

Guizhou red culture is integrated into ideological and political education in colleges and universities

Zilin Zheng

School of public administration, Guizhou University, Guizhou 550000, China

954871650@qq.com

Abstract. Guizhou, as an old revolutionary base area and the growing place of the Red Army, has profound red cultural resources and various forms of expression. The northern, eastern, central and southwest parts of Guizhou have accumulated rich red cultural resources, which are still enduring. The use of rich red cultural resources in Guizhou to carry out ideological education in colleges and universities is not only an important way to promote the development of ideological teaching in colleges and universities, but also the inevitable requirement of promoting local red culture inheritance and innovation. The college teaching should make good use of valuable resources to integrate the ideological education of college students, and enable students to inherit and carry forward the Chinese excellent red culture and carry forward the red culture gene in the new era. On the other hand, it can improve the quality of student talent training and better meet the needs of social development.

Keywords: Guizhou; red culture; ideological and political education.

1. Introduction

The party's 20th CPC report pointed out: " Carry forward the spirit of Chinese Communists with the great spirit of party building as the source, make good use of red resources, carry out intensive publicity and education on core socialist values, deepen education in patriotism, collectivism and socialism, and strive to train new people to shoulder the great responsibility of national rejuvenation." [1] Red culture is the material culture and spiritual culture created and accumulated by the Chinese people in the process of revolution and construction. It is the spiritual pillar of China's development and rejuvenation, and it is the precious spiritual wealth of the Chinese nation. Unique local red culture is an indispensable part of the national red culture. It not only has the inherent common characteristics of red culture, but also has the common historical significance, the value of civilization inheritance, modern education value and economic development value. [2] As an important base for cultivating outstanding talents, local colleges and universities in various regions can integrate local red culture into the ideological and political education of college students to give full play to the advantages of both, promote each other, explore the value of red culture and improve the ideological and political quality of young students.

2. Red culture integrates into the educational value of ideological and political education in colleges and universities

2.1. Deepening the practical demands of ideological and political education in colleges and universities

General Secretary Xi Jinping has stressed that we should inherit and carry forward the red culture, adhere to the path of socialism with Chinese characteristics, and realize the Chinese dream and the strategy of building a strong socialist culture. Patriotism is the national unity and inspiring spiritual strength. [3] A hundred years of glory, focusing on the national ideology and culture and patriotism, the achievements of China's development in the new period cannot be separated from the party's firm faith and the advanced red spirit contained in the red culture. The red spirit of inheriting, carrying forward and developing in the course of socialist construction, reform and opening up, and great

rejuvenation is an advanced culture bearing the original aspiration and mission of Chinese Communists. It contains the red gene and traditional culture with Chinese characteristics, and has the function of educating, uniting, standardizing, promoting, carrying forward, guiding and inspiring.[4] Colleges and universities are the main position of cultivating builders and successors of socialism with Chinese characteristics, as well as the front line of ideological work. The talent training process of college students needs the infiltration of red culture, and the process of college students receiving ideological and political education is the process of inheriting the red gene, and the integration of the two to adapt to the realistic demands.

2.2. Internal needs of promoting ideological and political education reform in colleges and universities

Chinese red culture is in China's long-term revolution, construction and the practice of reform and opening up, under the guidance of marxism, into the traditional culture with Chinese characteristics and the formation of the Chinese revolutionary spirit and socialist value system, [5] red culture is advanced culture with Chinese characteristics, red culture and ideological education in colleges and universities. In the process of integrating red culture into ideological and political education, colleges and universities should strengthen the development and integration of the content of red culture education, and give attention to the educational function of red culture resources in optimizing cognition, curing faith and activating behavior.[6] Integrating red culture into ideological and political education in colleges and universities can promote the reform of ideological and political education in colleges and universities, and is conducive to improving the ideological and political education system in colleges and universities. On the one hand, it can enrich the teaching content of ideological education in colleges and universities, help college students to deeply explore the ideological education elements contained in red culture, and promote the continuous improvement of their ideological and moral level; on the other hand, it can enhance the vitality and interest of ideological education in colleges and universities, use the rich video teaching materials, integrate modern teaching methods, strengthen classroom experience, deepen understanding and memory, and develop ideological education with more characteristics of The Times.

2.3. A powerful booster to enhance youth cultural confidence

As General Secretary Xi Jinping has pointed out, " Cultural confidence is the most basic, deepest and most lasting force for the development of a country and a nation. Culture has an important traction force for a nation." [7] Young students need to establish a correct three views, have a strong cultural confidence, and colleges and universities as the main position of ideological cultivation, to the Chinese excellent culture as the guidance, help students establish cultural confidence. Red culture contains deep cultural connotation, rich core of patriotism, showing the characteristics of a specific era and nation in a specific region, and has important value to the promotion of cultural soft power. The integration of red culture into ideological and political education can help students fully understand the connotation behind red culture, make it deeply rooted in ideas, and help the youth in the new era to tell Chinese stories well in a broader world in the future.

3. Distribution and composition of red cultural resources in Guizhou

Guizhou has deep red genes. From the existing basic situation, the red cultural resources in Guizhou show three advantages: many, wide and special. At the same time, the red cultural resources are accompanied by other cultural resources in Guizhou, covering all parts of the province. North to chishui, south to libo, east to jade screen, west to zhang, pan county have distribution [8], most of the province have red revolutionary relics, according to the regional distribution, it can be divided into qian, qian red culture and red culture area, each area contains characteristic red cultural relics, provide excellent resources for ideological education in colleges and universities.

3.1. Red Culture Area in Northern Guizhou

The most representative red cultural resources in the red cultural area of northern Guizhou are "Zunyi Conference site" and "Four Du Chishui Memorial Hall". Red walls and gray tiles and waves tell the great turning point of the Zunyi Conference, which records the life and death turning point in the history of the Party.

3.2. Red Cultural Area of eastern Guizhou.

Qian east red culture area can be called the main birthplace of the long march spirit, in the beginning of the long march, our red army of workers and peasants mainly gathered here, qian region also has many patriotism education base, one of the most representative of "Liping conference site", "Liping conference" is the central committee of the communist party of China from Jiangxi Soviet area breakthrough after the first politburo meeting, its influence is other meeting is difficult to achieve.[9] The site of the Liping Conference also deeply embodies the long March spirit of seeking truth from facts, independence, democracy and unity.

3.3. The Red Cultural Area in Central Guizhou

The revolutionary cultural area in central Guizhou has red cultural resources such as "Xifeng concentration camp" and "Wang Ruofei's former residence". Among them, the "Xifeng Concentration Camp" is the highest and largest secret prison for the Kuomintang to hold communists and patriots during the revolutionary period. It is now a national patriotism education base and a national key cultural relics protection unit. "Wang Ruofei's Former Residence" is located in Anshun City, Guizhou Province. It displays all his outstanding contributions in the home where martyr Wang Ruofei once lived. Remember the achievements of our ancestors, let us never forget the way from.

3.4. Red Culture area in Southwest Guizhou

Southwest Guizhou region is located at the junction of Yunnan, Guizhou and Guizhou provinces. It is the last stop of the Central Red Army to move to Guizhou. It also leaves rich historical revolutionary relics, including "Weishe Town Site", "Monkey Farm Meeting Site" and so on. Weishe Town, located in the northwest of Xingyi City, Qianxinan Prefecture, has been known as the "thoroughpass of Yunnan and Guizhou" since ancient times. On April 23, 1935, the Central Military Commission column entered the pig farm village in Weishe Town and was attacked by the enemy. In the battle, He Zizhen covered the wounded battle hero Zhong Chibing, and suffered 17 injuries. Although the Central Red Army was in Weishe Town for only two days, the spirit of the Long March has affected the local generation after generation. If the Liping Conference is the key to change the strategic decision, then the Monkey Farm Conference is an important step in the implementation of the strategic decision. It was held the day before the "Zunyi Conference" and was evaluated by Premier Zhou Enlai as "the eve of a great turning point". In the moving site of the conference recorded the heroic revolutionary deeds and the spirit of not being afraid of sacrifice.

4. Integrating Guizhou red culture into ideological and political education strategies in colleges and universities

4.1. Innovation and entrepreneurship education in colleges and universities is empower to build professional teams

Implementing the strategy of rejuvenating the country through science and education, reinvigorating the country through human resources, and driving development through innovation, and improving the capacity for independent innovation is a major strategy that China has unswervingly promoted for a long time.[10] According to the general office of the Ministry of Education about deepening the reform of innovation entrepreneurship education demonstration university 2019 annual construction notice file made clear that to carry out "youth red dream trip"

activities, lead the students to personal growth development and national construction, will cultivate entrepreneurial spirit and firm ideal faith, organize young college students, entrepreneurs, investors into the grassroots, western, and the old revolutionary base areas, the university intelligence, technology and project resources radiation to the vast rural areas. In addition, the response to the innovation and development strategy in the new era and "mass entrepreneurship and innovation", it can be seen that red culture has a high degree of fit with college students' innovation and entrepreneurship education, and the integration of the two can greatly improve the training quality of Chinese college students, and use college students as the good way to integrate red culture into ideological and political education.

In Guizhou university, for example, recently Guizhou university issued "notice about declare future science and technology innovation interest team", aims to cultivate students' exploration spirit and scientific research interest, the team follow the "interest pilot, interdisciplinary, students is given priority to" principle, provide students with multidisciplinary opportunities, realize professional complementary, and equipped with experienced teachers, at the same time, the school to declare successful team funding and activities, ensure the needs of the team operation, and set the incentive mechanism, to achieve the goal team is to continue to provide support, arouse the enthusiasm of team members. Future science and technology innovation interest team model is the innovation entrepreneurship education can assign good model, can promote the linkage between different disciplines, break the gap between disciplines, is conducive to encourage and development of red culture theme project, make the red culture better circulation within the team and penetration, power Guizhou red culture into ideological education.

4.2. Relying on competition, promote the infiltration thought of red culture

According to relevant statistics, the number of college students from Guizhou province participating in the "Challenge Cup", "Internet +" and other competitions is increasing, and the enthusiasm of the competition is high. Taking Guizhou University as an example, according to the practical survey, there are more than 20 projects themed on the Long March culture in various competitions, such as "Poetry to Create the Long March Journey in Guizhou" immersive experience APP, etc. Combined with market consumption hot spots, "red script kill", "red stage play" and "red education course" are also favored by students. At present, the proportion of the red culture theme projects can reach more than half, so that red culture can infiltrate college students' thoughts through competition. Through the creation of various red theme competitions, it can stimulate young students' patriotism, integrate the patriotic spirit contained in the red culture into personal development and influence students' thinking. On the one hand, the red culture can be rooted in the minds of young students and realize the purpose of ideological and political education; on the other hand, it can encourage them to develop their potential and promote self-growth.

4.3. Based on The Times, build a three-dimensional practical education mode

The process of integrating Guizhou red culture into ideological and political education in colleges and universities is not only limited to the integration of traditional classroom teaching and after-school competition, but also needs to optimize and innovate, follow The Times, integrate into new forms, and explore more teaching resources. Virtual reality technology, for example, as a kind of modern technology, can be combined with red culture education, in virtual scene teaching content, reshape education scene, enable students to immersive, break through the traditional teaching mode, realize from body touch to inner induction to emotional resonance immersive experience, let the student to subjective perspective for understanding of the teaching content.

5. Conclusion

Guizhou regional rich red cultural resources as part of distinctive Chinese culture, has rich connotation and extensive influence, red culture education and ideological education, not only can

play inheritance red gene, inspire college students' patriotism, fighting spirit and creative consciousness, but also to guide college students remember revolutionary achievements, do hard work in life, temper self will quality, realize life value, it is very necessary into the ideological and political education teaching in colleges and universities. Although it has achieved initial results, it is a long way to go. How to better play to the value of Guizhou red culture in ideological and political education in colleges and universities is still on the way, which requires generations of educators and students to jointly explore, broaden the way, tell the story of Guizhou red, and let Guizhou red resources continue to develop.

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