

Research on the Path of red Culture in Eastern Zhejiang to Empower Ideological and Political Education in the New Context

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Abstract: Eastern Zhejiang has rich red cultural resources, contains strong red spiritual power, inherits red genes, enriches the mechanism construction of ideological and political education, and further cultivates the important ideological roots of the ideological and political construction of college students in the new era. Actively integrate the red cultural resources of eastern Zhejiang, play an active role in effectively promoting the construction of ideological and political education mechanism, further consolidate the cornerstone of ideological and political culture, forge the quality of ideological and political culture, and condense the core of ideological and political culture. In the new era of comprehensively promoting the development of ideological and political education in depth and diversity, further excavating the red connotation of eastern Zhejiang and cultivating red culture are the keys to creating ideological and political education with characteristics of eastern Zhejiang.

Keywords: Red culture; Ideological and political construction; Cultural self-confidence

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1. The connotation of red culture in eastern Zhejiang

East Zhejiang is located in the south wing of the Yangtze River Delta, with fertile land, rich products, and a strong cultural heritage.^[1] Countless sages and literati have created a long and splendid culture in East Zhejiang. In the summer of 1941, when crossing Hangzhou Bay from the south of Pudong to set foot on the Sanbei area, we launched a vigorous anti-Japanese struggle and base construction on the red land of eastern Zhejiang. After more than four years of bloodshed and hard work, we established the anti-Japanese base in eastern Zhejiang. , established the government of 14 counties in the four administrative regions of Sanbei, Siming, Kuaiji and Pudong. The base area has a population of more than 4 million and an area of 10,000 square kilometers ^[2]. In the armed struggle, political power construction, production protection, land reclamation and rent reduction campaigns, and the establishment of an anti-Japanese clean government, countless outstanding sons and daughters of eastern Zhejiang actively participated in the construction of the base area, giving birth to the splendid red culture of eastern Zhejiang and accumulating valuable spiritual wealth.

1.1 The original intention and firm belief of joining the party until death

The development and organizational construction of party members is the fundamental guarantee for the construction of base areas. In the war of resistance against Japan, the ancestors of the revolution in eastern Zhejiang expressed their original aspirations in the party with their own blood. In the face of the test of life and death, outstanding communists emerged, who regarded death as home, fearless, and firm belief. Spiritual confidence.

1.2 Unswerving political awareness and big picture concept

Continuously enhance our party's political leadership, ideological leadership, mass organization, and social appeal to ensure that our party will always maintain strong vitality and strong combat effectiveness. Unswerving political awareness and overall concept are the fundamental guarantee for the victory of the anti-Japanese struggle in eastern Zhejiang.

In the middle and late period of the Anti-Japanese War, the battlefield in eastern Zhejiang presented an intertwined situation of three-party wrestling and struggle between the Japanese and puppet army, the Kuomintang army, and the Communist armed forces. In the face of the all-out attack and siege of the enemy and puppet, the newly-born New Fourth Army in eastern Zhejiang has continuously adjusted its strategy in the face of Tian Xiushan and Zhang Junsheng's troops, strengthened the united front liaison, and stood at the historical height of national survival. The joint anti-Japanese front not only strengthened its own strength, but also consolidated the political power construction in the Simingshan base area.

1.3 Wholehearted service awareness and dedication

In the long-term struggle, our party has fully realized that only by truly taking root in the masses of the people, can the party's vigor and vitality be rejuvenated; the fundamental interests of the broadest masses of the people. In the construction of the anti-Japanese base in eastern Zhejiang, there have been many touching stories about the relationship between the army and the people.

2. Red culture empowers the connotation of ideological and political education and improves the effectiveness of ideological and political education courses

2.1 The red culture empowers ideological and political education and fosters a curriculum guarantee for college students' cultural self-confidence

The construction of ideological and political education should aim at strengthening cultural self-confidence, deeply explore the resource channels of ideological and political education, and build a curriculum training system. To help college students establish a knowledge-based structure and internal logical judgment of cultural self-confidence, and enhance their acceptance and self-confidence in cultural theory. Cultural self-confidence is a concrete manifestation of patriotism and national pride. Standing on the red land of eastern Zhejiang, the excellent culture it nurtures, the refined patriotic connotation, and the red culture forged for national liberation and people's happiness, It is injected into the growth of college students, so that they have ideals, beliefs, and responsibilities, and become inheritors and builders of revolutionary culture in the new era.

2.2 The curriculum connotation of red culture empowering ideological and political education and cultivating college students' cultural self-confidence

Ideological and political education is an ideal and belief education that organically integrates history and reality, and has an important impact on the shaping of contemporary college students' world outlook, outlook on life and values. Red culture is an important part of excellent culture. It can integrate red genes such as revolutionary spirit, patriotism, collectivism, ideals and beliefs in red culture into students' study and life, and enrich the ideological and political education through the integration of classroom and practice. Curriculum connotation, strengthen the construction of ideological and political education in colleges and universities, and further improve the construction of the curriculum system. In particular, it is necessary to focus on incorporating the local red culture into the curriculum construction. Through the combination of teaching and practice, the classroom and the base are connected, and students are encouraged to actively explore the red The content construction behind the culture, excavate the revolutionary spirit in the red culture, encourage the majority of students to integrate the patriotic and responsible spirit of revolutionaries into their own blood, and cultivate themselves into a society with revolutionary beliefs, responsibilities of the times, and pursuit of ideals and beliefs ideological builders and successors.

2.3 The red culture empowers ideological and political education and cultivates the curriculum orientation of college students' cultural self-confidence

Based on the primary stage of socialism with Chinese characteristics, guide colleges and universities to deeply explore the value leadership of ideological and political education, combine red culture with classroom learning, explore the excellent red culture in eastern Zhejiang, inherit red genes, and actively build college students with local characteristics Ideological and political education system. The historical mission shouldered by college students requires a high degree of cultural self-confidence, national self-confidence, system self-confidence, and road self-confidence. Therefore, the teaching and research level of ideological and political education will be directly manifested as an important carrier and manifestation in leading the cultural self-confidence of college

students, and it will directly reflect the development and level construction of ideological and political education in colleges and universities.

3. A new path for red culture to empower ideological and political education and integrate into the talent training mechanism

Red culture is not only an important resource of ideological and political education in colleges and universities, but also an important carrier of campus culture education. In the ideological and political education of colleges and universities, various forms of educating people should be used, and the majority of students should be actively guided to use experiential, discussion, and multimedia creation methods to let students know and understand the true story of red culture and the spirit of the times in a targeted and planned way. , help students to build cultural self-confidence more consciously.

3.1 Build an integrated media platform and establish diversified channels to spread the red cultural system

At present, the rapid advancement of information technology has made information dissemination the most important channel carrier for learning and exchanging information. Among the acceptance channels of contemporary college students, it has the most important position. Widely use the media platform construction under the background of informatization to maximize the students' learning and understanding of the connotation of red culture, enhance the enthusiasm and initiative of college students for the second classroom learning, and maximize the load to meet people's choices for personalized needs.

3.2 Cultivate red groups to inherit red genes

Red culture is an important part of Chinese excellent culture. It is the precious spiritual wealth written by thousands of revolutionary martyrs and countless communists. It guides outstanding students in the new era, strengthens the ideals and beliefs of communism, and enhances patriotism. The noble sentiments of ism. Encourage the majority of students to actively participate in practice, through continuous integration with the construction of local red culture and education bases, to understand the connotation of red culture in practice, and to experience the baptism of red spirit, in order to play a positive and effective social value in the growth of students. Cultivate excellent red groups, create red volunteer groups, red propaganda groups, red cultural research associations and other college students' independent groups, while actively exerting the subjective enthusiasm of college students, encourage college students to form grouped, institutionalized, and normalized learning activities, thereby Promote the combination of red culture with ideological and political education and campus culture construction, and bloom the charm and spirit of red culture. We need to make full use of the convenience of red culture practice teaching, combined with local red cultural resources, only by going out of the classroom, breaking the defects and learning boundaries of classroom education, experiencing red culture through immersive experience, making good use of the opportunity of going to the countryside, encouraging the majority of Students go to the grassroots level, go down to the countryside, and go to the red border mountains to experience and find red resources and spread red culture. Only in this way can students truly let red culture enter their minds and hearts while excavating and disseminating red culture, so that the majority of students can become practitioners, inheritors and disseminators of red culture.

3.3 Strengthen the mutual coordination of the faculty and staff of the whole school, and integrate red culture into ideological and political education in an all-round way

Talent cultivation requires the concerted efforts of the whole society, and the cultivation of college students in colleges and universities requires the collaborative innovation and joint attention of all employees. Ideological and political education work is related to the education and growth of students, the construction and development of the country, and the inheritance of excellent culture. great cause. Only through a full, full, and all-round education pattern, making full use of classroom education in colleges and universities, combining colleges of Marxism with other courses, and making good use of the famous teacher's podium and famous teacher's studio to cultivate a group of red and professional ideological and political education teachers , to build a new pattern of ideological and political education for college students in a point-to-point way. Only by truly implementing the ideology and politics of all staff, life ideology and politics, and curriculum ideology and politics into education, synergizing the first classroom with the second classroom, fully exploring and using the ideological and political education resources contained in various disciplines, and combining the red culture education The concept of people reinforces the importance of educating people in the classroom. Only through the positive measures taken by colleges and universities in terms of system and management, the local red culture can be combined with the ideological and political education mechanism of local colleges and universities. , Excellent students with noble morals and excellent academic skills, and have a positive leading role in enhancing the confidence of college students in the socialist

road, theoretical self-confidence, institutional self-confidence, and cultural self-confidence.

Conclusion

At present, China is in the best period of development since modern times, and the world is undergoing profound changes unseen in a century. In the new era and new context, under the influence of diverse cultures and ideas, the majority of students need to pass firm and clear new educational goals, firmly run ideological and political education throughout the whole process of talent training, and inject red culture into the ideological education of college students. Among them, enabling the construction of ideological and political education mechanisms in colleges and universities and the cultivation of talent training paths, red culture is an important component of ideological and political education in the characteristics of the new era. Using red culture to cultivate students of the times who have firm ideals and beliefs, and dare to take responsibility and dedication, is the fundamental guarantee for the realization of the century-old rejuvenation of the Chinese nation and the fundamental guarantee for the construction of socialist modernization.

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