

## Discussion on the Ways of Developing Traditional Tea Culture Education in Colleges

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### Abstract

China is the earliest country in the world to discover and use tea and plant it extensively. The culture has a long history and far-reaching influence, and it has been spread all over the world by envoys from various countries who came to China. China's profound tea culture is an important resource for traditional education in vocational colleges. Tea culture education in colleges and universities is an important way to promote the quality of college education and achieve the all-round development of college students. Judging from the practical effects of some vocational colleges, the development of tea culture education in colleges and universities has shown good results, and has achieved the popularization of tea culture for the new generation of students. However, to analyze specifically, the popularity of tea culture is not wide enough. Tea culture education in different colleges has long way to go, it will take longer time for most people fully realize the tea culture and the spirit of the China. Therefore, this article makes necessary analysis of the ways of tea culture education in vocational colleges and universities, hoping to play a role in enlightenment on the dissemination of related tea culture education in Chinese vocational colleges.

### Keywords

Colleges; Popularization of tea culture; Communication channels.

### 1. Introduction

College education is an important way to train new people in the socialist era.[1] Based on the profound connotation of tea culture, a good integration of tea culture into college education can significantly improve the implementation level of college quality education and promote college students to form positive values and a sound outlook on life. The Chinese nation has accumulated rich culture in the course of historical development, and tea culture is one of the most charming aspects. Chinese tea culture contains rich philosophical thinking, absorbed the essence of Chinese Confucianism, Buddhism and Taoism, and has a strong cultural appeal. In the new era of college education, the development of tea culture education is a positive signal and an effective breakthrough. Tea culture education will help students understand the essence of tea culture and grasp the essence of tea culture. It will also deeply influence students with the charm of Chinese culture, allow students to form an understanding of Chinese culture, and form a state of etiquette that Chinese people should have. Scientifically recognize the value of tea culture education in colleges and universities, and effectively expand the way of tea culture education in colleges and universities, and further enhance the effect of tea culture education in colleges and universities.

#### 1.1 Overview of Chinese Tea Culture

Tea originated in China, developed in China, and flourished in China. Chinese tea culture emerged on the basis of large-scale promotion of tea. Today, Chinese tea culture has undergone more than a thousand years of development, and its profound meaning and rich meaning are far from what we see every day. In different dynasties, tea culture has its distinct characteristics. Tea culture began to flourish in the Tang Dynasty, tea culture reached its peak in the Song Dynasty, and the style of brewing loose tea began to rise in the Yuan Dynasty. People in the Ming Dynasty started to appreciate the beauty of the tea culture. Tea culture has begun to approach the form of modern tea culture in Qing Dynasty, and it has become more civilian and concrete. The Chinese tea culture is centered on

the spirit of the tea ceremony. The spirit of the tea ceremony can be briefly summarized as "harmony", "quietness", "artistic", and "true". It fully absorbed the traditional Chinese Confucian culture and Taoist culture in the development process. The essence of the Buddhism culture has formed a distinct connotation of Chinese cultural characteristics, showing the strong beauty of Chinese culture. Chinese tea culture has a significant impact on the tea culture of other countries around the world. [2] Under the influence of Chinese tea culture, countries around the world have formed their own unique tea culture connotations, building a variety of tea cultures around the world.

### **1.2 Value Analysis of Tea Culture Education in Universities**

Based on the profound connotation of tea culture and its philosophical enlightenment, the development of tea culture education in colleges and universities has outstanding values in many aspects, which is not only conducive to the advancement of quality education in colleges and universities, but also to the healthy development of individual college students. The college teaching atmosphere has eased the tension between teachers and students. Here, combined with practical experience, tea related ceremony will be developed in universities.

## **2. The Value Analysis of Cultural Education**

### **2.1 A part of Traditional Chinese Culture**

Chinese tea culture is an important branch of China's excellent traditional culture, and tea culture education is also an important content of Chinese traditional culture education. Tea culture highlights the charm of Chinese traditional culture and is a prominent representative of Chinese traditional culture. The development of tea culture education in colleges and universities seeks a kind of "point breakthrough" in Chinese traditional culture education, and this point has condensed the essence of Chinese traditional culture with its charm. Practice has fully proved that the in-depth development of tea culture education in colleges and universities can allow students to get closer and deeper exposure to traditional Chinese culture, to better understand the profound meaning and charm of traditional Chinese culture, and for the cultural impetus that contemporary China can provide. The cultivation of traditional Chinese culture for college students with good tea culture education will help contemporary college students to establish a deeper sense of cultural identity and its mission, thereby promoting the continued good inheritance and innovation of traditional Chinese culture in the contemporary era.[3]

### **2.2 Promote the Moral Quality of the Students**

The Chinese nation has been hailed as an independent country of etiquette since ancient times, and its outstanding national moral qualities have always been a clear label for the Chinese nation to stand in the forests of the nations of the world. The Chinese tea culture deeply reflects the traditional moral qualities of the Chinese nation, including the famous Confucianism, the unity of heaven and man in Taoism, and the scent of Zen tea in Buddhism. Tea culture education in colleges and universities, the profound moral quality concept contained in tea culture will also have a strong impact on college students. The moral qualities respected and advocated in tea culture will penetrate into the minds of college students on this basis and be integrated into college students. Tea culture promotes the improvement of college students' moral quality, which of great importance to the personal long-term development of contemporary college students. The tea culture education in colleges and universities has realized the purpose of educating people with morals and treating others with courtesy. In the traditional virtue atmosphere of the Chinese nation shaped by tea culture, the personal moral qualities of college students will be nourished.

### **2.3 Improve the Effectiveness of Environmental Education**

Since the 18th National Congress of the Communist Party of China, the construction of socialist ecological civilization has been included in the overall layout of the five-in-one socialist modernization construction. The construction of socialist ecological civilization has begun to receive widespread attention within the society. At the same time, colleges and universities have gradually increased their emphasis on environmental protection education, and a large number of elective

courses related to environmental protection have emerged, providing students with a strong support for environmental protection education. The development of tea culture education in universities will enhance the effectiveness of environmental education in different universities. Tea itself comes from nature, with a strong natural flavor, and the tea culture also includes Taoist philosophy that returns to nature and respects nature. Based on this, the development of tea culture education will well convey students' ecological ideas and green ideas, thus to help students form an environmental protection awareness based on understanding of tea culture and invest in environmental protection.[4] The development of tea culture education in colleges and universities is not only reflected in the level of moral quality and cultural ideas, but also in the level of environmental education. This is determined by the connotation of tea culture itself, and it will definitely promote the improvement of environmental education in universities.

### **3. Approaches to Tea Culture Education in Universities**

Colleges and universities have the richest teaching resources and have strong advantages in the field of education. Relying on the rich education and teaching resources of colleges and universities, scientifically developing tea culture education will effectively promote college students to form a healthy, positive and optimistic outlook on life, values, and world, and realize the smooth growth and talent of college students. The analysis is as follows.

#### **3.1 Establish a Complete Curriculum System on Tea Culture Education**

Usually, the successful launch of a course cannot be separated from the support of a complete curriculum system In college education, which is also true for college tea culture education. The first step in developing tea culture education in colleges and universities is to build a complete tea culture education curriculum system that is closely integrated with the current teaching situation in colleges and is closely related to the personal development of students. In the process of constructing a complete curriculum system on tea education, the first is to formulate clear tea culture education goals, including both the overall teaching goals, and of the school year, which is to guide tea culture education efficiently with good goals; secondly, formulate and set reasonable curriculum content on tea culture; starting from the basic connotation of tea culture and combining the cognitive characteristics of college students, tea culture should be illustrated simply, to help students grasp the connotation and essence of tea culture gradually, effectively, and deeply through the study of tea culture curriculum step by step. The aim is to form a good grasp and accurate the detailed understanding of tea culture; To develop standardized tea culture teaching materials in the mean time. Colleges and universities can combine their own strengths in running a school and choose suitable teaching materials for tea culture courses from existing materials. It will be the teachers' responsibility to develop standardized tea culture teaching materials according to the students' needs.

#### **3.2 Carrying out Various Forms of Tea Cultural Activities**

In the process of tea culture education in colleges and universities, blindly adopting classroom teaching methods is too rigid, and it is more likely to cause students' resentment. The development of various forms of tea culture activities will greatly contribute to the promotion of tea culture education, enabling students to achieve good understanding of tea culture and form an effective recognition of tea culture in the process of actively participating in tea culture activities. In order to enhance the attractiveness and appeal of tea culture activities, colleges and universities can learn from the development and organization of other activities, and present tea culture education in a fun and educational way through the development of tea culture activities. For example, tea ceremony activities involving teachers and students can be held, so that students can feel the original culture connotation during the tea ceremony activities, and get in touch with the original tea culture physique.[5] They can also organize competitions or sports activities on topic of tea culture knowledge, the participating teams each named after a kind of tea, and integrated the relevant contents of tea culture during the competition, in order to give students deep impression. The students can also create a campus newspaper on the theme of tea culture, and publish tea culture content at the same

time. News and social hotspot information allow students to learn about tea culture and understand it in the process of reading newspapers and periodicals. In short, there are many ways to develop tea cultural activities. Colleges and universities can make great innovations in the development of tea cultural activities.

### 3.3 Create a characteristic brand of tea culture education in colleges

In modern society, the power and the value of the brand are increasingly showing great charm, which has a profound impact on people. The building of distinctive education brands has also received increasing attention from college management workers In the field of college education. The creation of a distinctive education brand is intangible, but it will also be lasting and deep. In the process of carrying out tea culture education, colleges and universities should also start from daily education work, adhering to famous brand awareness, gradually build their own distinctive tea culture education brands, and promote tea culture education with brand influence. To create a distinctive brand of tea culture education in colleges and universities, on the one hand, it is necessary to combine the actual situation of tea culture education and tea culture inside the region to form distinctive educational characteristics in colleges and universities, thus to educate oneself about tea culture in colleges. The characteristics are well rendered and emphasized, so that the students in the school have psychological identity to the characteristics of tea culture education in colleges and universities. On the other hand, it is necessary to widely publicize the characteristics of tea culture and education in colleges and universities through various information media channels, so that the characteristics of tea culture and education in colleges and universities are well known to more people inside and outside the school, and gradually form a broad recognition. In addition, it is also necessary to do a good job in maintaining the distinctive brand of tea culture education in colleges and universities, to truly make tea culture education show its distinctive features, thus to avoid slogan-type publicity.

## 4. Conclusion

Tea is a drink, but it has accumulated too much of the national culture connotation of the Chinese nation during its historical development. To a certain extent, Chinese tea culture is the outstanding representative and concentrated expression of traditional Chinese culture. The connotation, background, and presentation of Chinese tea culture are in the same blood as traditional Chinese culture, and in the new period of socialist construction, it has shown stronger cultural charm and appeal. Under such circumstances, relying on the connotation and background of Chinese tea culture, in-depth development of tea culture education in colleges and universities will be an important strategy to promote the improvement of college education quality and the comprehensive growth of college students. Managers and educators in colleges and universities should deeply realize this, and on the basis of a good grasp of the connotation of tea culture, effectively carry out a systematic and standardized tea culture education. With the smooth development of tea culture education in different levels of the universities, the overall growth of the students will be around the corner.

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