

Inheritance and Innovation Research on the Red Cultural Genealogy of Liaoning

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Abstract. As one of the important birthplaces of the Chinese revolution, Liaoning possesses rich red cultural resources, forming a unique red cultural genealogy. This paper analyzes the current status and existing problems in the inheritance of Liaoning's red cultural genealogy and proposes innovative pathways. By leveraging technologies such as virtual reality, new media platforms and immersive experiences, enhance the interactivity between red culture and the public, establish distinctive red culture brands and vigorously develop the red tourism industry, so as to better develop and pass on red culture. At the same time, it provides theoretical support and practical reference for the sustainable development of the red culture in Liaoning.

Keywords: Liaoning; Red Culture; Inheritance; Innovation.

1. Introduction

Red culture is the precious spiritual wealth created by the Chinese people under the leadership of the Communist Party of China during the revolution, construction, and reform periods. It is an important component of the excellent culture of the Chinese nation. Liaoning, known as the "Starting Place of the War of Resistance Against Japan, the Turning Point of the Liberation War, the Embarkation Point for the War to Resist U.S. Aggression and Aid Korea, the Source of Material for the National Anthem of New China, the Foundation Base of the Republic's Industry, and the Birthplace of the Lei Feng Spirit," [1] possesses a red cultural genealogy with profound historical heritage and unique regional characteristics. In the context of the new era, inheriting and innovating Liaoning's red cultural genealogy is of great significance for promoting the spirit of patriotism and driving the revitalization and development of Liaoning.

2. Overview of Liaoning's Red Cultural Genealogy

Liaoning, as a crucial witness to modern Chinese history, carries rich and profound red memories and is the birthplace and turning point of numerous significant historical events.

2.1 Liaoning is the Starting Place of the War of Resistance Against Japan.

In 1931, the Mukden Incident (September 18th Incident), which shocked China and the world, erupted in Shenyang, marking the beginning of the Chinese people's local resistance against Japan. The people of Liaoning took the lead in organizing the Northeast Anti-Japanese Volunteer Army, heroically resisting the Japanese invaders and nurturing the great spirit of the Northeast Anti-Japanese United Army, which became a symbol of the Chinese nation's indomitable and resolute struggle.

2.2 Liaoning is the Turning Point of the Liberation War.

In 1948, the Liaoshen Campaign was launched in Liaoning. This was the first of the three major campaigns of the Liberation War and a decisive battle for the national war situation. The victory of the campaign not only liberated the entire Northeast but also laid a solid foundation for the liberation of the whole country, fully demonstrating the Communist Party of China's exceptional strategic vision and military command capabilities.

2.3 Liaoning is the Embarkation Point for the War to Resist U.S. Aggression and Aid Korea.

In 1950, the Chinese People's Volunteers crossed the Yalu River from Dandong, Liaoning, to enter the Korean battlefield to defend their homeland and country. The spirit of resisting U.S. aggression and aiding Korea was thus nurtured and widely disseminated in Liaoning, becoming an important spiritual force inspiring the unity and struggle of the entire nation.

2.4 Liaoning is the Source of Material for the National Anthem of New China.

The creative inspiration for the "March of the Volunteers" originated precisely from the heroic struggle of the Liaoning people during the War of Resistance Against Japan. This song later became the national anthem of the People's Republic of China, inspiring generations of Chinese people to forge ahead courageously.

2.5 Liaoning is the Foundation Base of the Republic's Industry.

After the founding of New China, Liaoning rapidly developed into a key national industrial base, creating numerous "firsts": the first steam locomotive, the first jet aircraft, the first machine tool, etc., making indelible contributions to the industrialization of New China.

2.6 Liaoning is the Birthplace of the Lei Feng Spirit.

Comrade Lei Feng left behind numerous touching deeds during his service in Fushun, Liaoning, forming the "wholeheartedly serving the people" Lei Feng Spirit, which became a national model for learning and has had a profound impact.

3. Current Status of Inheritance of Liaoning's Red Cultural Genealogy

As an important old revolutionary base area and a province rich in red cultural resources, Liaoning possesses abundant red historical heritage and a deep revolutionary tradition. In terms of red cultural inheritance, Liaoning has multiple advantages but also faces some urgent problems.

3.1 Inheritance Advantages

(1)Rich Red Resources: Liaoning Province is home to a large number of red sites, memorial halls, and museums of significant historical importance. Examples include the Northeast Anti-Japanese United Army Historical Exhibition Hall, the Martyrs' Cemetery of the War to Resist U.S. Aggression and Aid Korea, and the Liaoshen Campaign Memorial Hall. These venues not only carry important historical memories but also provide vivid teaching materials and on-site educational bases for red cultural education.

(2)Policy Support: In recent years, the Liaoning Provincial Government has attached great importance to the protection and inheritance of red culture. It has issued policy documents such as the "Liaoning Red Tourism Development Plan (2022-2030)", explicitly proposing the creation of red cultural brands and promoting the integrated development of red tourism with rural revitalization and educational research. This provides solid policy guarantees for the inheritance of red culture.

(3)Well-Developed Education System: Universities in Liaoning actively respond to the national call for building "holistic education through ideological and political courses." They integrate red culture into the ideological and political education system through offering red culture courses, organizing red research activities, and establishing red cultural research bases. This promotes the integration of red culture into classrooms, teaching materials, and students' minds, enhancing the historical responsibility and sense of mission among young students.

3.2 Existing Problems

(1)Monotonous Dissemination Methods: Current dissemination of Liaoning's red culture still relies mainly on traditional text introductions, picture displays, and physical exhibits, lacking

interactivity and immersion. This makes it difficult to attract the interest of the younger generation. There is insufficient application of digital and intelligent dissemination methods, failing to fully utilize modern technologies like new media and virtual reality to enhance communication effectiveness.

(2)Insufficient Brand Building: Despite the abundance of red resources in Liaoning, the overall brand influence is weak. There is a lack of red cultural brands with widespread national recognition and appeal. Integration and packaging of red cultural resources are insufficient, failing to form representative cultural symbols and dissemination highlights.

(3)Weak Regional Linkage: Various regions within Liaoning operate independently in red cultural inheritance efforts, lacking unified planning and coordination mechanisms. This leads to resource dispersion, redundant construction, and a failure to form a synergistic regional effect, impacting the overall utilization efficiency of red cultural resources.

(4)Shortage of Professional Talent: Research, dissemination, and education of red culture require a large number of interdisciplinary talents with backgrounds in history, culture, communication, etc. However, there is currently a relative shortage of such professionals in Liaoning, particularly in areas like digital dissemination of red culture and development of cultural and creative products, which constrains the pace of innovative development of red culture.

4. Innovation Pathways for Liaoning's Red Cultural Genealogy

4.1 Innovate Dissemination Methods

(1) Digitalization and New Media Application: With the rapid development of digital technology, red cultural dissemination is transitioning from traditional exhibitions to immersive and interactive experiences. Liaoning can learn from Guangzhou's "Huacheng Hongtu" platform by developing digital platforms integrating VR, AR, and 3D modeling technologies. For instance, the Shenyang September 18th History Museum has experimented with VR 720-degree panoramic displays and H5 interactive technology to enhance the online visiting experience. This approach can be further extended to key venues like the Liaoshen Campaign Memorial Hall and the Memorial Hall of the War to Resist U.S. Aggression and Aid Korea, aiming for full digital coverage of provincial red sites.

Drawing inspiration from the immersive experience model of the Memorial Hall of the First National Congress of the Communist Party of China in Shanghai [2], Liaoning could develop red-themed immersive escape rooms (script killing) and interactive games, allowing young people to receive red education through entertainment.

Furthermore, the Liaoshen Campaign Memorial Hall has made red stories "come alive" through red-themed stage plays, short videos, and live streams, attracting a large young audience [3]. It is recommended that Liaoning establish a dedicated new media production team for red culture to regularly produce high-quality short video content.

(2) Multilingual Dissemination: To enhance the international influence of Liaoning's red culture, multilingual content development should be strengthened. Following the proposal of the China International Communications Group Center for Asia and Pacific, Liaoning can leverage its historically significant resources with international recognition, such as the War to Resist U.S. Aggression and Aid Korea and the War of Resistance Against Japan, to develop multilingual dissemination content in English, Japanese, Korean, etc. Active utilization of international mainstream social platforms like YouTube and TikTok to establish an overseas dissemination matrix for Liaoning's red culture is crucial. Successful experiences from institutions like the Chongqing Hongyan Revolutionary History Museum on overseas social media can be referenced for regular multilingual content releases [4].

(3) New Media Platform Promotion: Micro-short dramas, as an emerging form of dissemination, have become a new carrier for red cultural promotion due to their fast pace, strong emotional appeal, and easy dissemination. [5] Liaoning can collaborate with local universities and cultural groups to produce red-themed micro-short dramas, releasing them on platforms like Douyin (TikTok),

Kuaishou, and Weibo to enhance user emotional resonance and participation. A dedicated fund for red culture micro-short drama creation could be established to encourage participation from all sectors of society, with rewards and promotion support offered for outstanding works.

4.2 Strengthen Brand Building

(1)Build the "Six Landmark Designations" Cultural Brand: Liaoning should systematically integrate the red resources of its "six landmark designations" to construct a unified brand image, including consistent logos, slogans, and visual systems. For example, a theme logo like "Red Liaoning Memories of Six Lands" could be designed and uniformly used across various communication media to enhance brand recognition.

(2)Develop Red Cultural and Creative Products: Learning from the development model of red cultural and creative products in Shaoshan, Hunan, [6] Liaoning should develop culturally creative products with local characteristics based on its red cultural elements. Examples include "Resist U.S. Aggression and Aid Korea" themed commemorative badges, "Lei Feng Spirit" stationery sets, and "September 18th" historical picture books. This enhances the practicality and artistic value of red culture. Dedicated cultural and creative product stores should be set up in scenic spots and museums, alongside the development of online sales platforms.

4.3 Promote Cultural and Tourism Integration

(1)Create Red Tourism Routes: Liaoning should integrate its red resources to design themed tourism routes, such as "Journey to the Embarkation Point of the War to Resist U.S. Aggression and Aid Korea" and "Research Tour to the Birthplace of the Lei Feng Spirit." These routes should connect cities like Shenyang, Dandong, and Fushun, forming a regional red tourism network. Concurrently, supporting facilities need improvement, including enhanced transportation, accommodation, and catering infrastructure along the routes to elevate the tourist experience.

(2)Construct Red Tourism Towns: Drawing on the experiences of places like Jinggangshan in Jiangxi and Yan'an in Shaanxi, Liaoning can build red-themed characteristic towns, such as "Liaoshen Campaign Red Town" and "Anti-Japanese United Army Cultural Village." These towns should integrate rural tourism, red education, and folk experience functions, adopting a "government + enterprise + village collective" cooperation model to deeply integrate red culture with rural revitalization.

4.4 Strengthen Regional Linkage

(1)Establish Coordination Mechanisms: Liaoning should establish a coordinated mechanism for red cultural resources, breaking down regional barriers to achieve resource sharing, route co-construction, and brand co-promotion. For example, the provincial culture and tourism department could take the lead in formulating unified red cultural dissemination plans and standards to ensure content quality and consistency.

(2)Conduct Cross-Regional Cooperation: Collaborate with northeastern provinces like Jilin and Heilongjiang to create a "Northeast Red Culture Corridor." Jointly develop red research tours and cultural and creative products, and regularly hold joint red culture exhibitions among the three northeastern provinces to enhance the overall regional influence of red culture.

4.5 Enhance Talent Cultivation

(1)Higher Education and Research: Encourage universities in Liaoning to establish red culture research centers and offer courses related to red cultural dissemination to cultivate professionals. The "Red Spacetime" project by the Communication University of China serves as a model for promoting digital dissemination of red culture through university strength.

(2)Social Education and Training: Improve public participation and dissemination capabilities by organizing training courses for red culture docents, red story speech contests, and volunteer recruitment drives for red culture activities. Simultaneously, encourage the participation of veteran

Party members and descendants of martyrs in red cultural dissemination to enhance the authenticity and emotional impact of the narratives.

The red cultural genealogy of Liaoning is an important component of the spiritual lineage of the Chinese Communists, possessing profound historical depth and unique regional characteristics. In the context of the new era, inheriting and innovating this genealogy requires active exploration in areas such as dissemination methods, brand building, cultural-tourism integration, regional linkage, and talent cultivation. Through these innovative pathways, the educational function of Liaoning's red culture can be better leveraged, providing powerful spiritual impetus for the comprehensive revitalization of Liaoning.

5. Conclusion

As an essential component of the Communist Party of China's spiritual spectrum, the Red Cultural Genes of Liaoning carry profound revolutionary historical memories and distinctive regional cultural characteristics. This paper analyzes the historical trajectory and contemporary inheritance status of Liaoning's Red Cultural Genes, revealing the opportunities and challenges it faces in the new era. Research indicates that Liaoning has established a highly recognizable red cultural resource system based on six historical landmarks, including its role as the "starting point of the War of Resistance Against Japan," the "turning point of the Liberation War," and the "departure site of the War to Resist US Aggression and Aid Korea." However, current challenges in inheritance include monotonous dissemination methods, limited brand influence, weak regional collaboration, and a shortage of specialized personnel.

To address these issues, this paper proposes an innovation framework centered on digital dissemination, brand building, integration of cultural resources with tourism, regional coordination, and talent cultivation. By leveraging technologies such as virtual reality, new media platforms, and immersive experiences, the interactivity and appeal of red culture can be enhanced. Establishing a unified cultural brand and distinctive cultural-creative products can elevate Liaoning's red culture's visibility and market value. Developing red tourism routes and cross-regional cooperation mechanisms can optimize resource allocation and promote coordinated regional development. Meanwhile, integrating university research with social education can provide sustainable talent support for the inheritance of red culture.

The preservation and innovation of Liaoning's red culture not only serve as a vital pathway to promote patriotism and unite national strength but also act as a cultural engine for the comprehensive revitalization of Northeast China. Future efforts should focus on deepening systematic development of red cultural resources and aligning them more closely with contemporary societal needs. This will enable Liaoning's red culture to rejuvenate in the new era, offering robust spiritual momentum and practical references for cultural construction and social development in Liaoning and the nation at large.

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