

Study on the Path of Integrating Red Culture into Ideological and Political Education in Colleges and Universities in the New Era

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Abstract: Red culture is an advanced culture with Chinese characteristics based on Marxist theory, which has rich educational guidance and is an indispensable material for ideological and political education in colleges and universities. Colleges and universities carry the important functions of talent training and cultural inheritance. Integrating red culture into college ideological and political education is of great significance for improving the effectiveness of college ideological and political work. At present, there still exist difficulties in the aspects of resource development degree, teaching form and teaching content during the integration of red culture into ideological and political education in colleges and universities. Based on this, it can effectively promote the integration of red cultural resources into the ideological and political education of colleges and universities in the new era through in-depth exploration and integration of red cultural resources, the use of new media to innovate teaching forms and encourage students to participate in red cultural practice activities.

Keywords: Ideological and Political Education in Colleges and Universities; Red Culture; The Path of Integrating.

1. Introduction

Red culture is the advanced culture that the Chinese nation has constantly summarized and created in the process of resisting aggression and oppression and stepping toward a better life. It is a revolutionary culture guided by Marxist theory and formed by the Chinese people under the leadership of the Communist Party of China on the basis of criticizing and inheriting the advanced cultures of ancient and modern times both at home and abroad. It is the compass for the Chinese nation to forge ahead constantly, and the spiritual nourishment that guides the Chinese nation in its continuous struggle to build a modern socialist country. General Secretary Xi Jinping reports, "Red is the brightest background color of the Communist Party of China and the People's Republic of China. The vast land of more than 9.6 million square kilometers in China is dotted with red resources. In the great course of our Party's united and led the Chinese people in the century-long struggle, red blood has been passed down from generation to generation." [1] Integrating red culture into college ideological and political education is of great significance for educating and guiding college students to learn and understand the history of the People's Republic of China and the history of the Communist Party of China, to strengthen their ideals and beliefs, to improve their personal cultivation, and to shape a sound personality. At present, the integration of red culture and educational resources in colleges and universities is not enough, and the educational ideas and methods are backward, which leads to its failure to give full play to the role of education, and the effectiveness of ideological and political work in colleges and universities needs to be improved.

2. The Connotation of Red Culture

2.1. The Meaning of Red Culture

Red culture is a unique cultural form formed by the Chinese people after a hundred years of hard struggle under the

leadership of the Communist Party of China. Its formation is deeply rooted in the course of revolutionary struggle, and has integrated distinct connotations of the times, highlighting the revolutionary spirit and the spirit of The Times. It embodies the leading role of the Communist Party of China as the vanguard of The Times, highlights the Party's lofty ideals and beliefs and unswerving revolutionary will, and has become an indispensable part of the national spirit. In the continuous development, red culture continues to absorb new characteristics of The Times and radiate new vitality durably. Generally speaking, red culture is guided by Marxism and deeply reflects the cultural treasure of the Communist Party of China leading the Chinese people to achieve national independence and liberation, as well as the great journey of national prosperity and people's happiness. It contains excellent spiritual quality, and it's a unique culture with revolutionary spirit, political belief and spirit of The Times formed by the Chinese people through continuous summary, improvement and innovation in the long-term development practice. It carries the Chinese people's inheritance of history and expectations for the future, and a representative of national culture.

2.2. The Characteristics of Red Culture

2.2.1. The Progressiveness of Red Culture

Red culture is deeply rooted in the fertile soil of Marxist advanced culture, and the truth of Marxism has laid the progressiveness of it. "Only a Party guided by advanced theory can it realize the role of advanced fighters." [2] In the course of the long-term struggle, the Communist Party of China fully absorbed the essence of Marxist theory combined with the basic national conditions, and constantly explored in practice, thus summing up and forming an advanced culture with unique national characteristics. In the process of cultural development, both advanced cultures representing the development direction of human society and backward culture which are not in harmony with social development emerged at the same time. The Communist Party of China

always maintains the spirit of struggle, adopts the essence and rejects the dross, resists and destroys backward culture that hinders social development, develops and inherits advanced culture that meets the requirements of social progress. The progressiveness of red culture is becoming more and more prominent through the baptism of time.

2.2.2. The Nationality of Red Culture

Nationality is an important feature of red culture. On the one hand, red culture is nurtured in the traditional culture soil of the Chinese nation, on the other hand, red culture is formed and developed based on national conditions, comes from the masses, then returns to the masses, and guides the direction of social development, adheres to the leadership of the Communist Party of China, and insists that practice is the only standard for testing truth. These are valuable experiences and important spiritual cornerstones summed up by the Chinese people in the course of long-term struggle, which enable the Chinese nation, in the face of a complex internal and external cultural environment, to always maintain its original intention, establish a correct world outlook, values and outlook on life, and constantly enrich the spiritual connotation of red culture in the new struggle.

2.2.3. The Temporal Spirit of Red Culture

In fact, the development of culture is a process of continuous exchanges, mutual learning, collision and integration with the achievements of other civilizations. In the long history, as a unique existence, red culture has experienced a long period of precipitation and accumulation, forming its unique cultural characteristics. This kind of culture not only has a clear mark of The Times, but also includes the dual connotation of red material culture and red intangible culture, which build the rich heritage of red culture together. It constantly innovates and integrates advanced ideological and cultural achievements at home and abroad in the trend of history, and continuously enriches cultural connotation, innovates practice paths in combination with its own reality. It fully embodies its unique times in the social development.

The Significance of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

The report of the Party's 20th National Congress pointed out that "make full use of red resources, carry out in-depth propaganda and education of socialist core values, deepen the education of patriotism, collectivism, and socialist, and strive to train new generation to take on the great responsibility of national rejuvenation." [3] It can be seen that the red culture occupies a pivotal position in the ideological and political education of colleges and universities, and has an important significance for shaping the talents needed in the new era.

2.3. Value Leading

Red culture carries the performance of different periods of social development, which has obvious epochal characteristics, and different spiritual connotations in different periods. It can fully activate the mainstream values of The Times, which is the core of socialist core values, and nourishes the development and growth of socialist mainstream values. Red culture shares the same root with socialist core values in terms of theoretical foundation, and cultural heritage, and moves in the same direction as socialist culture in value, guiding people's values with tangible cultural materials and intangible spiritual essence together.

2.4. Thought Leading

The spirit of red culture is an important ideological basis for the growth and development of Chinese youth in the new era, and its spiritual essence contains the important content of the great Marxist spirit and the development experience summed up by the Chinese people in the long-term practice and struggle. In the face of complex domestic and international environment, red culture can lead the public young people's ideological direction, prevent the invasion of bad foreign culture and the return of decadent and pedantic culture, and guide the development direction of young people, which is a strong guarantee for consolidating the status of people as masters of the country.

2.5. Cultural Inheritance

The prosperity and development of all ethnic groups cannot be separated from the inheritance and development of their own culture. Culture is both the backbone of a nation and the soul of an individual. A country's prosperity needs the nourishment of a prosperous culture, and a nation's strength also needs the support of a robust culture. Red culture carries the essence of the excellent culture of the Chinese nation, and its theoretical spirit and cultural connotation have played a great role in promoting the development of national culture. It is an important factor to realize the continuous reproduction and inheritance of Chinese culture from intangible to tangible and from outside to inside.

3. The Realistic Dilemma of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

In recent years, with the support of the Party and the government, red culture has been vigorously promoted, and its integration into ideological and political education has attracted extensive attention from major universities. At the same time, it has also achieved certain results. However, in the process of using red culture to carry out ideological and political education, there are still problems such as insufficient resource development, single teaching form and imperfect team construction, which affect the effectiveness of the education to a certain extent.

3.1. Lack of Development

In the actual progress of the development and utilization of red cultural resources, there are different degrees of differences and characteristics among different regions. With high publicity and great influence, the red cultural resources in the region can basically be fully developed and utilized, while the general red cultural resources with low publicity are in a low development and utilization degree, and some have not been developed and utilized due to factors such as being located in remote areas and inconvenient transportation or other factors. Red cultural resources are spread all over the country, but in terms of regional integration, development and utilization are insufficient. Most regions focus on key resources, ignoring their driving role in the development of other local red cultural resources. As a result, the resultant force of regional red cultural resources has not been formed, resulting in the waste of resources. [4]

3.2. Single Form of Teaching

Traditional college education and teaching basically adopt

teacher-oriented teaching methods, especially when it comes to the theoretical content of red culture. It's always a form of teaching in which knowledge is mainly imparted by the teacher and students receive the content taught by the teacher. This kind of form leads to teachers tired of speaking, students tired of listening, and the effectiveness of education is greatly reduced. In such kind of class, interaction is not enough and students' engagement is low, many students just to complete the class task, involving the content of specific modules, they even do not understand.

3.3. Boredom of Teaching Content

Presently, in the process of integrating red culture into ideological and political education, universities mainly rely on the channel of ideological and political theory class. However, in terms of teaching content, it often relies too much on teaching materials, and lacks updating and expansion, resulting in few changes in the teaching content during the four years of college in the red culture, so the class fails to reflect the rich connotation of red culture and the value of The Times. In the process of education and teaching, the content of red culture is mainly based on "mechanical" instilling teaching, and the content is monotonous and boring, which is difficult to stimulate the learning initiative and interest of students. At the same time, because the content of red culture is not included in the scope of final examination, the degree of seriousness of students' learning attitude is reduced. Thus the promotion effect of red culture on ideological and political education in colleges and universities is greatly cut down.

4. The Realization Path of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

Red culture contains advanced, national and epochal spiritual characteristics, which are closely connected with the core concept of socialist core values, and provide a valuable carrier for ideological and political education in colleges and universities.

4.1. Further Excavating and Integrating Red Cultural Resources, Improving the Cultural Literacy of Educational Subjects

Red culture contains rich content at both material and non-material levels. Therefore, when excavating and utilizing this cultural resource, people must adhere to the development strategy of paying equal attention to material resources and non-material resources to ensure that the integrity and depth of red culture can be fully displayed. In addition to excavating material resources such as ruins, items, and documents related to the life, work and battles of outstanding revolutionary ancestors, we should pay more attention to excavating and collating non-material resources such as poems, dramas, movies and television that are handed down and created by later generations, so as to comprehensively promote the development of red cultural resources to a deeper level. Besides, the main reason for the low level of empolder of non-key red cultural resources is that it is located in remote areas with blocked traffic, incomplete protection of historical sites and relics, and greater difficulty in empolder. It is necessary to gradually overcome difficulties and scientifically integrate red cultural resources in different regions, so as to promote the common development of red cultural resources in non-key

areas. Through in-depth exploration and integration of red cultural resources, the cultural quality of education subjects can be strengthened from the source, and then their cultural consciousness and cultural self-confidence can be enhanced. [5]

4.2. Innovating Teaching Forms Through New Media, Exploring the Integrating Way of Red Culture into Education in Colleges and Universities

The course of ideological and political education in colleges and universities plays an important role in the process of training the successors of socialism in the new era. However, with the advent of the Internet era, the channels of knowledge acquisition are increasingly diversified, and the traditional teaching forms are difficult to fully meet the needs of contemporary young students. Therefore, it is necessary to closely combine the characteristics of The Times, make full use of new media platforms, enrich teaching content, innovate teaching methods, and organically integrate red culture into the ideological and political education system of colleges and universities. Such measures can not only stimulate students' interest in learning, but also enhance their learning initiative and participating degree, laying a solid foundation for cultivating qualified socialist successors. At the same time, teachers in colleges and universities should use Internet technology to combine online and offline courses actively and put "flipped classroom" into actual classroom teaching to active students' interests. Besides, the influence of campus culture is also need to be used to cultivate students' ability of independent learning, so as to fully play the role of red culture in ideological and political education in colleges and universities. [6]

4.3. Encouraging Students to Participate in Red Culture Practice Activities, Enhancing the Cultural Identity of Educational Objects

Red culture is gradually condensed from the daily life of the people, and students should return to practice when learning red culture, so that they can strengthen their cognition and understanding of red culture in personal practice. By carrying out various forms of practical activities, students can feel the charm of red culture in personal experience, deepen their understanding through practice, and cultivate their profound emotion toward red culture, and cultural consciousness, and improve their own red culture cultivation. At the same time, through encouraging students to participate in social volunteer service activities actively, and give the needy people help within their capacity, then they will gradually understand the spiritual connotation of red culture in practice, and strengthen the contact with masses of the people. Besides, colleges and universities combine the quality and quantity of students' participation in voluntary service activities with the evaluation of awards and excellence, and set an example to take the lead through the selection of advanced figures, so as to improve students' enthusiasm for practical activities and effectively improve the effectiveness of red culture on ideological and political education in colleges and universities.

4.4. Strengthening the Construction of the Ideological and Political Education System in Colleges and Universities, Completing Institutional Guarantees

In order to effectively improve the effectiveness of integrating red culture into ideological and political education in colleges and universities, a sound ideological and political education guarantee system in colleges and universities should be established, and cultivate students' ability to consciously resist the spread of negative information. Meanwhile, the cooperation between different organizations should be strengthened to realize the sharing of educational resources. In the way of education, teachers should follow the law of students' growth as well as the law of teaching and educating people, and ensure the orderly conduct of various educational work, so as to achieve the goal of "full staff, whole process and all-round" education, and cultivate more outstanding talents with high social responsibility, innovative spirit and practical ability.

5. Conclusion

Red culture plays an important role in ideological and political education in colleges and universities. Carrying out red culture education in colleges and universities is an important embodiment of our Party's overall leadership in college education, and it plays an indispensable role in cultivating the correct values of college students. Faced with the complex and changeable environment at home and abroad, colleges and universities should constantly innovate education and teaching models, and actively integrate red culture into ideological and political education to ensure that the education process is both in-depth and warm, so as to improve the ideological and political quality of college students, effectively stimulate students' patriotic feelings and

social responsibility, and give full play to the educational function of ideological and political education in colleges and universities.

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