

Yimeng Spirit and its Innovative Dissemination in the New Era

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Abstract

Across a century long journey, the Chinese Communists have built their own spiritual pedigree in the magnificent history. In this red spiritual pedigree, which is as bright as the stars, there are many heroic stories shining. Take the red Yimeng spirit as an example, dig deep into the red hero stories and heroic spirit behind it, and explore the communication path in the new era by using the existing red resources, so as to continue the blood of the red spirit and enhance the international voice of the Chinese Communists.

Keywords

The Spiritual Pedigree of the Chinese Communists, Yimeng Spirit, New Era, Dissemination.

1. Introduction

The spiritual pedigree of the Chinese Communists runs through the magnificent journey of the Chinese nation and the Chinese people, which is not afraid of wind and rain and is full of vigour. On the road to the rejuvenation of the Chinese nation, they have forged many shining monuments, encouraging the Chinese people to forge ahead. In the spiritual pedigree of the Chinese Communists with a long history, the Yimeng spirit of "harmony in life and death" is an important spiritual coordinate, flashing a unique light. Linyi, as an old revolutionary base area, takes advantage of the red footprints of the revolutionary sites and relics left after the founding of the People's Republic of China to continue the red spirit, publicize the history of the Red Party, carry forward the Yimeng spirit, and at the same time, put the heroic stories that occurred in the war years into the practice of the new era of socialism with Chinese characteristics, and tell the story of Yimeng in its own way.

2. Cultivation, Formation and Development of Yimeng Spirit

Engels pointed out, "For a single person, all the driving force of their actions must pass through their mind and be transformed into the driving force of their will, in order for them to take action." [1] Based on a clear understanding of itself as a Marxist party, the Communist Party of China has always attached importance to spiritual power in the course of a hundred years of struggle and provided people with ideological guidance through refining the great spirit. Yimeng spirit is deeply rooted in the fertile soil of China's excellent traditional culture, and is concentrated in the revolutionary war period with gunfire. During the War of Resistance against Japan and the War of Liberation, Yimeng's army and people insisted on the leadership of the Communist Party of China, were not afraid to bear hardships and work together, and created great revolutionary achievements with dauntless spirit. The Party and the people rely on each other and work together to promote the formation of Yimeng spirit.

The excellent traditional Chinese culture is the deepest spiritual pursuit of the Chinese nation, and is the root of the Chinese nation's self-reliance in the world. Yimeng region is one of the important birthplaces of Chinese civilization, with a long history and profound cultural heritage. Yimeng people critically inherited and developed the traditional cultural heritage of the Chinese

nation, absorbed the nutrition of the excellent traditional Chinese culture, and created a local culture with Qilu characteristics, namely Yimeng culture, which has become an important cultural support force for Yimeng spirit.

The Communist Party of China is a party rooted in the people and striving for the people. It always relies on the people to win. In the Anti Japanese War, Yimeng people were closely united around the Party, and the Party and the people shared life and death, which promoted the sprouting development of Yimeng spirit. During the War of Liberation, the people of Yimeng, under the leadership of the Communist Party of China, joined the army and supported the front line, and served the country and people with their own flesh and blood and little action. Yimeng spirit was carried forward. After the founding of New China, the social situation has changed greatly compared with the revolutionary war period. The people of Yimeng have inherited the heroic and fearless revolutionary spirit and actively engaged in national construction under the leadership of the Communist Party of China. A large number of advanced figures and collectives who practiced the Yimeng spirit emerged in various periods of the peace years. Their struggle process and achievements show that the Yimeng spirit has various manifestations according to different times and backgrounds, and has always been developing dynamically in combination with the theme of the times.

3. The Rich Connotation of Yimeng Spirit

Yimeng spirit is a kind of outstanding group consciousness and valuable revolutionary spirit with distinctive characteristics of the times formed by Yimeng people under the leadership of the Communist Party of China, in the long-term practice of revolution and construction, under the guidance of Marxist theory, to sublimate the quality of excellent national culture, and gradually forge.[2]

The formation and development of Yimeng spirit cannot be separated from the leadership of the Party. During the war, the commanders and fighters at all levels of the people's army took the lead and set an example to fight hard against the powerful enemy. The masses were deeply affected. They closely followed the pace of the Party and formed a strong joint force to promote the victory of the war. The history of the formation of Yimeng spirit is a red history of pious intentions in the war years. The revolutionary ideal is its pillar and soul, and it is the torch of faith that supports countless revolutionary martyrs to bleed and sacrifice and move forward bravely. Revolutionary heroes show their great love for their motherland with their lives. Patriotism is the right light to support them to move forward bravely.

4. The Spreading Path of Yimeng Spirit in the New Era

Since its birth, the Communist Party of China has formed a great spirit of party building with the core content of "adhering to the truth, sticking to the ideal, practicing the original intention, undertaking the mission, fearing sacrifice, heroic struggle, being loyal to the Party and living up to the people". In the difficult process of carrying forward and inheriting this great spirit, the Communist Party of China has gradually built a spiritual pedigree with the same root, origin and mutual inheritance. The spiritual pedigree of the Communist Party of China is crisscross and continuous, running through the century long struggle of the Party and across many fields such as economic, political, cultural, military, scientific and technological diplomacy. The journey of the great rejuvenation of the Chinese nation has begun. In the face of the tasks and missions of the new era, China, which stands among the nations of the world, shows its national integrity and style. It is necessary to stimulate spiritual strength and convey the Chinese voice to the world by continuing the spiritual lineage of the Chinese Communists.

Yimeng spirit is an important part of the great national spirit. We should fully grasp the characteristics of the times, explore a communication path that meets the requirements of the

times, so that the spread of Yimeng spirit in the new era can improve its effectiveness and truly penetrate the people's hearts. The youth group is the hope of the future. They should better understand the heroic spirit of the Red Revolution, deeply explore its red cultural connotation, combine the characteristics of the new era, adhere to the lofty ideal of communism and the common ideal of socialism with Chinese characteristics, firm political belief, be devout and persistent, faithful and profound, solid and nurturing, pure and strong, bright and sober, loyal and responsible.

4.1. Innovative communication methods for the young generation

Now, the youth group is getting bigger and bigger. They understand the world, their national culture, the red spirit and heroic stories through their own ways. The young generation has unique ideas and thoughts. Taking the summer social practice of the Red Footprint Search and Research Group of a foreign language major in a university as an example, the team adapted to the surfing conditions of the millennial generation, mainly aimed at the post millennial Internet natives, relied on the characteristics of the discipline, told heroic stories in foreign languages, and pioneered to make videos in Chinese, English, Japanese and Russian languages to be broadcast on stations B, YouTube and other major websites at home and abroad, with more than 30000 views, The team members participated in compiling the Collection of Heroic Stories in four languages, namely, Chinese, English, Japanese and Russian, and printed a series of books entitled "Dialogue with Heroes and Courtesy for a Hundred Years", recording heroic stories from the perspective of young students, which achieved good communication effects.

Throughout the spiritual pedigree of the Chinese Communists, from the period of the new democratic revolution, the period of socialist revolution and construction to the new period of reform and opening up and socialist modernization, and then to the new era of socialism with Chinese characteristics, heroes and models emerge one after another, and the voice of heroes is worth hearing by every young person and the world. Through the Internet, cultural communication is more convenient, and the promotion of the red spirit is also more convenient. At the same time, in the era of all media, we should also pay attention to the application of new technologies, such as building VR virtual venues, presenting Yimeng regional museums, memorial halls and other physical venues with virtual technology, so that people can "interact" with heroes without leaving home, feel the history firsthand, and strengthen the interesting, three-dimensional and intuitive dissemination of Yimeng spirit.

4.2. Create a distinctive business card with a red cultural base

Nowadays, the level of material productivity in China has risen significantly, the material needs of the people have been met to a greater extent, the status of spiritual life in people's life has been constantly improved, and the red culture has received more and more attention. From an economic or market perspective, a brand is a golden signboard; from a cultural or psychological perspective, a brand is a form of reputation, taste, and style.[3] Brand effect has strong attraction. To promote the spread of Yimeng spirit in the new era, we should extensively explore local red resources, explore and update the development model, and create characteristic business cards based on brand projects.

Taking Yimeng Red Film and Television Base in Yinan County as an example, the scenic spot innovatively develops situational patriotic education, builds a patriotism education base, and creates a red "Yimeng highland" for patriotism education and party spirit education. The scenic spot focuses on activation and innovation, and is committed to improving the appeal and vitality of red tourism and party spirit education. For example, the Yimeng Grand Theater red sitcom education area has a face-to-face "dialogue" with revolutionary martyrs, and integrates scientific and technological elements into the red culture publicity. The heroic stories of the past are vivid. Whether it is the collective red party history education or tourists' visit, they will

more or less contact the touching deeds of a group of heroes such as Yimeng's red sister-in-law, presenting the spiritual outlook, temperament, and spiritual realm of the Chinese Communists. Yimeng Red Film and Television Base has high quality aesthetic value and cultural value. As an invisible service provided by the film and television base, the graphic design of the scenic spot plays an important role in helping tourists deepen their understanding and enrich their experience. During the visit, craftsmen sometimes displayed revolutionary heroes with intangible cultural heritage projects, recalled the Hongshao's antecedents through dough sculptures, refined the spiritual core, art forms and physical objects, image colors and other visual elements of Yimeng culture, and created cultural symbols with both literature and art, increasing visual aesthetics, and at the same time, more historical implications in cultural meaning.

In the future, we should take Yimeng Red Film and Television Base as the blueprint to build more practice bases that integrate education, tourism, research and learning functions, make the red brand more famous, and drive more people to consciously learn and publicize Yimeng spirit.

4.3. Take "the Belt and Road" as an opportunity to strengthen the spread of red culture

Under the background of the era of "the Belt and Road" for consultation, joint construction and sharing, it embodies the spirit of communication, understanding, inclusiveness and win-win followed by all countries. In Chinese language learning and education, the spread of red culture is the spiritual core. Although countries along "the Belt and Road" have different economic levels, national habits, religious beliefs, lifestyles, etc., cultural identity, as a basic commonality in the non ideological field, can be well known and understood. Elisabeth Noelle Neumann, a German news media scientist, pointed out that people have a "quasi sensory statistics" ability in the social environment to perceive the mainstream opinions on a certain topic, that is, the "opinion climate". "Opinion climate" refers to the opinions of most people in the social, media and public opinion environment in which individuals live. At present, the construction of the "the Belt and Road" has achieved remarkable results. We should seize the opportunity to further expand people to people and cultural exchanges, so that countries along the route can better understand China's red culture, form a "opinion climate" conducive to the dissemination of China's red culture, and further promote its expansion to other countries in the world, so as to reach emotional resonance.

The number of foreign students in Shandong's universities is not small, which has laid a good foundation for the spread of Yimeng spirit in the context of world diversification. The study and life in China have cultivated the cultural empathy of overseas students. They can serve as "intermediaries" to introduce Yimeng spirit to their own people based on what they know and gain, and break the value barriers caused by ideology.

4.4. Give Full Play to The Role of Colleges and Universities as the Main Front for Educating People, and Continue the Red Spirit

Education is the national and party's major plan, and it undertakes the fundamental task of establishing morality and cultivating people. Ideological and political course is the key course to implement the fundamental task of establishing morality and cultivating people, and plays an irreplaceable role. Yimeng spirit is rich in connotation and contains profound spiritual power. It is an important carrier to guide college students to strengthen their Marxist ideals and beliefs. It should be promoted to "enter the classroom" and be fully integrated into the teaching of ideological and political courses in colleges and universities. In the teaching process, we should follow the two "unity". First, the unity of dominance and subjectivity. In the teaching practice of ideological and political course, teachers play a leading role, which is a kind of

implementation leading. College students are the main body of learning, research and practice activities. Their subjectivity includes self exploration, self selection, self construction and self creation. Teachers should correctly grasp the teaching direction, reasonably set up the teaching content, and at the same time pay attention to stimulate the learning initiative of college students, such as arranging to find relevant materials, explaining the experience, etc., so that college students can truly understand the Yimeng spirit, and truly understand the connotation and charm of Yimeng spirit. Second, the combination of indoctrination and inspiration. Instillation is the essential attribute and function of ideological and political course. If the ideological and political course wants to achieve actual results, it must adhere to the indoctrination of socialist ideology. In the era of globalization, college students are extremely vulnerable to the impact of various Western social trends of thought. Therefore, we must ensure the correct ideological and political direction through indoctrination. Of course, unilateral indoctrination is no longer suitable for the current teaching development. It is necessary to stimulate students to think independently and form relevant knowledge through enlightening education. The typical representatives of Yimeng spirit in different periods can be selected to let college students know the development context of Yimeng spirit from their glorious deeds, and horizontally connect with other great spirits, so as to systematically understand the spiritual pedigree of Chinese Communists.

5. Conclusion

The Communist Party of China is a Marxist political party that seeks happiness for the people, rejuvenation for the nation, and great harmony for the world. The international influence of the Communist Party of China is rooted in its original mission and its great achievements in the course of a hundred years of historical development. In the future, we should continue to enhance the international influence of the Communist Party of China in the new era, inherit the spiritual pedigree of the Chinese Communists, never forget the hard times and the red heroic spirit of the past, tell a good story about China and the Communist Party of China, rationally understand the world on the basis of inheriting the red gene, and better serve China's diplomacy.

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