

Research on the Integration of Red Culture and Civic Education in Colleges and Universities in the All-Media Era

Dandan Wang

Sichuan Normal University, Chengdu 610066, China.

Abstract: Teachers based on various media platforms to collect positive and negative materials into the classroom teaching, deepen college students' understanding of the content of the red culture, but also can effectively guide college students to establish a correct sense of value. However, under the all-media era, colleges and universities are still facing certain realistic dilemmas in promoting the integration of red culture and ideological education. In this regard, this paper puts forward some methodological strategies on how colleges and universities can cope with the dilemma and realise the full integration of red culture and civic education from the practical level.

Keywords: All-Media Era; Red Culture; Ideological Education in Colleges and Universities; Integration

Introduction

Under the environment of the all-media era, the in-depth integration of red culture with the ideological education of colleges and universities is conducive to colleges and universities to promote college students' in-depth study of Marxist theory, enhance the spirit of college students, guide college students to set up a correct world outlook, outlook on life, and values, and enhance the aspirations, backbone, and bottom line of college students. Based on this, this paper discusses in detail how to realise the full integration of red culture and ideological education in colleges and universities, and how to bring the effectiveness of red culture into full play.

1. Realistic Dilemma of the Integration of Red Culture and Civic and Political Education in Colleges and Universities in the All-Media Era

1.1 The situation of multiple values affects the emotional resonance of university students

In the all-media era, global economic development, cultural exchanges and other activities have become increasingly close, and multiple trends of thought have flooded into our society, leading to the emergence of a pluralistic value situation. Some people's value pursuits and ideological pursuits have been changed by the influence of pluralistic thinking, with consumerism, hedonism, individualism and egoism dominating personal behaviour^[1]. In this regard, the learning environment faced by college students is more complex, colleges and universities must comprehensively strengthen the ideological education of college students, and promote college students to improve their personal cognitive structure and thinking system. If college students are affected by the diversified value situation, personal value pursuit changes, it is not conducive to college students to deepen the understanding of the content of the ideological education, a deep understanding of the content of the red culture, the success of the emotional resonance. In this way, the difficulty of implementing education and teaching work in colleges and universities will also increase.

1.2 Obstacles to the deepening of converged contents

The integration of red culture and political education is a progressive and in-depth process, and colleges and universities should grasp that all aspects between the two can achieve a close connection. But from the current colleges and universities to promote the integration of red culture and civic education to achieve results, not all colleges and universities have realised the depth of integration of red culture and civic education, some colleges and universities are still in the stage of actively improving the teaching mode, in the red culture and civic education at the level of the integration of the content of the construction of the red culture and civic education to be promoted in depth. Although many colleges and universities, from the perspective of long-term development, have proposed and actively implemented the establishment of a sound long-term mechanism as a way to maintain the deep integration of red culture and civic education, but this also needs to be improved in long-term practice. All-media era environment of mixed information, colleges and universities should seize the opportunity to do a good job of ideological value leadership of college students, to ensure that college students are politically correct, and to promote college students' firm ideals and beliefs^[2].

1.3 Impact on the authority of Civic and Political Education in Colleges and Universities

The all-media era has provided conditions for colleges and universities to expand the space of ideological education activities, and colleges and universities can further expand the discourse field by using new communication tools, but the all-media era has also caused the authority of ideological education in colleges and universities to suffer from the impact of the status of ideological education. In the age of all-media, events that occur in real time can be widely disseminated in a short period of time in the form of text messages, video and audio. Coupled with the support of technologies such as big data and hot information push, college students can receive a large amount of information content by relying on their mobile electronic devices. Although there are many contents and red cultural resources in the ideological education of colleges and universities, the information carriers of the two are mainly teaching materials, teaching courseware, etc. In contrast to the convenient, fast, content-rich and personalised services of the all-media, college students are more likely to be attracted by the latter. This increases the difficulty of consolidating the main position of the classroom of ideological education in colleges and universities, and will also have a certain impact on the progress of the implementation of colleges and universities to promote the integration of red culture and ideological education.

1.4 A weak sense of integrated atmosphere undermines the student experience

In the implementation path of the integration of red culture and ideological education in colleges and universities, it is necessary for colleges and universities to guide college students to take the initiative to carry on the inheritance of red culture, and in the process of deepening college students' understanding of red culture, collaborate with the ideological education to cultivate college students to set up the correct ideological concepts, the pursuit of value and quality character, and guide college students to practice the socialist core values in their daily lives. The realisation of a favourable on-campus atmosphere in higher education is expected to accelerate the transformation process of university students from theoretical learning to active practice. However, in view of the actual situation, the development of activities related to red culture in colleges and universities is mainly based on poetry recitation, classical reading, book reports and so on, which can't guarantee the full stimulation of the subjective initiative of college students.

2. Practical Strategies for the Integration of Red Culture and Civic and Political Education in Colleges and Universities in the All-Media Era

2.1 Use of red cultural film and television works to forge a consensus on values

Colleges and universities can make full use of red culture film and television works to stimulate and cultivate students' emotional resonance, and promote college students to deepen their understanding of the spiritual connotation of red culture and the value of the times through the cohesion of college students' value consensus. Based on the historical facts of the historical record to improve personal knowledge, understand the importance and necessity of Civic Education, so as to improve the cooperation of college students to the work of Civic Education in colleges and universities. For example, colleges and universities show films such as "Autumn Harvest Uprising", "Four Crossings of the Red Water" and "Zunyi Conference" on the eve of the National Day to awaken college students' national feelings. Teachers excerpted classic clips from the TV series "Chasiao Junior", "The Age of Awakening" and "Forging Swords in Desperate Circumstances" and played them in the classroom to tell college students the complete story in conjunction with the historical facts, and to promote college students' formation of a complete understanding. Colleges and universities can also introduce the documentary film "Iron Blood Xiangjiang" and "The Red Army is Not Afraid of Expedition" into the second classroom, promoting the ideological education of college students and the inheritance of red culture from the perspective of film and television appreciation.

2.2 Integration of pedagogical content expansion + collection of new resources through multiple dissemination channels

Colleges and universities to expand the teaching content of the integration of red culture and ideological and political education, can innovate the idea of action, from the perspective of the combination of red culture and the "four histories" education, the combination of red culture and the curriculum of ideological and political education, to explore more content as a supplement to the integration of red culture and ideological and political education^[3]. For example, based on the "four histories" education, colleges and universities analyse the kernel of the red culture that has been passed down to this day from the perspective of "the Party's strict discipline - grasping practical work, clearing up corruption - and the achievements of the construction of socialism", and carry out the ideological and political education of college students in connection with the reality of their lives by comparing the old and the new materials. In this way, it is

conducive to enhancing the ability of college students to perceive the red culture and emotional resonance, and it can realise the deep integration of the red culture and the content of ideological and political education. Colleges and universities can also use all kinds of media platforms to collect new materials, through the creation of "memories of the past", "reminiscence of the red years" and other activities, open the discussion platform for the whole society, so that the public in the media platform to upload photos of old objects related to the inheritance of the red culture, and colleges and universities in the process of collecting new materials to introduce into the ideology and political education.

2.3 Campus alliance to broaden the network position of Civic and Political Education

With the continuous innovation of network communication technology, mobile devices and mobile technology, the affinity between virtual platforms and college students' study life is increasing, and young students, as an active force in the network world, are very often concentrated in the first line of network hotspots. In this regard, colleges and universities should be vigilant against some radical and erroneous views in the network to influence college students, effectively control the ideological dynamics of college students, and further consolidate the authoritative position of ideological education. Colleges and universities can cooperate closely with each other, and colleges and universities in the same city can set up platforms to discuss how to innovate red culture propaganda and education activities, college students' ideological and political education activities, and the integration of red culture and ideological and political education activities. Colleges and universities have also taken various media platforms as their main activity positions, agreeing that the city's colleges and universities should regularly carry out online educational activities that integrate red culture and ideological and political education, with colleges and universities providing links to media platforms in other colleges and universities, and college students carrying out competitions in other colleges and universities on media platforms in the areas of red culture and ideological and political theory in the form of a "punch card". This form of activity can not only effectively consolidate the main position of political education in colleges and universities, but also effectively stimulate the enthusiasm of college students to learn, and promote the deep integration of red culture and political education in colleges and universities.

2.4 Enrichment of experiential activities based on red culture + ideological education

To enhance the red culture and ideological and political learning experience of college students, colleges and universities should be based on the need to grasp the reality of the integration of red culture and ideological and political education, to enhance the campus atmosphere of good learning, exchange of ideas, and to carry out diversified activities in line with the interests of college students, and then make full use of media technology to strengthen the publicity both inside and outside of the school, to attract college students to the field of vision, triggering the college students to explore intensely^[4]. In this regard, colleges and universities can innovate the activities of student associations, designing activities such as "flash mob choir", "campus drama festival" and "elegant art stage play" to further enhance the sense of identity of college students with the red culture and enrich the learning experience of college students.

3. Conclusion

To sum up, the all-media era has expanded the activity space of ideological education in colleges and universities, but it has also impacted on the authority of ideological education in colleges and universities, and made it more difficult to carry out the work of educating people. However, colleges and universities can make full use of all kinds of media platforms to collect new materials and introduce them into the classroom of the integration of red culture and civic education to help college students improve their ideological awareness.

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