

Promoting the Ideal and Belief Education of College Students with Red Culture in the New Media era

Xiaoyang Jiang, Jianzhan Wang*

Marxism College, China Pharmaceutical University, Nanjing 210000, China

* Corresponding Author

Abstract: Red culture originates from the revolution and practice of the Party, integrates the yearning and pursuit of the Party and the people for a better life, and reflects the ideal and belief of socialism with Chinese characteristics in the new era. In the new media era, the "post-00s" student group of colleges and universities presents new opportunities for the development of ideal and belief education with its uniqueness, but colleges and universities are still faced with many challenges, such as the cognition of red culture in globalization, cultural transmission driven by science and technology, and students' individual orientation needs. This requires ideological and political workers to keep pace with The Times in the new media era, further integrate the red culture into the campus, promote the red culture aiming at the interest points of the post-00s, and better promote the implementation of ideal and belief education.

Keywords: New media era, Red culture, Ideal and belief, Education.

1. Introduction

"Culture is the soul of a country and a nation. Culture rejuvenates the country, and culture is strong and the nation is strong. Without a high degree of cultural confidence and a flourishing culture, there will be no great rejuvenation of the Chinese nation." [1] President Xi emphasized the importance of culture and affirmed that culture has a great historical mission for the great rejuvenation of the Chinese nation, especially red culture. He also proposed to "make good use of red resources, continuously red blood, and strive to create new achievements worthy of history and the people." [2] Red culture is a part of our outstanding culture with Chinese characteristics and historical precipitation. We should deeply explore the value and significance of red culture. In the era of new media, the rapid development of information technology has brought great changes to society, provided a new carrier for the spread of red culture, and further improved the ways and approaches of ideal and belief education of college students. However, the internalization of red culture in the ideal and belief education of college students still faces many challenges.

2. Red Culture in the Era of New Media

Although the academic circles have different definitions of red culture in the broad and narrow sense, it is a consensus that red culture is a part of traditional Chinese culture and the sum of material and spiritual wealth formed in the long-term practice under the leadership of the Party and the people.

2.1. The connotation of red culture

Red culture, formed gradually since the founding of the Party, embodies the aspiration and pursuit of a better life of the Party and the people, and reflects the ideals and beliefs of socialism with Chinese characteristics in the new era. The natural warmth shown by "red" has been endowed with the connotation full of vitality in the new era. As an expression of ideology, culture is not only reflected in politics and economy,

but also plays a great role and influence on politics and economy to a certain extent. Red culture shows the growth process of the Party, confirms the progressive nature of the advanced culture represented by the Party, and contains the comprehensive development of people as the master of the society, according to the nature of the state of freedom. The positive attitude of loving the motherland, loving the people and making unremitting efforts to realize the great rejuvenation of the Chinese nation represented by red culture is worth fully exploring, and the theoretical quality shown in it has far-reaching significance for promoting the ideal and belief education of contemporary college students.

2.2. The value of red culture in the era of new media

Red culture is an ideology with unique Chinese characteristics formed by the continuous selection and integration of Chinese and foreign excellent cultural thoughts under the leadership of the Party and on the basis of the practice of revolutionary struggle and the process of socialist construction.

The reason why we should inherit and carry forward the red culture in the new media era and promote the ideal and belief education of college students with the red culture is that the red culture embodies the red spirit which is of great guiding significance to realize the two centenary years and build a modern socialist country with Chinese characteristics. Based on emancipating the mind and seeking truth from facts, it contains the spirit of serving the people wholeheartedly and the entrepreneurial spirit of hard work. Emancipating the mind and seeking truth from facts is the soul of Red culture, which has always been advocated and carried forward by the Party. It is the basis for the Party to formulate guidelines, policies and revolutionary lines, and the theoretical foundation for all practical measures. Serving the people wholeheartedly is what the Party, as the vanguard of the proletariat, has been carrying out and adhering to. In the red culture, the Party always takes the people's interests as the first criterion, incisively and vividly shows that the Party has always maintained a close relationship with the people. The

entrepreneurial spirit of hard work has concentrated the core of red culture and is a concentrated demonstration of the revolutionary spirit of China. It not only shows that the Party has led the people to victory in their struggle, but also requires us to carry forward and forge ahead with this spirit as we strive to overcome difficulties in the second century.

In the process of realizing the great rejuvenation of the Chinese nation, the national spirit centered on patriotism and the spirit of The Times centered on reform and innovation have been carried forward and nurtured by the CPC Central Committee as ideological guidance. Red culture inherits and carries forward the fine revolutionary spirit represented by the Party, inherits the Sinicized Marxism, and is endowed with new connotations in the era of new media. Moreover, it provides a strong driving force for the ideal and belief education of college students.

3. The Dilemma of Reshaping College Students' Ideal and Belief Education in The New Media Era

Since 2018, the first group of "post-00s" officially entered college, and today's college students are mostly millennials. Compared with the "post-80s" and "post-90s", millennials have a high sense of identity with the country and believe that success depends on hard work and many other positive qualities. However, there are still many challenges in colleges and universities to promote ideal and faith education with red culture, which puts forward higher requirements for reshaping the ideal and faith education of contemporary college students represented by the "post-00s".

3.1. The Challenge of globalization to the cognition of red culture

"It must not be assumed that people's thoughts and feelings seem to arise by accident, rather than necessarily arising from certain social circumstances." [3] Globalization is not only economic. In the context of globalization, countries are interconnected in terms of values and cultural concepts and have a comprehensive collision. To some extent, this huge shock affects college students who are still in their teenage years and lack firm faith and perfect discrimination.

The challenge of economic globalization is not only reflected in the external comprehensive national strength, but also has a huge impact on the domestic reform in various fields. The reform is hitting the key to adjust the pattern of economic benefits of the crucial period, the selectivity of college students' ideas, differences increased significantly. At the level of consciousness and culture, Western decadent ideas such as hedonism and consumerism try to "westernize" and "polarize" our socialism. The idea of "looking after money" is increasingly strong among college students, and their ideals and beliefs such as patriotism and socialism are indifferent. How to set up correct ideal and belief, better deal with the interest relationship between individual, collective and state, and share the same fate with the masses, to worry about the world before the world and enjoy the world after, all these put forward a new proposition for the ideal and belief education of college students.

With the development of globalization, the more profound impact on red culture is reflected in the wavering of college students' sense of red cultural identity and the lack of red belief, which further intensifies the crisis of red cultural identity, leading to a series of problems such as the lack of

trust in red culture and the reduction of cognitive needs of college students, and finally making it difficult for red culture to be integrated into college ideological and political education. Hindering the development of college students' ideal and belief education.

3.2. The challenge of disorderly communication driven by technology

To promote the ideal and belief education of college students with red culture, it is necessary to accurately grasp the environment of The Times and give scientific analysis. In the era of new media, the opening range of information technology market is increasing, the transmission carriers are diverse, information fragmentation, life entertainment will appear. In order to strengthen the ideals and beliefs of college students, we must seriously deal with the challenges from the new media era technology.

First, the disordering of information. The first is the contradiction between the openness of the Internet and the power of government control. The open nature of the network makes the audience's autonomy expand in the new media era. The pursuit of information flow makes the audience excessively pursue the timeliness of information release and ignore the authenticity of information. Second, the effective communication power of red culture is insufficient, and the ability to resist the infiltration of Western culture needs to be improved. Western developed countries take advantage of their innate advantages in technology to carry out cultural penetration by taking virtual space as the anchor point, especially in the virtual space like vacuum zone of the network, such as the land outside the law, where vulgar and low style prevails, and even some views that obviously run counter to socialist morality and core values advocated by socialism are more prevalent in the network world.

Secondly, information is more entertaining. Entertainment itself has the characteristics of decompression and seeking spiritual comfort, which makes it easier for college students to accept and difficult to give up. College students are subject to their own experience, unable to comprehensively analyze the right and wrong of things, and easy to be misled by the negative thought culture covered by entertainment. "Foolish music" weakens the guiding function of ideological and political education, strengthens the immunity of college students to the education of ideals and beliefs, and weakens the educational function of ideological and political education. More importantly, this kind of pan-entertainment in essence "deconstructs" and "reconstructs" everything in social life with "silly music". [4] It is easy to induce the deconstruction crisis of ideal and belief education in colleges and universities, affect the positive orientation of ideological and political education in colleges and universities, and make the leading function deviate, and eventually become a barrier to prevent college students from identifying with mainstream ideology, and its negative effects cannot be underestimated.

3.3. The challenge of individual demands of college students

In the era of new media, countries are increasingly competing for culture and ideology, and with the rapid expansion of digitalization and networking, diversified demands are constantly emerging.

College students are in the critical stage of growth, their self-consciousness, individual role and identity are constantly developing and determining, it is a critical period for the

formation of personal values, thinking patterns, behavior habits. As the young people whose outlook on life and world view are still developing and establishing, they are more likely to stain different ideas and behavior guidance, resulting in confusion of consciousness and judgment, and deviation in values such as self-positioning, life pursuit, value judgment and norms of behavior.

For a long time, the value orientation of the red culture education colleges and universities attaches importance to the social needs and ignores the individual needs of college students. Universities position red cultural education as a tool attached to politics and economy, but students as subjects of education are downplayed in the process of education. The lack of sufficient attention to the development value and ideological and spiritual shaping of college students makes their subjectivity not fully respected and stimulated. In the process of carrying out red culture education, the model pattern and the complete beautification of the model make the ideal and faith education guided by the example difficult to be trusted and accepted in the eyes of college students, who believe that the model can only be viewed from a distance, not close to. Finally, the red culture education becomes a mere formality, and the goal of ideal and belief education is difficult to achieve results.

4. Countermeasures of Red Culture in New Media Era

The theoretical value and practical significance contained in red culture provide an important spiritual motivation for the "Two Centenary goals" and the great rejuvenation of the Chinese nation, and is also an important guarantee for leading universities to carry out ideal and faith education. In view of the current dilemma of ideal and belief education in colleges and universities, we should give better play to the advantages of the new media era and promote ideal and belief education in colleges and universities with red culture.

4.1. Keep pace with The Times of new media

According to a survey, more than 40% of college students spend more than five hours a day online on their mobile phones. More than 80% of students use the Internet mainly for social chat, followed by information, entertainment, etc. [5] The Internet is part of the life of the post-00s, which requires the education of ideals and beliefs to keep pace with The Times.

First of all, teachers should change the traditional teaching concept and teaching mode, and carry out red culture education in various forms. Pay attention to public opinion, guide students to correctly understand hot issues in the real society by using their own characteristics, and integrate colorful elements of The Times into ideal and faith education; Strengthen the interaction with students, pay attention to the experience of students, understand the actual situation of students' thoughts, to ensure the healthy development of physical and mental health of college students. Schools should also organize students to learn Internet ethics, Internet laws and regulations, and advocate compliance with Internet norms. Secondly, in view of the openness of the network, the mass information flow in the era of new media is mixed, which requires the joint efforts of various parties. On the one hand, the Internet is not illegal outside the land, to clarify the responsibilities and obligations of all parties, improve laws and regulations urgently, to ensure that the law as the

guidance of the Internet a clear; On the other hand, strengthen the intensity and strength of supervision to eliminate negative effects from the source of bad information.

4.2. Integrate the red culture into the campus

Although the new media era has brought a huge impact on ideological and political education, it has expanded the form of education, improved the timeliness of ideological and political education in space and time, and provided a broad space for red education to promote the education of college students' ideals and beliefs.

The main body of ideal and belief education is students, who integrate red culture into campus life, influence their daily life, and better play the role of demonstration and leading.

First, red culture is incorporated into classroom teaching. Ideological and political courses are more in line with the development characteristics of the new era to improve the textbook, targeted to increase the red culture education topics, improve students' understanding of the content of red culture education, and further master the essence of red culture. Professional courses should be infused with red culture education, dig deep into the importance of red culture resources in professional courses, enhance the integration with red culture, so that students can feel the edification of red culture in different courses, and further enhance students' ideals and beliefs. Secondly, red culture is integrated into the construction of campus culture. The campus environment with strong red cultural atmosphere can influence the ideals and beliefs of college students imperceptibly. According to the international and domestic political changes, integrate the red culture into the campus, guide students' attention and expand their participation. Encourage students to spontaneously form red culture research associations, and increase investment in red culture theme education and competitions. Increase learning interest, enrich learning mode, improve students' enthusiasm to learn red culture, and strive to create a strong campus red culture atmosphere. Finally, red culture is integrated into college teachers. College students' ideal and belief education can not be achieved overnight. College leaders promote it, ideological and political teachers lead it, and professional teachers spread it. Only when college teachers work together, can they give full play to the energy of getting half the result with twice the effort.

4.3. Activate the excitement of college students

"Post-00s" have a strong sense of subject and a keen desire for knowledge of new things. The education of ideals and beliefs should be carried out based on their interests, and new media should be used to speak good new stories of red culture. Ideal and faith education should endow the advanced spirit, revolutionary spirit, dedication spirit and other elements of the red model with the connotation of The Times, so that the values represented by the red model are consistent with the socialist core values. When carrying out red culture education, we should not only serve the society, but also pay attention to realizing students' own value, developing their unique personality and realizing their dreams. To realize the organic integration of individual and collective, individual and state. To promote the ideal and belief education of college students with red culture is to master and follow the law of physical and mental development of college students as much as possible, stimulate their subject consciousness, change "I want to learn" into "I want to learn", stimulate the resonance

of students, and actively internalize. Give full play to their creativity and organically unify the social value and individual value in practice. Only in this way can the overall value of college students' red culture education be better realized, thus effectively promoting the harmony, unity, health and order of individual development and social development.

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