

The Integration of Red Culture into Ideological and Political Education in Higher Education: Value and Pathways

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Abstract: Red culture is the inheritance and development of Marxism and China's excellent traditional culture, and the cultural spirit and cultural form with Chinese characteristics formed by the Communist Party of China in pursuit of national independence and prosperity, guiding the country's future development direction and forward goals. Additionally, the basic way to enhance the ideological construction of colleges and universities. The integration of red culture into ideological and political education in colleges and universities is conducive to strengthening the ideological function of ideological and political education in colleges and universities, enhancing the effectiveness of ideological and political education in colleges and universities, and pointing out the development direction of ideological and political education in colleges and universities. The path of integrating red culture into ideological and political education in colleges and universities can start from the three aspects of goal orientation, platform development and content construction to realize the close combination between red culture and ideological and political education.

Keywords: Red Culture; Ideological and Political Education; Reality Value; Path Research.

1. Introduction

General Secretary Xi Jinping emphasized, "We should make good use of red resources, carry forward red traditions and pass on red genes." Red culture is a cultural resource accumulated and formed by the Communist Party of China in the long-term practice of adapting Marxism to Chinese realities, which holds profound spiritual and ideological significance. It includes the spirit of the Long March, the spirit of Jinggangshan, the spirit of the Red Boat, the spirit of Lei Feng and the spirit of aerospace, and other spiritual cultures. When carrying out ideological and political education, colleges and universities should leverage red culture to reinforce ideological and political education, realize the deep integration of red culture and ideological and political education, and then promote its deep integration with ideological and political education.

2. The Value Implications of Integrating Red Culture into Ideological and Political Education in Colleges and Universities

Integrating red culture into ideological and political education in colleges and universities, and letting red culture education enter classrooms, teaching materials and minds is an effective way to strengthen cultural confidence, highlight Chinese characteristics, and enhance the cultural identity and national identity of college students. The study of integrating red culture into ideological and political education in colleges and universities is precisely a response to the new requirement of educating people by establishing morality and cultivating a new generation for the era who will take up the great responsibility of national rejuvenation, and the new requirement of the era of vigorously promoting red culture and passing on red genes, which is advocated by General Secretary Xi Jinping.

2.1. Conducive to Strengthening the Ideological Function of Ideological and Political Education in Colleges and Universities

Socialist universities with Chinese characteristics are universities under the leadership of the Communist Party of China (CPC), and in order to adhere to the correct strategic goals, it is necessary to strengthen the construction of social ideology, and the strengthening of the ideological function of ideological and political education in colleges and universities cannot be separated from the education of revolutionary culture and revolutionary spirit. Red culture, as an advanced culture leading the spirit of the times, has a strong moral education function in patriotism education, revolutionary tradition education, ideological and political education in colleges and universities, etc. By leading the social trend of red culture to guard the ideological positions in colleges and universities, and by securing the right to lead, the right to speak, and the right to control the ideological work of the colleges and universities, the ideological and political education of the colleges and universities can better play the role of consolidating the guiding position of Marxism in the ideological field, and the right of the ideological work of the colleges and universities. The guiding position in the field of Marxist ideology can be better utilized in the consolidation of ideological education in universities.

2.2. Favorable to Enhance the Effectiveness of Ideological and Political Education in Colleges and Universities

Tapping into the educational value of red culture and making full use of red cultural resources is conducive to the university's comprehensive understanding of the core connotation, formation process and historical origins of red culture, so as to enhance college students' identification with red culture, promote and pass on red culture, and practice red

culture in practical activities. It is conducive to further promoting the study and practice of socialist core values among college students, improving their national awareness and cultural literacy, strengthening their ability to discern various trends of thought, solidifies their ideals and beliefs, shapes well-rounded personalities, and nurtures innovation, so as to promote the all-round development of college students. It helps to further mobilize college students' interest in learning and sound personality education of college students, and enhance the effectiveness of ideological and political education. By changing the learning mode of college students from passive to active, guiding college students to internalize the knowledge, the theoretical knowledge and educational achievements they have acquired, are internalized into their own moral value concepts, and fundamentally enhance the effectiveness of the ideological and political education in colleges and universities.

2.3. Conducive to Pointing Out the Development Direction of Ideological and Political Education in Colleges and Universities

As institutions of higher education in China, the question “For whom do colleges and universities train people?” points to the direction of the development of ideological and political education in colleges and universities at this stage of China's development. The goal of ideological and political education in colleges and universities is to cultivate high-quality talents with a high sense of responsibility and firm ideals for socialism with Chinese characteristics. To realize the value of “moral education” in ideological and political education in colleges and universities, it is necessary to make use of certain educational means to guide students to understand “what kind of person they should become”. “Virtue” is an important yardstick for measuring a person, and establishing virtue is a necessary prerequisite for shaping individuals. The integration of red culture into ideological and political education in colleges and universities is conducive to the cultivation of successors and builders who will continue to strive for the cause of socialism and cultivate new generations who will take on the great responsibility of national rejuvenation.

3. The Path of Red Culture into Ideological and Political Education in Colleges and Universities

Explore the development mode of integrating red culture into ideological and political education in colleges and universities, and comprehensively integrate and optimize the resources inside and outside the school through the integration of online and offline education, so as to achieve complementary advantages. Let both inside and outside the school become important positions, so that all the work of the daily operation of the school has the function of educating people, so as to achieve all-round educating people, and closely integrate the red culture with ideological and political education.

3.1. Goal-oriented

When exploring the path of integrating red culture into ideological and political education in colleges and universities, goal orientation is the core and soul, which guides the direction and focus of the whole education process.

Based on the educational concept of “knowledge, emotion, intention and action”, the goal orientation is refined into the following four dimensions, aiming to promote the comprehensive improvement of students' red cultural literacy.

3.1.1. Knowledge Dimension: Deepening Understanding of Red Culture:

(1) Goal setting. To ensure that students systematically master the basic knowledge of red culture, including the history of the Chinese revolution, important historical events, the deeds of heroes and heroines, and the spiritual connotation of red culture.

(2) Implementation Strategy. Through systematic lectures in the theoretical classroom, online learning resources in the cyber classroom, and field trips and experiences in the practical classroom, we build an all-round knowledge acquisition channel so that students gain a comprehensive understanding of the red culture in terms of breadth and depth.

3.1.2. Emotional Dimension: Cultivating Red Culture Emotional Identity:

(1) Goal setting. To stimulate students' deep feelings toward the red culture, to form a sense of reverence for the revolutionary forefathers, admiration for the red spirit, and a strong sense of belonging and pride in the country and nation.

(2) Implementation strategy. Through emotionally rendered narratives, touching video materials, hands-on practical activities, and by creating the atmosphere of campus red culture, students can emotionally resonate with the red culture and enhance their emotional identity.

3.1.3. Dimension of Will: Strengthening Confidence and Commitment to Red Culture:

(1) Goal setting. To cultivate students so that students are able to adhere to the core values of red culture, form firm cultural self-confidence and beliefs, be brave enough to take up the responsibility of the times, and pass on the red genes in the face of the impact of multiple cultures.

(2) Implementation strategy: Through discursive classroom discussions, in-depth case analysis, and activities such as debates on the theme of red culture, students are guided to think deeply about the contemporary value of red culture, and cultivate their critical thinking and firm beliefs.

3.1.4. Behavioral Dimension: Practicing The Spirit of Red Culture:

(1) Goal setting. Encourage students to transform the learning results of red culture into practical actions, actively participate in social practice, volunteer service and other activities, practice the spirit of red culture with practical actions, and show the responsibility and commitment of youth in the new era.

(2) Implementation strategy. Organize diversified practical activities, such as red culture volunteer service, social research, innovation and entrepreneurship projects, etc., so that students can deepen their understanding of red culture in practice, while also improving their social practice ability and innovation ability.

3.2. Platform Building

With the fundamental task of establishing moral education, fully explore the “Internet +” era, relying on intelligent education channels such as Mucon and Eban, build a “one-stop” big data platform for red resources, and use digital means to solve the problem of low effectiveness of integrating red culture into the ideological and political education. It is also a great way to use digital means to solve the problem of

the poor effect of the integration of red culture into the ideological education and improve the accuracy of learning.

3.2.1. Red Cultural Resources Integration Platform:

Integrate internal and external red cultural resources, such as historical documents, video materials, virtual exhibitions in memorial halls, red story collections, etc., to create a systematic, structured, and easily searchable online resource library. Ensure that the resources are also categorized, managed and dynamically updated, so that students can quickly locate the resources they need according to their own needs. It maintains the timeliness and richness of the resources, and additionally opens up the uploading function of users to encourage teachers and students to share high-quality resources.

3.2.2. Personalized Learning Platform:

Using big data and artificial intelligence technology to analyze students' learning behaviors and provide students with personalized learning paths and resource recommendations to enhance learning efficiency and interest. Record students' learning trajectories, including learning time, learning content, test results, etc., to form a personal learning profile for self-assessment and reflection. Build online discussion forums, message forums, and Q&A boards to encourage communication and sharing among students, teachers and students to form an active learning community.

3.2.3. Smart Campus Convergence:

Utilizing campus radio, electronic display screen, social media and other channels, we regularly push out red culture knowledge, activity previews, results display and other contents to create a strong red culture atmosphere. The online learning platform is closely integrated with offline practical activities, such as understanding the background of red culture through online learning and deepening the experience through offline field trips, forming a closed-loop learning path.

3.3. Content Construction

Relying on the “theory classroom, network classroom, practice classroom” as three major classrooms, to integrate the red culture into the ideological and political education, from shallow to deep, “infiltration” red cultural education, achieving diversified platform space. On the other hand, give full play to the role of the main channel of ideological and political theory courses in colleges and universities. On the other hand, through the strengthening of campus red culture construction, red practice activities, broaden the propaganda channels and innovation of the party and group building carriers and other forms to broaden the red culture into the campus cultural construction of the nurturing way, enhance the timeliness of ideological and political education in colleges and universities.

3.3.1. Cultivate the “Fertile Soil” for Theoretical Teaching and Internalize the Essence of Red Culture into The Spiritual Pillars of College Students:

In the system of ideological and political education in colleges and universities, the theoretical classroom is the primary position for the integration of red culture. By integrating core courses such as Outline of Modern Chinese History and Introduction to Mao Zedong's Thought and Theoretical System of Socialism with Chinese Characteristics, red culture is deeply embedded in the curriculum, which not only teaches historical knowledge, but also emphasizes the

spiritual connotations and contemporary values of red culture. In terms of development mode, the dual-track strategy of “historical narration + theoretical interpretation” can be adopted. By systematically narrating the historical process of China's revolution, construction and reform, students can deeply understand the historical origin and contemporary value of red culture. Special red culture courses can be opened, and the descendants of revolutionary forefathers and Party history experts can be invited to give lectures on campus, as well as using multimedia teaching tools to reproduce historical events, so as to make the theoretical study of red culture vivid and concrete, and to enhance students' participation and learning effect.

3.3.2. Broaden the Network Classroom “New Field”, With Red Cultural Resources to Cultivate the Network Culture Ecology of Colleges and Universities:

With the rapid development of information technology, the online classroom provides a broader space and flexible forms for the dissemination of red culture. By building a comprehensive platform of “online resource library + interactive learning community”, the online resource library integrates classic red literature, video materials, virtual exhibition halls and other contents, which is convenient for students to study independently anytime and anywhere. Students are encouraged to discuss and share their experiences around the theme of red culture, forming a learning ecology that combines online and offline. At the same time, social media and online course platforms have been utilized to offer special courses on red culture, and activities such as online knowledge competitions and red story creation contests have been held to stimulate students' interest in learning red culture on their own initiative. At the same time, network supervision has been strengthened to ensure the accuracy and positivity of red culture dissemination.

3.3.3. Compacting the “Foundation” of the Practical Classroom, Realizing the Overall Development of College Students in the Red Cultural Experience:

Practical classroom is the key link of red culture into ideological and political education in colleges and universities, combining “going out” and “bringing in”, organizing students to visit revolutionary sites and memorial halls, experiencing the red history, inviting red culture inheritors to campus, and letting students engage with red culture with their own hands through workshops, handicraft displays and other forms. Inviting the inheritors of red culture to campus, through workshops, handicrafts display and other forms, let students engage with red culture. At the same time, we cooperate with local red tourism resources, establish off-campus practice teaching bases, and regularly carry out social practice programs, such as red culture research and volunteer service activities, so as to let students deepen their understanding of red culture and cultivate patriotic sentiment and social responsibility in practice. At the same time, campus cultural propaganda is also an important carrier for the dissemination of red culture. By organizing red culture galleries, theme exhibitions, cultural festivals, etc., it not only creates a strong atmosphere of red culture, but also becomes a platform for students' self-education and mutual education. In addition, relying on the innovation of party and group activities, such as red culture in the community, red storytelling tours, etc., the influence of red culture is expanded to the social level, forming a benign interaction

between inside and outside the school, and jointly promoting the inheritance and innovation of red culture.

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