

# The Integration of Red Spirit into Ideological and Political Education in Universities under the Background of the New Era

Shuai Liu

The Department of Tourism ,Zibo Vocational College, Zibo 255300, Shandong, China

**Abstract:** With the continuous development and progress of modern science and technology and material civilization, the red spirit has become the most precious intangible cultural heritage culture in the current period, carrying the core of the national spirit. In the process of Ideological and political education activities in the university period, colleges and universities take the red spiritual culture as the main auxiliary element of Ideological and political course teaching, so as to improve the connotation of Ideological and political education and achieve a new breakthrough in Ideological and political teaching. In practice, we should give full play to the participatory and active teaching role of the red spirit, promote students to actively carry forward the red spirit and red culture, establish students' consciousness of cultural inheritance, and be the builder of the spirit of the times.

**Keywords:** New era background; Red spirit; University; Ideological and Political Education

The spirit of red culture is the main embodiment of China's national cohesion and the revolutionary carrier of the continuous struggle and development of the Chinese nation for a long time. It deeply reflects the simple belief and patriotic emotion of our ancestors who serve the country without regret<sup>[1]</sup>. Integrating the red culture of the new era into Ideological and political teaching in universities can not only baptize students' thoughts and hearts, but also fundamentally establish students' self-awareness of building a great motherland. Through the continuous development of red cultural activities, students can strengthen their patriotism and their ideals and beliefs of national rejuvenation. This paper starts with the current situation of red spirit in College Ideological and political teaching under the background of the new era, expounds it combined with the actual teaching situation, and discusses the effective ways of integrating red spirit into College Ideological and political work.

## 1. The current situation of red spirit in College Ideological and political teaching under the background of the new era

Ideological and political teaching in universities is an important teaching content to guide students to establish a correct concept and ideal of life, and the red spirit is an important cultural inheritance and spiritual carrier on the way to realize the great rejuvenation of the nation. It is the main ideological and cultural mark continuously implemented by the Communist Party of China. The integration of the red spirit in students' teaching is the key factor of teaching innovation.

In the process of university teaching, apart from professional knowledge teaching, for students who will face the society, the most important thing is to guide students to establish a correct outlook on life, world outlook and values, establish the actual goal of life pursuit, and cultivate their comprehensive quality of all-round development of morality, intelligence, physique, beauty and labor. Therefore, ideological and political teaching in the university stage is particularly important. It is the main channel for the formation of students' core quality and the main position of Teaching<sup>[2]</sup>.

However, in the context of the new era, there are still many obvious deficiencies in the integrated teaching of Ideological and political courses and red spirit in universities. For example, with the development of information technology, how to effectively apply multimedia teaching in the traditional ideological and political course teaching, how to reasonably carry out the red spirit and ideological and political teaching, and so on. They are all problems that need to be solved in the current college ideological and political teaching. In the ideological and political teaching of colleges and universities, the red spirit should always adhere to the cognition of objective facts and the appeal of cultural value, and make full use of the red spirit to make students become the disseminators of traditional revolutionary culture and red spirit. In the practice of Ideological and political teaching in universities, according to the experience and guidance of the red spirit, teachers should skillfully combine with ideological and political teaching, so as to enrich the teaching content of boring ideological and political knowledge and enrich the truth, so as to make up for the shortcomings of traditional teaching and make the ideological and political course not only instill theoretical knowledge, but also have practical significance. Therefore, in the current teaching practice, using the red spirit to supplement and assist the ideological and political education is a new attempt made by the university to innovate the ideological and political teaching methods and adapt to the teaching concept under the background of the new era. Taking red culture as another teaching material of Ideological and political teaching.

## 2. An effective way to integrate the red spirit into the ideological and political work of Universities

### 2.1. Pay attention to the diversification of education methods and create a rich red spirit teaching

## environment

In the integrated teaching process of Ideological and political education and red spirit in universities, schools can use the current information technology platform to strengthen the channel and platform construction of red spirit education<sup>[3]</sup>. For example, establish a publicity website for red spirit and culture, use microblog, wechat and other Internet platforms in the new era to enhance students' preliminary understanding of red spirit, or hold diversified activities of red spirit on campus from time to time, and post stories or weekly magazines with red spirit and culture symbols in the blackboard newspaper column of the school, so as to further deepen students' understanding of red spirit. Expand the dissemination and influence of red spiritual culture, and actively mobilize students' subjective cognitive consciousness. And organize students to watch the red culture and art performance activities, carry out the speech of the red spirit, strengthen the infection of the red spirit in the hearts of students, imperceptibly affect the ideological education of college students, and promote college students to establish a good moral concept.

## 2.2. Deeply carry out red spiritual and cultural activities to improve students' understanding of red spirit

Enhance the effectiveness of red spirit in college students' Ideological and political education. In the practice of Ideological and political teaching, the transmission of teachers' Ideological and political teaching knowledge to college students can not only instill theoretical knowledge and shallow education, but also integrate theory and practice according to the actual teaching situation, so as to promote students' comprehensive cognition and deep understanding of theoretical knowledge in practice. At the same time, it is also the main way of knowledge consolidation and application<sup>[4]</sup>. Therefore, in daily educational activities, combined with students' acceptance and understanding of Ideological and political work and the red spirit, meaningful red spirit and cultural activities can be carried out, such as organizing students to visit places of educational significance such as historical monuments, revolutionary sites and historical museums, in the form of visits and tours, and enhancing students' interest and enthusiasm for learning. Also personally feel the connotation of the red spirit, experience the cultural charm of the red spirit, deeply understand the historical presentation of different red spirits, promote students' heartfelt admiration and respect for the red spirit, and consciously become the inheritor of good spiritual civilization. Or take advantage of leisure time such as winter and summer vacation to organize students to support education, do community volunteers and other practical work, make selfless dedication, carry forward the red spirit, increase students' knowledge level, broaden students' horizons, strengthen their own ability, deeply feel the ideological connotation of the red spirit, and then enable students to establish a correct socialist concept.

## 3. Conclusion

In short, red spirit is the only constant spiritual quality in the current social development and era change, and the best value orientation and the guidance of the times that cannot be copied. The ideological and political education of college students is one of the important teaching contents to guide students to establish a correct concept of life. Therefore, in teaching, teachers should highlight the profound connotation of the red spirit, enrich their own teaching methods, skillfully use the red spiritual culture in teaching, actively establish students' Ideological and moral quality and humanistic quality, and realize the teaching purpose of Building Morality and cultivating people in universities.

## References:

- 
- [1] Liu Ke, Li Shaofu Red Culture: an effective carrier of Party member education for College Students -- Taking Jinggangshan red culture as an example [J] Journal of Lanzhou Institute of education, 2017 (02)
  - [2] Wei fahui The unique role of red culture in college students' Ideological and Political Education [J] Cultural aspect, 2017 (10): 138-139
  - [3] The whole book is written by Wang Carrying forward and cultivating national spirit -- on the time value of Hongqiqu spirit [J] Henan Social Sciences, 2014 (01)
  - [4] Xu Chaoliang, Zhou Yanpei Using red culture to improve the effectiveness of College Students' Ideological and Political Education [J] Research on continuing education, 2019 (07)