

Chinese Traditional “Red” Culture and the Construction of Ideological and Political Education Model

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Abstract : Chinese traditional culture has a long history. Excellent culture provides valuable resources and has very important educational significance and spiritual value. In Chinese traditional culture, red culture has a unique symbolic meaning of revolution. Red culture has developed continuously in the long river of history, and finally formed various spirits, such as long march spirit and red boat spirit. Students are not only the important inheritors of Chinese traditional “red” culture, but also the important carrier of carrying forward Chinese traditional “red” culture. This paper explores the construction of Chinese traditional “red” culture and ideological and political education, promotes the development of educational model, and lays the foundation for further carrying forward red culture.

Keywords : Chinese Traditional “Red” Culture; Ideological and Political Education; Structure

1. Introduction

With the complexity of the international situation, various ideas and multiculturalism in western society often affect traditional culture and oppress the growth space of traditional culture. Due to the lack of social experience, students lack judgment, and they are interested in new things. In addition, their own will is weak, so it is difficult to resist the temptation of multiculturalism, and ignore China’s traditional culture, even think it is outdated. Because Chinese traditional culture has a long history and is not closely related to students’ actual life, young students do not have an in-depth understanding of Chinese traditional culture. The channel to obtain traditional culture is single, and traditional culture is difficult to really arouse students’ understanding and resonance. Therefore, to a certain extent, it is very difficult to inherit the Chinese traditional “red” culture. Combining the traditional “red” culture with ideological and political education can solve the difficult problem of the popularization of traditional culture and provide a platform for the development of traditional “red” culture.

2. The practical significance of the integration of Chinese traditional “red” culture and ideological and political education

2.1 Enriching the content resources of ideological and political education

Chinese traditional “red” culture is the wealth accumulated by the development of Chinese traditional culture. It represents the unique vitality and cohesion of the Chinese people and its unique appreciation taste and characteristics in the field of world culture. As an effective way to improve students’ cultural and moral quality, ideological and political education innovates students’ ideological and political education courses under the background of making full use of the rich resources of Chinese traditional

“red” culture, realizes the perfect integration and effective penetration of Chinese traditional “red” culture in the process of ideological and political education, and takes the rich and colorful red culture as a new ideological and political education resource, providing endless power for students’ ideological and political education courses. For example, in ideological and political education, we can rely on the rich content of Chinese traditional “red” culture when we aim to cultivate students’ socialist core values. In order to improve the level and effect of ideological and political education, it is necessary to integrate Chinese traditional “red” culture and its spirit. Red culture mostly carries forward the main melody and praises the revolutionary heroic deeds. These red cultures contain a strong sense of nationalism. Using these aspects to guide and educate students and organize students to learn red culture will not only enrich the teaching content of ideological and political education courses, but also continue to expand students’ knowledge vision and enrich students’ knowledge and cultural accumulation, as well as cultivate and practice students’ spirit of integrity.

2.2 Cultivating students’ firm cultural self-confidence

Network technology and economic globalization have brought about the rapid development of modern society, complex international situation and relations between countries. In the process of globalization, the relations between China and other countries in the world are complex. The social environment has brought foreign social and cultural aggression. In terms of social life and ideology, China is deeply influenced by foreign lifestyles and social culture. China’s red culture has been constantly hit on the road of Internet development, lacking space for inheritance and free growth. Under this background, China’s social economy has developed rapidly, but some inappropriate ideas have seriously hindered the inheritance and development of China’s traditional “red” culture. In addition, cultural hegemony often erodes China’s soil, and the quality of foreign culture is uneven. The development of some vulgar cultures has seriously affected the spiritual growth of students. Under the era system of multi-cultural common development, many students begin to worship foreign things and excessively appreciate foreign culture. These phenomena are not conducive to the development of students. Teachers can combine red culture education with ideological and political education, and spread Marxist thought to students, so as to let students establish correct three views, and cultivate students’ firm cultural self-confidence and road self-confidence. The integration of ideological and political education curriculum and Chinese traditional “red” culture will not only help students better understand and understand Chinese traditional “red” culture, but also help college students consciously understand the cultural heritage and internal charm contained in Chinese traditional “red” culture and strengthen their trust in traditional culture.

3. Integration and innovation of Chinese traditional “red” culture and ideological and political education

3.1 Optimizing the education pattern and building a collaborative education system

Modern society emphasizes the pursuit of efficiency and interests. Under this standard, the value of people and things is gradually transformed into the value of customers and markets, and young people are facing multiple pressures from inside and outside. With the rapid development of science, technology and culture, emerging technologies such as mechanical manufacturing, artificial intelligence and the Internet of things are becoming more and more mature, and efficient machining has also replaced the traditional culture. The traditional “red” culture also needs to embrace the changes of the times and spread through information technology. Ideological and political classroom is an important carrier carrying students’ ideological guidance and cultural inheritance, and shoulders the important mission of cultural education. Ideological and political education should promote the cultivation of students’ overall quality and infiltrate the red culture into students through information technology. For example, videos such as the development of the red revolution in China in the past century and the return of volunteers to resist US aggression and aid Korea are broadcast. Therefore, Chinese traditional “red” culture can be explored as a practical case of ideological and political education theory education, so as to provide curriculum content support for theoretical and practical education. Of course, in the process of effectively integrating traditional culture and ideological and political education, teachers need to pay attention to selecting appropriate content, which is effective integration, and education needs to be selective. Teachers can also apply to schools, so that schools should also optimize the mode of comprehensive education, and comprehensively integrate and coordinate the inheritance of Chinese traditional “red” culture, in order to promote ideological and political education, and give full play to the effect of cooperative education between them. For example, we can give lectures on red culture, solicit articles on red culture and compete on red culture.

3.2 Going deep into daily life and paying attention to the penetration of red culture

Under the traditional education mode, it is difficult to establish systematic education in daily life. However, due to the limited

teaching time, the course content can not cover all the contents. Therefore, fully grasping students' daily life is a means to strengthen classroom education. Through the classroom education of ideological and political education and all aspects of daily life, infiltrate the Chinese traditional "red" culture from all aspects of real life, constantly deepen the accumulation of students' traditional culture, and promote the better inheritance and development of red culture. Therefore, ideological and political teachers must change their educational concepts, pay attention to the knowledge dissemination and cultural infiltration of students inside and outside the classroom, and give full play to the cultural influence of parents on students' daily life, so as to strengthen the integration of red culture and ideological and political education, and fully cover all aspects of students' daily life and research. While conducting ideological and political education, teachers can seek the help of parents, carry out ideological and political education in the school, and teach students the knowledge of Chinese traditional "red" culture, so as to let students experience China's excellent red culture. In daily life, parents can help teachers and students visit museums and martyr monuments to experience the "red" culture.

3.3 Expanding the classroom content and strengthening the role of practice in educating people

The main obstacle to the inheritance and promotion of Chinese traditional "red" culture is that students' understanding of traditional culture is not deep enough and extensive is not enough. Many traditional cultures are difficult for students to know because of their long history and huge regional differences. Therefore, the school needs to fully expand the classroom content, carry out practical teaching activities, and let students experience traditional culture, so as to apply ideological and political education classroom to traditional culture, and strengthen students' theoretical knowledge accumulation and practical experience and understanding of traditional culture. Among them, red resources reflect the history of the struggle of the party and the people all over the country, and contain their spirit and value of bravely carrying out unremitting struggle without fear of difficulties and obstacles. The spirit reflected by red resources will never be outdated. It should continue to be an important source of people's spiritual strength. The ideological and political work in the new era needs to further explore the era value of red resources, make them glow with new brilliance, and realize inheritance and innovation. For example, in order to carry out the reading and sharing activities of red literature, we should guide students to read the red literature bibliography, actively and boldly share the feelings and ideas of reading, and deepen the accumulation of students' traditional culture, so as to enrich the ideological guidance of ideological and political education courses. In addition, teachers should start with cultivating students' socialist core values. Most red cultures focus on promoting themes and praising revolutionary heroes. These red cultures contain strong feelings. Therefore, in order to promote the effective integration of red culture and students' ideological and political education, teachers must appropriately improve the proportion of red culture in students' ideological and political education, choose more red culture to educate students, to deeply understand China's red culture and innovate on the basis of inheritance, so that the red culture can undertake the function of ideological and political education serving students. Teachers need to start with the current situation of students' ideological and political education and adjust the educational content according to the needs of students' ideological and political education. For example, on the national day, teachers let students visit the history museum to pay tribute to the revolutionary ancestors. Finally, they can also carry out knowledge testing activities combining Chinese traditional "red" culture and ideological and political education, conduct online knowledge testing through new media means, and reasonably set up reward mechanisms to fully attract students' interest in Chinese traditional "red" culture. At the same time, we can change the traditional way of ideological and political education to expand its attraction and influence on students.

4. Conclusion

Students are not only the future of the development of the motherland, but also the inheritor and promoter of Chinese traditional "red" culture. Students with good educational foundation, advanced scientific and cultural knowledge and advanced ideas are the best candidates for the development of Chinese traditional "red" culture. Bringing Chinese traditional "red" culture into the curriculum system of ideological and political education will have a subtle impact on students' life education and life, and arouse students' love for red culture. Therefore, cultural inheritance is not difficult. The effective integration of red culture and students' ideological and political education can not only make students deeply understand the meaning of ideological and political education contained in red culture, but also improve their moral quality in the process of receiving ideological and political education. In addition, the integration of Chinese traditional "red" culture and ideological and political education is an important means to promote the solid foundation of cultural self-confidence in China. Especially in the modern society with the deepening globalization, the complexity of the international situation, the rampant hegemonism and the influence of multiculturalism have brought great challenges to China's traditional "red" culture. Therefore, we should pay more attention to the integration and development of Chinese traditional "red" culture and quality education, inherit and develop socialist culture with Chinese characteristics, and

enhance cultural self-confidence.

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