

# Analysis on the Current Situation of College Students' Cognition of Red Culture Countermeasures and Suggestions

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**Abstract:** As the spiritual bond of the Chinese nation, red culture has profound historical connotation and rich value of The Times. It is a precious spiritual wealth worth inheriting, excavating and developing, and it is also an important educational resource for colleges and universities. In order to further understand the status quo of college students' cognition of red culture, the author designed a questionnaire and carried out an online survey for college students in 12 prefecture-level cities in Jiangsu Province through the Internet. The research results and analysis show that the understanding of red culture still needs to be improved, and the emotional identity of red culture is not strong enough; the action recognition of red culture needs to be strengthened, the coverage of relevant social practice activities needs to be expanded, especially the form of field learning and experience needs to be further explored; the channel of red culture is relatively simple, the integration of classroom teaching is insufficient, and there are gaps between different majors. To better spread red culture among college students, we should further explore the connotation and value of red culture, take the initiative to close to the actual needs of college students, deepen the integration of the whole subject, integrate the advantages of new media platform, and pay attention to practical experience learning.

**Keywords:** Red culture; college students; ideological and political education; cognitive status quo; countermeasures and suggestions.

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## 1. Introduction

Red culture refers to the spiritual achievements and the material carrier [1] of the Chinese people of all ethnic groups under the leadership of the Communist Party of China in the practice of some great struggles such as revolution, construction and reform. As the spirit of the Chinese nation and an important part of socialist spiritual civilization with Chinese characteristics, red culture has distinct political attribute, profound historical connotation, rich time value, is worth digging and development of precious educational resources, for universities to complete the fundamental task of "khalid ents" has profound significance [2][3]. For the red culture education for college students, improve their cognition and emotional identity, help to set up the correct world outlook and outlook on life, deepen the understanding of scientific connotation of socialist core values, to lead the young students firm ideal faith, improve cultural confidence, deep plant feelings, in power has great value [4][5]. The spread of red culture among young students also helps to gather the spiritual strength of inheriting good genes in the new era, enhance the historical and realistic recognition of the CPC's governance, and lead the majority of young people to strive for the sustainable realization of the great rejuvenation of the Chinese nation [6][7].

## 2. Basic Information of The Investigation

At present, the data research on the status quo of the cognition of red culture among young college students is still relatively limited, and some discussions on the communication of red culture and the integration of red

culture into ideological and political education need to be supported by empirical research data on [8]. Based on the collation and analysis of a large number of literature, the questionnaire was designed around the focus issues of the red culture communication among college students. Questionnaire from the awareness, channels, emotional identity and action into four dimensions, covering the grade of the respondents, hometown, political landscape, professional field, study the basic situation, on the basis of set up the red attractions, theme red cultural activities recognition of 20 topics.

Through the online questionnaire platform, this empirical study conducted a random sample questionnaire survey for college students in 13 districts and cities in Jiangsu Province in July 2022. A total of 1168 questionnaires were distributed and 922 valid questionnaires were collected (effective 78.9%). After the preliminary verification of the questionnaire data, the author made statistics on them through SPSS26.0 software, and made a descriptive analysis of the collected data, so as to deeply understand and explore the status quo of college students' cognition on red culture.

A total of 922 valid questionnaires were collected in this survey. Among the respondents, 809 Communist Youth League members, accounting for 87.5%; 74 CPC members (including preparation), accounting for 8.0%, and 41 mass members, accounting for 4.4%.

In terms of professional background, 78 students majored in economics, accounting for 8.5%.42 students majored in education, accounting for 4.6%. There are 47 literature majors, accounting for 5.1%.287 students majoring in science and technology, accounting for 31.1%. There were 387 students in medical majors, accounting for 42.0%.81 students majored in management, accounting for 8.8%.(See Table 1)

**Table 1.** Basic information of the survey respondents (n=922)

Project number (people) ratio (%)		Project number (people) ratio (%)	Project number (people) ratio (%)
Political status	Member of the Communist Youth League	807	87.5
	Members of the Chinese Communist Party (including preparatory)	74	8.0
	Mob	41	4.4
Professional background	economics	78	8.5
	pedagogy	42	4.6
	literature	47	5.1
	engineering	287	31.1
	Medical science	387	42.0
	Management science	81	8.8

### 3. Analysis of the Status Quo Of College Students' Cognition Of Red culture

(1) College students' understanding of red culture needs to be improved

In terms of awareness, the survey results showed that 23.9% and 54.1% of the students thought "very familiar" and "well know" the red culture in their hometown, while 1% who thought "ignorant" and "ignorant" accounted for 18.8% and 3.2% of the total number. It can be seen that more than 20% of college students lack basic cognition of the red culture in their hometown, and their awareness of the red culture still needs to be improved.

In terms of depth, the survey results show that the profound red spirit mainly includes May 4th Spirit, Long March Spirit, earthquake relief spirit, manned space spirit and Jinggangshan

Spirit, accounting for 82.32%, 74.84%, 64.32%, 58.79% and 57.38% respectively; but the understanding of Yan'an Spirit, Xibaipo Spirit and Beidahuang Spirit is not deep enough, accounting for 37.64%, 33.19% and 24.40% respectively. It reflects that college students lack of systematic and integrated comprehensive understanding of a series of red spiritual lineage, and the understanding of red culture tends to be fragmented, which is not conducive to young college students to fully grasp the spiritual core and value concept of red culture [9].

Regional differences, the survey data after cross analysis and square test, according to different regions in Jiangsu province of red culture cognitive significant difference ( $P < 0.05$ ), reflects the different youth students of red culture and value recognition level is uneven, also indirectly reflects the red culture education level and red culture transmission effect of regional difference is more obvious.(See Table 2)

**Table 2.** The relationship between red Spirit and my study and life is (n=922).

Home town	Close relationship	It doesn't matter much	It's totally okay.	Have no idea	<sup>2</sup>	<i>P</i>
Jiangsu - Changzhou	46	11	0	0	38.975	0.000*
Jiangsu - Huai 'an	17	2	0	0		
Jiangsu - Lianyungang	58	17	1	1		
Jiangsu - Nanjing	45	14	1	1		
Jiangsu - Nantong	88	27	6	4		
Jiangsu - Suzhou	79	14	2	2		
Jiangsu - Suqian	40	13	2	5		
Jiangsu - Taizhou	96	11	0	2		
Jiangsu - Wuxi	63	14	1	3		
Jiangsu - Xuzhou	62	23	14	11		
Yancheng, Jiangsu Province	42	12	2	1		
Jiangsu - Yangzhou	55	12	0	2		
total	691	170	29	32		

Note: \*  $P < 0.05$

(2) College students' emotional identification with the red culture is not strong enough

Emotional identity is a complex psychological activity in which individuals make emotional positive evaluation of the value object and produce positive psychological motivation and imitation and assimilation process. As a stable, profound and lasting psychological foundation, emotional identity is of great significance for the spread of red culture [10].

According to the survey results, 74.9% of college students think that red culture is closely related to their study and life,

but 18.4% of young people still think that red culture has little to do with their study and life, and 7.6% of young people do not know or think that red culture has nothing to do with their study and life. At the same time, when asked about the red culture for individuals and the role of the era, although most young college students feel the value of the red culture lead, carry forward the national spirit, cultural confidence, the important role of spiritual power source, there are still 3.69% young think red spirit has no meaning or unclear meaning of inheritance, 3.04% of college students did not realize the

influence of red culture on personal growth. This reflects the part of the college students with red culture without enough attention and recognition, reflects the red culture spread life embedded to ascend, affected the college students of red culture form deep understanding and emotional identity, and even makes college students produce red culture cannot help analysis and cope with the needs of real growth errors.

College students' action identification of red culture needs to be strengthened

The "full education" emphasized in the national Ideological and political work of colleges and universities points out that the change of indoctrination education to conscious acceptance, give play to the subjectivity of educational objects, and make the ideological and political education into its conscious action [11]. Red culture education should uphold the two-way promotion of ideological understanding and practical action, and emphasize the mastery of learning and application and the unity of knowledge and practice [12]. Red culture is produced in practice, and various forms of practical activities are an important education carrier of red culture education [13].

First, the coverage of red cultural activities still needs to be

increased. According to the results of the current school red culture propaganda form is relatively rich, the most common including red movies, red songs, red knowledge contest, accounted for 66.74% respectively, 67.71%, 66.20%, there are still 7.34% of college students not contact with red culture propaganda in school, it can be seen that the red culture practice education system has begun to take shape but still to further broaden the promotion.(See Table 3)

Second, the form of red culture theme practice activities need to be enriched. According to the data, only 46.33% of college students showed the willingness to celebrate the 100th anniversary of the founding of the Party, 78.73% showed that 78.73% of students had participated in the ideological and political courses, while only 24.73% participated in the form of visiting and visiting (see Table 4). In addition, the survey results show that college students have diversified expectations for the ways of inheriting red culture. It can be seen that the attractiveness of the traditional passive acceptance and more theoretical practical activities has decreased, while the forms of red cultural practice activities need to be enriched (see Table 5).

**Table 3.** Which of the following aspects of red culture propaganda has the school carried out? (n=922)

way	Number of people (persons)	scale
Red film	614	66.59%
Red song	623	67.57%
Red base visit	551	59.76%
Red book	476	51.63%
Red knowledge contest	611	66.27%
none	68	7.38%

**Table 4.** Red Culture activities initiated by the school or related departments, which of the following activities are you willing to participate in (n=922)

way	Number of people (persons)	scale
Read red culture books	582	63.12%
Sing the red song	597	64.75%
Red cultural creation	535	58.03%
Visit the Red Base	654	70.93%
Red knowledge contest	428	46.42%

**Table 5.** How best to inherit the Red Spirit (n=922)

way	Number of people (persons)	scale
Strengthen classroom learning	582	63.12%
Internet, film and television propaganda in modern form	719	77.98%
Social education propaganda	641	69.52%
Popularize red books	502	54.45%
Organize visits to red spots	575	62.36%

Third, the form of field learning and experience needs to be explored.2.39% of the college students have never visited the local red scenic spots (see Table 6). At present, only 59.76% of college students said that the school had promoted red culture through the visit of red bases, while 62.36% of college students believed that they can better inherit red culture by organizing visits to red scenic spots. In various forms of cloud

classroom, cloud visit red base form only accounted for 47.32%. It can be seen that the red spiritual and material carriers, including revolutionary sites and patriotic education bases, play an important role in the dissemination of red culture and still need to play a further role, and more communication value can be explored in the form of "cloud visit".

**Table 6.** Number of visits to red scenic spots in the place of study (n=922)

form	Number of people (persons)	scale
Once or twice	354	38.39%
Three to five times	352	38.18%
More than 5 times	194	21.04%
Never visited	22	2.39%

#### 4. College Students Have a Relatively Single Channel to Understand the Red Culture

First, the integration of classroom teaching into the work still needs to be improved. 64.21% of college students have learned red culture through school, lower than the network platform (74.73%) and radio and television (66.27%); In the form of red culture education and publicity, only 55.21% of college students have participated in the form of "red culture into classroom", lower than red songs (67.57%), red movies (66.59%) and red knowledge contest (66.27%). However, the college students have high expectations for the red culture education in the classroom, and 63.12% of the college students said that the better inheritance of the red culture needs to strengthen the classroom learning. This shows that as an important position of red culture education, the way of red culture communication has not been recognized, and the

function of red culture communication needs to be further effectively played; it also shows that the role of classroom and teachers in the communication of red culture communication needs to be further strengthened, and the role needs to be further highlighted.

Second, there is a gap in the red education effect between different majors. The cross-analysis and chi-square test showed that the action enthusiasm of college students from different professional backgrounds after receiving red education was significant ( $P < 0.05$ ). After receiving red education, 97.50% of medical students and 96.30% of students majoring in management were willing or very willing to participate in the publicity of red culture, while the proportion of students majoring in literature and pedagogy was relatively low, accounting for 87.20% and 90.50% respectively. This shows that the level of red culture education of different majors in different colleges and universities and the degree of integration of red culture classroom need to be improved (see Table 7).

**Table 7.** Are you willing to participate in the promotion of the red culture after receiving the red education?(n=922)

Professional background	Very willing	Be willing to	Be unwilling to	Very reluctant	2	P
economics	46	27	4	1	32.075	0.006*
pedagogy	27	11	3	1		
literature	27	14	4	2		
Science and engineering	148	125	13	1		
Medical science	235	142	10	0		
management	49	29	3	0		
total	532	348	37	5		

Note: \*  $P < 0.05$

Third, the status of the network communication channels is prominent. According to the survey, 74.73% of college students have learned about red culture through the network platform, accounting for the highest proportion; Meanwhile, 77.98% of college students said that the better inheritance of red culture needs to strengthen the publicity of modern Internet, film and television. This fully reflects that the network communication channel has a high acceptance degree and great influence among college students, and is expected by young college students, and plays an increasingly prominent position in the red culture communication system. This not only further requires cultural communication workers to pay attention to the construction of network channels and give full play to the role of the Internet, but also be highly alert to the impact of "information cocoon" room " and the impact of diversified values under the network environment.

#### 5. Countermeasures and Suggestions to Improve the Cognition Degree of Red Culture Among College Students

(1) Grasp the connotation of multi-level value and enhance the content mining of red culture

In the process of red culture transmission, culture communicators sometimes red culture narrow, one-sided understanding for the new democratic revolution of revolutionary culture, failed to fully grasp the socialist construction period, reform period and the new era of red

culture connotation, also affected the college students to the integrity of red culture, systematic grasp the [14].

To better spread the red culture, it is necessary to fully grasp the spiritual quality and value connotation of red culture; secondly, we need to adhere to the advancing with The Times, combine the characteristics of the proposition, the change of the social contradiction, explore the new practices and symbols and the elements of the Times, and actively integrate the local history and culture and the local red cultural resources, so that college students can further reduce the distance of red culture. In addition, we should strengthen the multi-perspective academic research of red culture, fully and strictly demonstrate the inherent superiority and historical inevitability of red culture from a theoretical perspective, and enhance the leading ability of red culture value in the Internet era with diversified values and interwoven ideological trends.

(2) Rooted in the actual needs of college students, and improving the emotional identity of red culture

The traditional narrative mode and content interpretation of red culture communication often highlight the political nature and are full of historical sense, and are not closely combined with the actual study and life of contemporary young college students, which to some extent affects the cognitive motivation of college students to red culture and the cultivation of emotional identity of [15].

To better promote college students red culture emotional identity, one is the need based on college students' physical and mental health, academic progress, social integration, rights and interests maintenance, career development of actual needs and growth confusion, from the real problem and

realistic demand, with red culture response to personal needs, positive in the field red culture into daily life scene, cause psychological resonance, emotional resonance, inspire college students to understand the inner power of red culture. Second, it is necessary to fully explore the rich emotional elements in red culture, make full use of various precious resource carriers, such as stories, works, letters, objects, images and recordings, so as to create vivid emotional experience for college students and enhance their emotional rendering power. Three is to realize the harmonious unity of narrative way, grasp the grand narrative and individual micro narrative interaction, should not only get rid of the traditional single academic discourse system, political discourse system, avoid too serious, abstraction, rigid into audience of alienation, and avoid vulgarization, deconstruction, utilitarian and the impact of historical nihilism [16].

(3) Deepen the integration of the whole subject classroom, and broaden the position of red culture education

The school is an important position of the red culture education for college students, so it is necessary to construct the red culture education system from the aspects of curriculum system, education team, classroom construction and so on. First, strengthen the integration of college students' professional courses. As a new exploration form of ideological and political education for college students in recent years, "curriculum ideological and political affairs" has the advantages of imperceptible and close to the major. Colleges and universities to red culture as ideological important teaching resources, red culture education into course evaluation system, professional teachers ideological education skills training to improve the lack of professional teachers will and anxiety, actively promote teachers mining the development of the professional history, character, predecessors struggle deeds of red culture implication, guide students to understand this major and the cause of socialism with Chinese characteristics, and realize the inner link of the great rejuvenation of the Chinese nation [17]. Second, strengthen the integration of teachers. In addition to ideological and political teachers, actively give full play to the strength of tutors, professional teachers, counselors, part-time class teachers, and form a multi-level red culture education team [18] covering general courses, professional courses, academic research and daily life. Third, broaden the classroom construction, make good use of campus cultural activities, school-school student union organization, class league branch, student associations, art troupe and other aspects of the strength, to carry out multi-form, multi-channel red culture practice activities, red culture into the construction of campus culture.

(4) Integrate the advantages of new media platform and optimize the communication path of red culture

Born in the Internet era, the contemporary young college students have a vivid, innovative and interesting requirements for the communication content. To better spread red culture, we need to further optimize the transmission path of red culture in combination with the development of communication technology [19].

One is to speed up the digital red cultural resources, to use big data technology, through digital acquisition, storage, recovery including site relics, historical relics, era scene, sound image red culture material carrier, facilitate the spread of database and cloud platform, and actively with virtual reality, augmented reality and 5G technology optimization of red culture resources present form, build more convenient

concrete, immersive experience [20]. Second, it is necessary to establish media thinking, create a media matrix integrating books, newspapers, web pages, mobile clients, social platforms, realize the planning, editing, production, publicity, form cross-channel, all-round and three-dimensional communication effect, and rely on more professional systematic communication planning and visual design, build a cultural brand and strengthen the red cultural symbol [21]. Third, the interactive mechanism should be optimized, transforming passive acceptance into active interactive experience, combining interactive sharing behaviors such as punching in, praise collection, comment and cloud relay, to create hot topics of red culture discussion and stimulate the enthusiasm of we-media for communication. Fourth, promote the creation of red themed cultural products, and actively adopt animation, games, radio dramas, short videos, H5, cultural and creative products close to the preferences of college students to give new vitality to red culture.

(5) Pay attention to practical experience teaching, and promote the transformation of red culture action

Red culture has been created in the great practice of generations of Chinese people to better spread red culture. It is also necessary to integrate red culture into the practical education system of colleges and universities, and enhance the "sense of presence" through close experience in the social practice of red culture theme [22].

First, to build a red culture practice base, Not only to make good use of historical sites, museums, memorials, landscape buildings and other traditional red cultural attractions, And actively explore and build rural revitalization bases, science and technology innovation industrial park and other practical places to show the process of struggle in the new era, Optimize the layout of relevant sites, To facilitate the group of young students to visit, Promote college students to deeply participate in the visits and research activities; Further improve the infrastructure and exhibition layout of the site, Provide scenario interactive presentation within the practice base, Using multimedia technology to provide a multisensory experience; Comprehensively enhance college students' awareness and understanding of the red cultural material carrier in their hometown. The second is to build a real red culture class. On the one hand, the place is equipped with professional explanation and introduction and invite seniors and heroic families to communicate with young students on the spot. On the other hand, through connection, live broadcast and other forms, and the school curriculum docking and integration to enhance the vividness of classroom teaching [23]. The third is to create a new form of practical activities, can be through the production of the red culture theme micro video, cultural communication activities of passive acceptance into active output; can also be in the red old base, rural support, the spirit of love and technical action, give full play to the red culture education effect [24].

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