

# Exploration of Integrating Red Culture in Eastern Zhejiang into Ideological and Political Education from the Perspective of “Great Ideological and Political Courses Teaching”

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**Abstract:** The red culture in eastern Zhejiang is an advanced and unique cultural form created by the CPC in eastern Zhejiang. It has the attribute of ideological and political education naturally, which is conducive to enhance the affinity, persuasiveness and appeal of ideological and political courses. It is a powerful measure to improve the quality and efficiency of ideological and political courses in the new era, and provides a practical path for the construction of local “great ideological and political courses”. At present, the integration of red culture in eastern Zhejiang into ideological and political courses teaching is insufficient in teaching content, single in teaching approach and rigid in teaching discourse. It is necessary to construct a path for the integration of red culture in eastern Zhejiang into ideological and political courses teaching from aspects such as building a high-quality ideological and political team, building a digital intelligent classroom, and constructing a new era of youth discourse.

**Keywords:** Great ideological and political courses; Red culture in eastern zhejiang; Teaching

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In July 2022, the Ministry of Education and other ten departments issued the “Work Plan for Comprehensively Promoting the Construction of ‘Great Ideological and Political Courses’”, propose to open doors for ideological and political courses, fully mobilize the forces and resources of the whole society, promote the combination of ideological and political small classrooms with social large classrooms, fully tap into local red culture, introduce lively and fresh practical achievements as well as advanced deeds of heroes and models into the classroom. The red culture in eastern Zhejiang is an advanced and unique cultural form created by the CPC in eastern Zhejiang, which reflects the spiritual characteristics of the people in eastern Zhejiang and naturally has the attribute of ideological and political education. It is a powerful measure to improve the quality and efficiency of ideological and political courses in the new era, and provides a practical path for the construction of local “great ideological and political courses”.

## 1. The value connotation of red culture in eastern Zhejiang from the perspective of “great ideological and political courses”

### 1.1 Be beneficial to enhance the affinity of ideological and political courses

Familiarity is the prerequisite of cognition. The red culture of eastern Zhejiang has distinct regionalism and local characteristics, and local students have a natural sense of familiarity. They can generate emotion to consciously approach and desire to deeply understand, narrow the distance between the subject and object of education, effectively change the ambiguity and difficulty of ideological and political theory education, and enhance the affinity and effectiveness of ideological and political courses.

### 1.2 Be beneficial to enhance the persuasiveness of ideological and political courses

The “June Labor Tide” of Hefeng Cotton Mill, the Battle of Dayushan Island in Zhoushan, and the Road of Strong Village in

Hengkantou Village, Yuyao, “Zhejiang Red Village”, have witnessed the Party’s original mission of serving the people with one heart and demonstrated its political character of being close to the people and loving the people. The Ant Island spirit of “hard working, daring to gnaw bones, and striving for excellence” and the Dachen Island reclamation spirit of “striving for strength, selfless dedication, and pioneering innovation” have written the island story of the people of eastern Zhejiang who dared to fight against the heaven and earth, turn remote small islands into beautiful homes during the socialist construction period. These vivid and accessible textbooks are conducive to improve the explanatory and persuasive power of ideological and political courses.

### **1.3 Be beneficial to enhance the appeal of ideological and political courses**

The power of role models is infinite. In this land of eastern Zhejiang, there have emerged a group of heroic figures, both happy and tragic. The excellent qualities and noble spirit carried by them are the spiritual driving force for the growth of young students. Zhang Renya, the guardian of the first Party Constitution, Zhu Feng, the red female spy who resolutely followed the organization’s arrangements to go to Taiwan alone after the establishment of the People’s Republic of China, Tu Youyou, the first Chinese local scientist who won the Nobel Prize in Science, and Feng Ding, the former vice president of Peking University who issued the slogan “Life is an attack”. These true stories of local red characters can greatly enhance the attractiveness and appeal of ideological and political courses.

## **2. The realistic dilemma of integrating red culture in eastern Zhejiang into ideological and political courses teaching from the perspective of “great ideological and political courses”**

### **2.1 Insufficient integration of content**

The Eastern Zhejiang Anti Japanese Base Area is one of the 19 anti Japanese base areas around the country during the War of Liberation, which has rich and precious red resources. Currently, the development and utilization of the red culture in Eastern Zhejiang are insufficient, lack systematic and comprehensive sorting. The influence and radiation of this red element are not strong enough, and the level of local red culture mastered by teachers themselves is limited. The integration, utilization, and value condensation of the red resources in Eastern Zhejiang are not deep enough.

### **2.2 Single integration of method**

At present, the integration method of red culture in eastern Zhejiang into ideological and political courses is still mainly based on theoretical indoctrination. The teaching process is monotonous and tedious, and the teaching atmosphere is passive and dull. Although on-site practical teaching has been added in the form of site visits, the exhibition content is almost static texts, pictures, and physical objects. Red resources span over a century and have political and ideological characteristics, which are not related to the daily life of contemporary college students and have a far psychological distance, Red practical education remains a one-way learning mode of looking at red cultural relics and listening to red stories, the educational effect is not ideal.

### **2.3 Rigid integration of discourse**

The red cultural resources in eastern Zhejiang are mostly related to “Marxism”, “revolution”, and “socialism”, with strong macroscopic and theoretical characteristic. The classroom teaching discourse lacks discourse attention to the real life and actual ideological dynamics of college students, and there is a clear gap. The discourse expression is far from the students’ register<sup>[1]</sup> and it is difficult to really enter the inner world of college students and be unable to trigger emotional resonance, the acceptability of red cultural resources is greatly reduced.

## **3. The path construction of integrating red culture in eastern Zhejiang into ideological and political teaching from the perspective of “great ideological and political courses”**

### **3.1 Empowering the main body and forging a high-quality ideological and political team**

The key of running ideological and political theory courses well lies in the teachers. The effectiveness of integrating the red culture in eastern Zhejiang into ideological and political courses depends on whether the enthusiasm, initiative, and creativity of teachers have been activated. Building a red culture education team with strong politics, deep emotions, new thinking, and broad field is a prerequisite for improving teachers’ teaching ability and ensuring the promotion and dissemination of red culture. Firstly, it is necessary to regularly carry out red culture in eastern Zhejiang training, improve teachers’ red culture literacy and ability to develop and utilize red resources, update knowledge reserves, promote the construction of the theoretical and teaching system of red resources, enhance the support of red resources for teaching research, richness for classroom and attraction for students<sup>[2]</sup>. Secondly,

it is necessary to build a teaching case resource library of red culture in eastern Zhejiang, fully tap into its spiritual core and moral value, accurately integrate into the teaching system of ideological and political courses, and achieve the organic unity of red resources and textbook content. Thirdly, we should pay attention to the era development of red resources in eastern Zhejiang, and strengthen the interpretation and teaching transformation of local emerging red resources such as the spirit of Tu Youyou scientist and the great country craftsmanship spirit of Zhu Shijie .

### **3.2 Technology supporting and building digital intelligent classrooms**

General secretary Xi Jinping pointed out, “We need to use new media and technologies to revitalize work, promote the high integration of traditional advantages of ideological and political work with information technology, and enhance the sense of the times and attractiveness”<sup>[3]</sup>.The red cultural sites in eastern Zhejiang are mostly distributed in counties such as Yuyao, Cixi, Ninghai, and Fenghua. Conducting on-site visits and educational research are time-consuming and laborious, by empowering the red cultural resources in eastern Zhejiang with digital technology and utilizing VR technology for scene reconstruction, breaking through the limitations of time and space, catching the eye, touching the soul, and enriching the interest, we promote college students to participate from the first perspective through experiential and interactive teaching, break fixed boundaries, transform from “bystanders” to “participants”, and obtain more authentic immersive and interactive experiences<sup>[4]</sup>. We aim to enhance ideological accomplishment, moral cultivation, and political cultivation in a diverse learning environment of teacher-student interaction, student-student interaction, and human-machine interaction.

### **3.3 Discourse renewing and constructing the new era youth discourse**

“When speaking theory, we should be down to earth, let Marx speak Chinese, let big experts speak everyday language, let basic principles become vivid truths, and let fundamental methods become effective methods. “Ideological and political courses should break away from cold and dull preaching, base on the life oriented and daily language logic of young students, and express theoretical points in language that is well founded, easy to understand, and full of sense of the times according to students’ cognitive laws and acceptance characteristics, Introduce ideological and political courses to students’ hearts, infects, moves, persuades, and influences people in a relaxed and joyful atmosphere, and in witty discourse. One is to use youth speech memes and passages to eliminate the distance between teachers and students, and make ideological and political classes “turn around garishly”. For example, when telling the story of Zhu Feng, an outstanding female hero from the hidden front in Zhenhai, teacher can ask students, “Isn’t it fragrant to be a wealthy lady?” This leads to the classroom narrative of Zhu Feng, who was not afraid of personal life or death and went to Taiwan alone to complete a hidden mission, but was betrayed by a traitor and wanted to swallow gold to die, Let hometown role models evoke emotional resonance, ideological resonance, and value resonance among students. The second is to use slang and colloquial language well, express opinions and views with great truth, speak understandable colloquial language, and connect it with real-life, so as to let ideological and political courses in universities “be down to earth” and “have fireworks atmosphere”. By using language that students can understand, build a benign circular circle of communication and exchange. For example, when explaining the content of “Stand Up, Get Rich, Get Strong”, teacher can introduce the Phoenix Nirvana progress how Hengkantou Village in Liangnong, Yuyao has transformed from a former poverty village to a comprehensive well-off demonstration village in revolutionary old area. “The mountains are big and there are many rocks, so when you go out, you go up the slope”.“Every month, there are flowers to see, and every season, there are fruits to pick”.“The key to building a moderately prosperous society is to look at fellow villagers”.The use of such interesting expressions can make ideological and political courses vivid and sensible, enhance the appeal of discourse expression and the persuasiveness of ideological and political courses.

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