanchong TV, Nanchong Daily and Nanchong Evening etc, gave those plays a special report. As the second representation of the college classes, the composition of historic plays and the performance of historic plays have set a great example to the young in inheriting and spreading traditional culture by composing the plays and acting.

3. Students' art elegant demeanor continues to be exhibited. Since 2002, many dance shows and songs based on Silk Culture took part in provincial and national competitions and won the first prize on national level for four times and prize on provincial level for ten times. These shows have not only preserved an inherited Silk Culture but also showed the artistic talents of students. Among all the works, the dance Sichuan Embroidery won the first prize on the national level and the prize of a good script in the fourth National College Students' Art Performance hosted by the ministry of education in February, 2015. This prize can be called a breakthrough in Sichuan in terms of the national college students' art performance activities throughout history.

4. Students' humanities continue to be enhanced. In the third China (Nanchong) Jialing River Chorus Festival, school students chorus with full passion of youth, enterprising spirit, generous manner and appropriate shown, successfully accomplished three difficult songs "Jellyfish and chicken," pastoral ", "16-character to mount," and got the praise of the audience and the judges, finally won the national silver medal first, Nanchong game grand prize. On September in 2014,in the fourth China (Nanchong) undertaken by our school chorus festival of Jialing River, the relevant functional departments cooperated with each other, organized activities elaborately .Students and teachers in school participated in this activity actively and made a great success.

The Conclusion

Nowadays, it is vitally important to guide and cultivate students to practice the socialist core value. In addition, this practice is also the focus of campus culture construction and the need of the outstanding college students. In the practice of the campus culture construction, universities should insist on advancing with the times pioneer and make innovation in the campus culture construction. It needs not only full exploration and use of the excellent regional culture but also the correspondence of school-running orientation, education goal and the local culture. To inherit local excellent culture, we need to boost the development of cultural undertakings, firmly grasp the pulse of the times and carefully analyze the characteristics of the young thoughts. Based on the idea of scientific and effective leading methods and measures, the construction of characteristic campus culture, utilizing good extensive regional culture in the cultural education practice, we need to make the talents trained in colleges and universities, scientific research, social services and cultural inheritance and innovation of the basic functions to get the best implementation.