Analysis of the Current Situation of Red Archives Information Dissemination in the Context of Party History Education

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Abstract: Party history education provides an opportunity for the dissemination of red archives information, and the realization of the value of red archives enhances the effect of party history education. The author starts with the form and content of dissemination, sorts out and summarizes the current situation and shortcomings of red archives information dissemination under the party history education, and puts forward optimization suggestions to promote the sustainable development of dissemination, with a view to achieving greater achievements in red archives information dissemination in the future.

Keywords: Party History Education; Red Archives; Archives Information Dissemination.

1. Introduction

Red archives witness the revolutionary history and carry the spirit of the nation, and their engraved history is the source of power to build red memory and the foundation of faith. As an important part of national archival resources, red archives truly reflect the Party's century-long struggle and brilliant historical achievements, and thus become vivid materials suitable for Party history education, which play an important role in Party history education. With the normalization of party history education, red archives have regained vitality and vigor, and become an important narrative resource and carrier for telling the story of party history and spreading party history and culture [1]. The red archival information has been exchanged and shared through party history education, which has contributed to the achievement of the dissemination of red archives information. This paper tries to sort out the current situation of red archival information dissemination in the context of party history education, summarize its characteristics, then find its shortcomings, and refine optimization suggestions suitable for its further development.

2. The Significance of Red Archives Information Dissemination in the Context of Party History Education

The mutual integration of party history education and red archives is the inevitable requirement of the development of the times, red archives rely on party history education to re-enter the public's field of vision and attract widespread attention, enhance the effectiveness of party history education and at the same time promote the dissemination of information on red archives, which is of great significance in promoting the development of red archives information dissemination.

2.1. Contributing to the Realization of the Contemporary Value of Red Archives

Red archives were formed in the revolutionary war period, and have the power to penetrate history. With the dissemination of information on red archives, red archives are known by more and more people, and the spiritual and cultural connotations they carry have been fully demonstrated, playing an important role in serving the process of party history education. Red archives are the content carrier for building red memories, reproducing the history of struggle in the revolutionary era and the heroic deeds of the revolutionary forefathers across time and space, and arousing the resonance of the red history and the red spirit in the heart of the society and the public [2], and inspiring people to set up firm ideals and concepts and promote the inheritance of the revolutionary spirit during the process of Party history education. Red archives are no longer sitting on the shelf, but open to the public, the archives information has been fully utilized, and the role of political education has been vigorously played. Party history education promotes the red archives to revitalize and energize in the new era, and the red archives have enriched the content and form of party history education and realized its unique value of the times.

2.2. Enhancing the Effectiveness of Party History Education

Red archives were formed in the ideological dissemination and revolutionary practice activities of the CPC, and the records of the great course and touching actions of the Chinese revolution. Red archives have the characteristic of true recordability, which is the fundamental basis for becoming the educational materials of Party history. For a long time, red archives have occupied an important position in all kinds of thematic educational activities, and the dissemination of information on red archives has brought more and more people closer to red archives and explored the stories behind the archives. Red archives truly and comprehensively record the arduous struggle of the Communist Party of China, and reflect the fine style of the old generation of Communists. Red archives have educational value, so they are more persuasive and attractive as educational materials of party history. With the dissemination of red archives information, the audience scope and influence of party history education are also expanding, and the effect of party history education is further enhanced.
2.3. Favor the Construction of Resources for the Red Archives

The construction of red archival resources is a reliable support to ensure the smooth dissemination of archival information, and the construction of archival resources includes the collection, preservation, processing, and dissemination of archive materials. The development of red archives has led to the construction of red archives resources. With the continuous development of Party history education, local archives departments strengthen the collection and reception of red archives, so that the red archives scattered in the private sector have been collected and preserved, red archives resources collected by the archives are continuously enriched. At the same time, the archives department actively do a good job of organizing red archives historical materials, repairing damaged red archives, sorting out the number of red archives in the collection, and establishing a catalog list of red archives, more than a few archives departments began to try to digitize the red archives resources, the protection of red archives at the same time as the red archives information dissemination has been provided to facilitate.

3. The Analysis of the Current Situation of Red Archives Information Dissemination in the Context of Party History Education

Since the launch of party history learning and education, the central and local archives departments have responded positively and carried out a series of archive dissemination activities in combination with their own characteristics, insisting on using red archives to tell the story of Party history and disseminate the voice of history.

3.1. Forms of Dissemination

The dissemination of archival information requires the use of media carriers to realize the diffusion and sharing of information. The media types of information dissemination of red archives serving party history education include traditional media and network media, and the forms of activities are mainly the organization of thematic archive exhibitions, the compilation, research and publication of historical atlases, and the filming of red documentaries, etc. "Exhibition of archival documents on the theme of 100 years of the Communist Party of China in the prime of its life", "Toward Splendor - The Centennial Archival Document Exhibition of the Hunan Provincial Committee of the Communist Party of China", "Remain true to our original aspiration and keep our mission firmly in mind—Liao-Shen Battle and Liaooning Liberation Archives and Documents Exhibition", "100 Years of the Party - Yangtze River Delta Red Archives and Treasures Exhibition", "Hundreds of precious revolutionary cultural relics and archives tell the story of Jiangxi theme exhibition ", "Red Flag Fluttering - Celebrating the 100th Birthday of the Communist Party of China in Hubei Province Red Archives Document Exhibition" and a number of characteristic and influential exhibitions have been held one after another. The dissemination of traditional paper prints as a medium is manifested in the compilation and publication of a batch of precious archival historical materials. Books such as "A Hundred Years of Revolutionar Family Letters", "Archival Information and Political References", "Atlas of Tianjin Archives in Resistance to U.S. Aid and North Korea", and "Compendium of Hundred Years of Party Historical Events in Quanzhou (1921-2021)" are based on rich archival historical materials, which conveyed the stories behind the archives.

In addition to the traditional forms of dissemination, audio and video in one of the photographic camera technology is also used in the dissemination of information on red archives, by the CCTV and the Central Archives of the co-produced 100 episodes of micro-documentary "Red Archives" broadcast after a warm response, Jiangsu Provincial Archives in conjunction with the General Administration of Radio and Television in Jiangsu to shoot the "red archives of the precious series of television films, these documentaries will be the picture archives and physical archives in the form of video display, assisted by These documentaries will show the picture files and physical files in video form, assisted by the text of the audio commentary, so that the audience to break through the time and space limitations, more intuitive and convenient access to the red archives information, favored by the audience. At the same time, a few archives have started to try new media dissemination methods. Jiangsu Provincial Archives, with the help of "Jiangsu Archives" WeChat official accounts platform, has opened the column of "Watching Archives - Learning Party History", regularly pushing red archive information, forming a new way of disseminating red archives information.

3.2. Dissemination of Content

The content of information dissemination of archives is the key to the effect of dissemination, and the educational background of Party history determines that the content of information dissemination of red archives is of typical and educational significance. The type of information dissemination content of red archives covers war, military, people and other aspects, the carrier includes meeting documents, military maps, telegrams, family letters, manuscripts and other types, the content of the major events of the revolutionary era and the war or important meetings and red stories, etc., the content of red archival information dissemination is based on showing the spirit of the Communists and their military organizations during the Revolutionary War, focusing on the fine qualities and styles of the early Communists. From the point of view of the form of expression, to the picture class archives, text historical archives, physical archives as the main body of the display of static information content dominant, part of the dissemination of activities are also appropriate to incorporate the dynamic sound and image of the archives information content to supplement and increase the richness of the content. The content of red archives information dissemination closely follows the theme of party history education, and realistically reproduces the difficult course of the revolutionary war era through representative characters or events. The reality of the dissemination process as much as possible to interpret the original red archives, discover the story behind the red archives, so that the content of the information conveyed is more understandable, enhance the attraction and persuasion.

3.3. Subjects of Dissemination

The promotion of red archives information dissemination in the context of party history education relies on the coordination and joint participation of all relevant departments in order to achieve the best dissemination effect.
At the present stage, the main body of red archives information dissemination is mainly archive departments at all levels, with local archive departments as the main dissemination force. Since the Party history education activities have been carried out, local archives departments have responded positively, utilizing their own red archive resources to carry out dissemination activities, and playing an important role in the process of red archives information dissemination. On this basis, some of the news papers and magazines have publicized and reported on the dissemination activities, and have also become the main component of the dissemination force. The "100 Years of the Party - Yangtze River Delta Red Archives and Treasures Exhibition" is a representative of the information dissemination activities on red archives jointly carried out by a number of organizations. This exhibition is guided by the Central Archives, State Archives Administration, Shanghai, Jiangsu, Zhejiang, Anhui three provinces and one city archives co-sponsored, bringing together nearly 500 pieces of revolutionary history archive documents and video materials, effectively integrating the main body of the dissemination of power, and give full play to the advantages of the red archive resources of various places.

4. Red Archives Information Dissemination in the Context of Party History Education

The above analysis shows the progress made in the dissemination of information on red archives in the context of party history education, and the archives departments at all levels have carried out various forms of dissemination activities around the party history education, and the influence of red archives has been gradually strengthened, and the value of archives has been further realized. However, with the in-depth development of archive dissemination activities, the author finds that there are still problems and deficiencies in the dissemination of red archives information.

4.1. Homogenization of Forms of Dissemination

The form of dissemination tends to be homogenized and lacks characteristics and typicality. Archivist Wilfred Smith said: “The common way to popularize archive materials is to hold exhibitions [4], therefore, the most common way to disseminate red archives information is to hold thematic archive exhibitions, and the mode of exhibition represented by "text + pictures + performance" appears to be stereotyped and rigid, and the uniform exhibition scenes are difficult to attract the attention of visitors. With the advent of the digital era, the dissemination of traditional printed materials is gradually replaced by electronic reading materials, which to a certain extent restricts the dissemination of red archives information. Shooting red archives documentary series is a very good way to spread, but this way of high degree of professionalism, investment costs, the actual operability is not strong. Although a part of the archives department began to try to use the new media form of dissemination, borrowing the official accounts platform to push the red archives information content, but due to the small number of subjects, the influence of the dissemination effect is limited. Red archives information dissemination should break through the limitations of time and space, and look for ways to deliver archive information content in a way that is pleasing to the audience. To further improve the effect of red archives information dissemination, it is necessary to innovate dissemination methods.

4.2. Insufficient Depth of Dissemination Content

The depth of dissemination content is insufficient, and there is more fragmented content. Generally speaking, the content determines the value of dissemination, the form determines the effect of dissemination, and the two promote each other in order to achieve the ideal state of dissemination. The content of red archives information dissemination should emphasize the typicality, and should play an educational significance. At the present stage, most of the dissemination content focuses on shallow narratives, conveying popular knowledge, lacking in-depth excavation of the connotation of red archives, stereotyped forms of didactic production of the educational effect is not obvious. The content of the archive information, which is mainly in the form of plane types such as text and pictures, is rather boring, and the information transmitted is limited, which is difficult to arouse the resonance of the audience. In addition, the red archives are scattered and dispersed, all kinds of archives, museums, libraries and memorial halls in various regions have a certain number of red archives, the dispersion of red archives leads to the fragmentation of the dissemination of the content, the red archives information are not fully integrated, and the fragmentation of the content leads to the one-sidedness of the understanding, which is not conducive to the display of the comprehensiveness of the archive information. China's red archives are numerous and rich in content, and fully excavating the connotation of the archives is the key to enriching the content of red archive information dissemination.

4.3. Decentralization of Dissemination Actors

The dissemination of the main forces is scattered and fragmented, and there is insufficient unity and coordination. Although the archives department has organized and carried out red archives information dissemination activities, most of them rely on their own collection resources alone, and the content of archives information is limited. At the same time, the dissemination process lacks unity and coordination, and the overall scale of dissemination activities is relatively small, failing to form a synergy of dissemination. The current red archives information dissemination activities are mostly carried out by local archive departments at provincial and municipal levels as the main body, displaying red archives with local characteristics, but the number and type of red archives are limited everywhere. There are fewer large-scale dissemination activities jointly carried out by multiple departments, and it is difficult for red archives information to be transmitted and exchanged on a wide scale.2021 The "Exhibition of archival documents on the theme of 100 years of the Communist Party of China in the prime of its life" thematic archive document exhibition jointly organized by the Central Archives and the Xinhua News Agency, and undertaken by provincial and municipal archives, has achieved a good response in various places, but such dissemination activities have not been sustained and have not formed a trend of popularization. The decentralization of the main body of dissemination has limited the strength and breadth of dissemination, and the effect of dissemination has not been obvious.
5. The Optimization of Red Archives Information Dissemination in the Context of Party History Education

The summary and analysis of the current situation of red archives dissemination in the context of party history education can be seen, at this stage, the dissemination of red archives information has received wide attention, the archives department also carries out the publicity and promotion of red archive information around the theme of party history education, dissemination of the work has made certain achievements, but there are also some outstanding problems. It inspires us to examine the future development trend of red archive information dissemination with a global perspective, and to promote archives information dissemination to a deeper stage of transformation and advancement with a steadier pace.

5.1. Innovative Forms and Technologies of Dissemination

The red archives information dissemination activities in the context of party history education are gradually deepened, and the dissemination methods of red archives information should adapt to the changes in the dissemination environment, incorporate new dissemination technologies, and meet the public's information needs. With the development of media technology, the image narrative presents the characteristics of multimedia, virtuality and immersion[1]. Combine the traditional forms of archive exhibition dissemination with virtual reality technologies such as VR and AR to establish an online virtual exhibition hall, so that the text, pictures, and physical objects are displayed in a more three-dimensional image, bringing visitors an immersive experience at the visual, auditory, tactile and other levels. Virtual reality technology can realize the interaction between archival exhibitions and the audience, the audience can arbitrarily browse the content of the exhibits of interest according to personal preferences, and can achieve zero distance contact with the exhibits with the help of interactive equipment. In addition, the dissemination of red archives information needs to broaden the form of dissemination, with the help of social media and learning platforms, to create an all-media form of dissemination pattern. WeChat, microblogging, TikTok and so on provide more carriers for the transformation and utilization of red archives resources and the dissemination of party history stories[5], using red archives historical materials to shoot micro-videos and short films, which are regularly pushed in the Learning Power and social media platforms; at the same time, it actively cooperates with newspapers, magazines, media and other platforms to set up red archive columns, serialize red archive information, and expand the scope of dissemination. In addition, we will expand the development of cultural and creative products of red archives, and make bookmarks, postcards, canvas bags and other peripheral products with related themes to convey the information of red archives and show the connotation of red archives.

5.2. Enriching the Content and Connotation of Dissemination

The content of red archives information dissemination affects the effect of party history education, and rich dissemination content is a powerful support for continuous party history education. The archives department should pay attention to the content construction of red archive information dissemination, further integrate red archive resources, excavate the depth of connotation of red archives, and consolidate the foundation of red archives information dissemination. In the dissemination of content selection, to select the iconic events or flagship characters and other aspects of the material, the classic red story is one of the very popular content, archival information content should not only be attractive, the most important thing is to have a profound educational significance. Regarding the type of dissemination content, we should expand the audio and video archives as well as the content of physical archives, which convey more intuitive and vivid information about red archives and are easy to arouse the emotional resonance of the audience. At the same time, do a good job in the digitization of red archives, the important red archive resources of text, images for digital editing and recording, to achieve the physical archives and digital archives parallel dual-set system[6], the digital content of the dissemination is easier to pass and share, more conducive to the establishment of red archive resources database, to achieve the integration of red archives information resources. The deepening of the information dissemination content of red archives needs to explore the spiritual connotation carried by the archives, and be good at discovering the essence of the deep connotation through the surface phenomenon of red archives, so as to give full play to the educational value of the information of red archives.

5.3. Integration of the Main Forces of Dissemination

The integration of the main forces of dissemination should be carried out with the goal of enhancing the strength and breadth of dissemination. Improvement of the intensity of dissemination requires the joint participation of multiple subjects, and in the future dissemination process, it is necessary to actively absorb the participation of museums, archival institutions, revolutionary memorial halls, libraries and other cultural and scientific departments, which more or less have preserved a certain amount of content of the red archives, and their participation will further enrich the content of red archive information dissemination and strengthen the strength of the main body of dissemination. Multi-departmental joint large-scale display dissemination activities should become the norm of dissemination activities, the public's growing concern for red archives, the demand for red archives information is also rising, the archives department should increase the frequency of dissemination activities, expand the scale of dissemination activities, and continuously enhance the dissemination efforts. Enhancement of the breadth of red archives information dissemination requires the support and cooperation of the relevant publicity departments, actively cooperate with the news media and newspapers and magazines and other departments to open red archives columns, serialize red archives stories, strengthen the publicity and reporting of various dissemination activities, and expand the coverage of archives information dissemination. The archives department should break through the spatial limitations, promote the dissemination of red archives information into schools and communities and other places, Hunan Provincial Archives organized the exhibition of red archives in subway stations, using urban space to form a display window of red archives.

Party history education for the red archives information dissemination provides a broad display platform,
unswervingly promote the red archives information dissemination is to help the party history education. The development of red archives information dissemination is not an overnight success, it is a systematic project that needs to be persistently promoted, and to continuously improve the ability of archival information dissemination in practice, and strive to make greater contributions to help the party history education.

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