

# Research on the Integration of Red Culture into the Ideological and Political Education of College and University Students

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## Abstract

Red culture is a treasure of China's excellent traditional culture, with rich historical connotations and distinct values of the times. In the new era, we must give full play to the function of red culture to educate people. In view of the problems of low utilization rate of red resources, insufficient participation in practice and deviation of sense of identity in ideological and political education at present, it is necessary to strengthen the construction of red campuses to optimize the ideological and political education environment, strengthen the utilization of red resources to improve the teaching effect of ideological and political education, deepen the cognition of red culture to enhance the cultural identity of ideological and political education, strengthen the practice of red culture and expand the form of ideological and political education to optimize the path of integrating red culture into the ideological and political education of college students, and improve the scientificity and effectiveness of ideological and political education.

## Keywords

Red Culture; Integration; Ideological and Political Education; Path.

## 1. Value Implications of Red Culture Integrating into College Students' Ideological and Political Education

### 1.1. Strengthen Patriotism and Solidify Ideals and Beliefs

The national spirit with patriotism as the core is the most essential and deepest connotation of red culture, and it is also the endogenous driving force for the inheritance and development of red genes. The red culture condenses the most precious essence of the Chinese national spirit, and has some connection between patriotism with the commonality of value attributes and the mutual integration of emotional belonging [1]. To integrate red culture into ideological and political education, the college students can steep in the red history and inherit the red genes through theoretical study and practice, experience the historical trajectory of the red culture inspiring the patriotic sentiment and national spirit of the Chinese nation, and condense the majestic patriotic strength to realize the great Chinese Dream. The background and development of red culture determine that it is a valuable resource for ideological and political education in colleges and universities. Make utmost use of the excellent resource of red culture, wake up the sincere patriotism of contemporary young college students, fully enhance their red spiritual heritage, further strengthen national self-confidence and pride, and inspire college students to devote themselves into the grand blueprint for the realization of socialist modernization with a more fulfilling life state.

### 1.2. Strengthen Ideological Guidance and Firmly Adhere Political Position

Contemporary college students are in a period of major development and change in economic globalization. Diversified thoughts severely impact the mainstream value system and affect the

establishment of correct values for college students. Colleges and universities are the frontiers of ideological education. The red culture shows the essence of Marxism. With its strong cohesion and leadership, it can establish dominance in multiculturalism and form core values. Integrating it into the ideological and political education of colleges and universities can make college students understand and generates a sense of pride to Marxism, which can provide correct value guidance and strong spiritual driving force for students' all-round growth and success. The red culture is gradually formed along with the great historical journey of the Chinese revolution. It contains the spiritual connotation of the Communist Party of China and the Chinese nation. It has clear ideological and political guiding functions. Effectively integrate the red culture into the ideological and political education of college students, infect generations of students with real and vivid heroic stories, guide them to establish correct ideological concepts, strengthen their political stance, enhance their political self-confidence, and unswervingly strive to build socialism with Chinese characteristics.

### **1.3. Rich Ideological and Political Content and Improve the Effectiveness of Education**

In the great historical journey of revolutionary victory and modernization, a large number of red songs, film and television works, literary and artistic works have been nurtured. These red cultural resources show the history of revolution and war of the Chinese nation, and are the living fossil of ideological and political education for college students. Traditional ideological and political education in colleges and universities is usually dominated by classroom teaching. The red cultural resources are rich and diverse, which can make up for the shortcomings of traditional ideological and political education such as single form and boring content, enrich resources, and strengthen the diversity of content, improve the attractiveness. Ideological and political education itself is an education style that is like the rain moistening the crops gently and nourishingly. Integrating the rich red culture into it, the red memories and vivid heroic deeds carried in the red cultural resources can activate the positive emotional experience of college students. At the same time, the spiritual cores such as the values and fine tradition and style contained in it are continuously demonstrated and motivated through moral examples [2], so that can edify and educate students with red culture in their daily life, and improve the ideological and political education in colleges and universities.

## **2. Problems Within Red Culture Integrating into College Students' Ideological and Political Education**

### **2.1. Low Utilization of Red Resource**

Red cultural resources are abundant, but in general, the development and utilization of red resources by colleges and universities is not high. First of all, in classroom teaching, with the rapid integration of world cultures, the individual consciousness of the ideological education audience is getting stronger and stronger. If the traditional 'cramming' and 'indoctrination' teaching methods are still used to teach red culture, the teaching process will be boring, lack of targeted and personalized education and teaching guidance, which is easy to cause psychological rejection of students, resulting in them not being able to understand red culture well, and is difficult to generate value recognition for red culture. At the same time, in the terms of excavating red resources, some teachers often only expand appropriately around the content of textbooks, and mostly introduce some red stories and heroic deeds, which are often separated from the actual life of students, and their emotional stimulation is not enough, which fails to truly inspire students and wake up the resonance in their deep heart, which results in a very unsatisfactory integration effect. Secondly, in the construction of campus culture, the theme activities carried out by some colleges and universities are more about the current

hotspots, and the club activities are more about organizing cultural and sports activities. The publicity and utilization of red resources are insufficient. Although some colleges and universities organize some red theme activities, the content is relatively monotonous, the model innovation and the cultural connotation are insufficient, which makes the red culture less appealing in the campus culture. Colleges and universities are the bases for talent training. We must always adhere to the fundamental mission of fostering virtue, actively integrate red culture into classroom teaching and campus culture construction. Organically integrate and make full use of the red culture in first and second classroom activities, promote the all-round development of students, and truly achieve an effective ideological and political education with high-quality and high-level.

## 2.2. Insufficient Engagement in Practice

The red culture is an advanced socialist culture with Chinese characteristics that Chinese people hold through a long-term exploration and accumulation, and it is a precious spiritual wealth condensed in the road of continuous practice. The theoretical essence contained in red culture is synergistic with the basic connotation of ideological and political education. Under the background of the new era, the integration of red culture in ideological and political education should not only be a theoretical description in classroom teaching, but also a performance in practice. It can effectively promote the integration and innovation between the practice of red cultural practice and the construction of ideological and political education theory. However, some colleges and universities have not yet formed a complete and scientific system of integrating red culture into ideological and political education practice activities, resulting in insufficient participation in red culture practice and low educational effect. First, the participants in the practice of red culture have differences in their knowledge, cognition, and preferences, resulting in different effects of red emotional transmission during the practice process, and some even have wrong ideas such as alienation and conflict. Second, the formation of red culture over a long period of time in the historical process, the practice activities organized by the school are mostly short-term tours and visits, and less experience activities. It is difficult for participants to achieve a systematic and comprehensive understanding in a short period of time. Some students even regard it as a trip, a chance of clocking in, or a opportunity of getting credits, etc., which cannot effectively excavate the connotation of red resources, let alone combine and transform important classroom theory and practice. In addition, due to the historical particularity of red resources in the war years, the relics are mostly distributed in remote and complex terrain areas. Most of the regions are remote, inconvenient in transportation, and have poor infrastructure. Although there are abundant red historical resources in these places, they are rarely valued by colleges and universities and fully utilized as ideological and political education resources for college students. The effective utilization is not very high.

## 2.3. Deviation in Culture Identity

The loss and conflict of culture identity is a common problem encountered in the development of world culture. The integration of red culture into ideological and political education is an inevitable requirement for the development of ideological and political education in the new era, but its own identity crisis is an important factor that prevents it from being deeply integrated. [3]. First of all, in the new media era, the forms of students' contact with external cultural information are more abundant and diverse. Under the impact of Western culture and modern individualism, Chinese excellent traditional culture such as red culture has gradually entered the embarrassing situation of marginal culture, affecting college students' attitude towards red Cultural political attitudes and value identities. Secondly, the red culture was born in the era of the revolutionary war. The revolutionary culture is the original connotation of the red culture. The special historical background has shaped the revolutionary spirit of the

Chinese Communists, such as hard work, diligence, thrift, sacrifice and selfless dedication. With the development of economy and society, the relatively affluent growth environment, diverse lifestyles, and diverse values of the younger generation make it difficult for them to genuinely feel the profound connotation of the traditional revolutionary spirit, let alone generate a deep emotional fit. Thirdly, the lack of red culture accumulation of college students also affects the depth of their recognition of red culture. The red culture education of college students is mostly carried out through theoretical studies, main class meetings and practical visits organized by party and league organizations and counselors. The lack of theoretical knowledge of red culture in some educational subjects, coupled with the boring content of education and the single form of education, all lead to college students' cognition of red culture at a superficial and formalized level. They cannot directly perceive the history of red culture, deeply understand the value of red culture, and effectively perceive the connotation of red culture in their studies and daily life, which also makes it difficult for college students to resonate and identify with their inner emotions.

### **3. Optimization of Red Culture Integrating into College Students' Ideological and Political Education**

#### **3.1. Strengthen the Construction of Red Campuses and Optimize the Ideological and Political Education Environment**

Culture is the soul of a nation and the spiritual banner that leads the development of a political party [4]. Campus culture can reflect the level of national cultural development, and bear important responsibilities in the inheritance of excellent culture and the development of innovative culture. The construction of red campus culture with rich cultural genes should become an important part of campus culture construction in colleges and universities. First of all, in the construction of the campus environment, red elements can be integrated into campus planning and construction by means of statues of revolutionary historical figures, red cultural and art corridors, and characteristic red school history museums. Red cultural resources generally have strong regional characteristics. It is easier for teachers and students to be familiar with local colleges and universities to integrate into campus culture, realize their theoretical awareness of local red culture, and transform from audiences into constructors [5], which is conducive to college students actively take part in the inheritance of red culture. Secondly, in the development of campus cultural theme activities, we can guide college students to pursue red memory and inherit red genes through theme activities such as red literature and art performances, red song singing, red storytelling, and red cultural creative product design. Finally, make full use of Internet information technology to improve the development and utilization of red resources. Through the establishment of a red culture theme website on the campus network, the construction of ideological and political red characteristic columns on the E-Class network, and red public account platform on the WeChat, etc., the red culture communication carrier is innovated and the appeal of ideological and political education is enhanced.

#### **3.2. Strengthen the Utilization of Red Resources and Improve the Teaching Effect of Ideological Political Education**

Classroom teaching in colleges and universities is the main position and main channel of ideological and political education. It is necessary to follow the development law of young students and accurately grasp the behavior characteristics of young students. This requires teachers to change their educational ideas as soon as possible, enrich teaching content, innovate teaching methods, and improve effectiveness of classroom teaching. First of all, teachers should pay attention to the connection between red cultural elements and teaching content, be good

at using local red resources, integrate them into the daily ideological and political teaching system, make good use of red resources actively and flexible. Secondly, in terms of teaching content, we should pay attention to the selection of materials for red resources, strengthen the combination of knowledge and interest, deeply explore the era value of red culture, fully integrate all resources, and condense a group of high-quality red resources with both theoretical depth and application value, which allow students to shift their attention from the boring textbook knowledge to the vivid real life, and enhance the attractiveness and appeal of the teaching content. Finally, in the teaching process, it is necessary to improve the boring and single theoretical instillation, use Internet information technology to continuously improve and innovate classroom teaching methods such as MOOC and Flipped Classroom, and use vivid historical stories, real literary quotation, and vivid video materials to enhance teaching attractiveness, integrating red genes into the hearts of students, and improving the teaching effect of ideological and political education.

### **3.3. Deepen the Cognition of Red Culture and Enhance Ideological, Political and Cultural Identity**

Red cultural education is an important content of ideological and political education for college students. Education guides college students to internalize and shape their political cognition, generate a sense of belonging, and externalize them into corresponding political behaviors to consciously practice, and finally integrate the consciously practiced behaviors into their value system. It has become the core component of self-awareness [6]. At present, it is necessary to deepen the cognition of red culture, so that young college students can enhance their cultural identity under the infection of the red spirit and further strengthen their cultural self-confidence. First, strengthen self-education and cultivate red cultural awareness. Through continuous self-education, young students are encouraged to self-awareness and self-comprehension of red culture cognition, thereby stimulating college students' revolutionary emotions, enhancing their inner feelings of red culture, internalizing and shaping value identity, and realizing value leadership. Secondly, strengthen the guidance of correct values and stimulate conscious practice. Culture is a spiritual production with values as the core [7]. In the current multicultural environment, in order to resist the bad thoughts of the West, we should actively use Chinese advanced culture to strengthen positive education for students, and guide them to actively promote and consciously practice socialist core values, and create a good social and cultural environment. Finally, build a new media platform to improve the influence of red culture. Firmly grasp the epochal nature of the social environment in which young people live in the new era, integrate various new media resources in-campus and off-campus, and actively use modern technological means such as the Internet and VR to improve the image, vividness and understandability of red culture, so that young college students are more willing to actively feel and experience the red culture, so as to stimulate their inner cultural identity and rise to rational political thought.

### **3.4. Strengthen the Practice of Red Culture and Expand the Form of Ideological and Political Education**

President Xi Jinping pointed out: 'Marxism is a theory of practice that guides people's actions to transform the world.' [8] Only in practice can cognition be continuously tested, developed and improved. Colleges and universities should regularly organize social practice activities with various forms and rich contents, guide students to temper their moral qualities and practice socialist core values in social practice, and externalize the connotation of red culture in various practical activities through red culture practice activities, so as to achieve the 'internalization in the heart' and 'externalization in action' organic unity. Colleges and universities should also effectively integrate on-campus and off-campus red culture practice education platforms to help college students understand and experience red culture more directly, and continuously

enhance their emotional cognition and behavioral identification with red culture in practice. Young college students can intuitively feel the power of red culture and transform it into spiritual power and love to stimulate self-growth by actively participating in activities such as investigations in old revolutionary areas, visits to old residences and sites, visits to historical museums, experience of red education bases, and volunteer services for red culture publicity. Collect local red stories through the visits of the younger generation of revolutionary martyrs and the visits of red education experts, and truly perceive the hardships of the revolution and the power of belief in the vivid narration and restoration of the hard struggle scenes of the year, enhance cultural self-confidence and national pride, further understand and comprehend 'happiness is achieved through struggle', then effectively turn patriotic enthusiasm into actions to strengthen our country.

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