

The Practice of Red Culture Creatively Integrating into Ideological Education in Colleges and Universities¹

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Abstract: Red culture is a cultural treasure accumulated in the long-term practice of the Chinese nation. It has a high degree of theoretical ideology and educational role, and has immeasurable cultural dissemination value. However, China has been strongly influenced by multiple civilizations in the past hundred years, and the spread of red culture has undoubtedly suffered a huge blow. In recent years, the inheritance of red culture has been highly valued and respected again. Infiltrating Chinese excellent red culture education into the ideological and political education in colleges and universities will not only help improve the value of ideological and political education, but also help to inherit and carry forward the red culture.

Keywords: Red Culture; Creativity; Colleges and Universities; Ideological Education

1. Introduction

The inheritance of red culture requires students to follow the patriotic spirit step by step, and carry forward the fine qualities of self-improvement and selfless dedication. Now, the red culture is integrated into the ideological education in colleges and universities, so that college students can start to contact the red culture from an early age and follow the fine essence of the red culture. Red culture is the spiritual crystallization of the combination of the basic theory of Marxism and China's actual national conditions. It is the promotion, inheritance, development and innovation of the red culture since the development of China.

2. The value of integrating red culture into ideological and political education in colleges and universities

2.1 Meeting the communication needs of red culture in the new era

The promotion of red culture has become a new task of current economic and social work. The dissemination of red culture is the main way to cultivate students' comprehensive quality. When carrying out the dissemination of red culture, we can actively cultivate their awareness and make them fully understand the knowledge of red. The school combines red culture education with ideology and politics, takes the initiative to carry out research on the spread of red culture, and combines the research on the development of red history as the purpose to give them more adequate guidance, so that the spread of red culture can more and more meet the needs of economic and social development.

2.2 Cultivating students' patriotism

Through the study of red education, we can further explore the advanced ideology and morality hidden here, so that they can be nourished by excellent ideology and morality, which meets the needs of socialist core values. The fundamental purpose of ideological and theoretical education and red culture education is to further enhance their ideological and moral quality, so as to promote the healthy growth of students.

¹ **Fund Project:** Hunan Provincial Education Reform Project Research on the Construction of Ideological and Political Education Specialty Characteristics (HNJG-2021-0869).

3. The important role of red culture inheritance

3.1 Meeting the communication needs of red culture in the new era

The inheritance of red culture is a necessary condition for China's social development and an important condition for promoting social development. As a means to improve the comprehensive quality of students, red culture education can meet the needs of the new era society for the development of colleges and universities, ensure that schools can guide students' thinking when teaching theoretical knowledge, and achieve a comprehensive understanding of students' moral quality. In the process of cultural inheritance, we extract the moral qualities in culture, guide students to maintain good moral concepts, and provide help for the development of colleges and universities.

3.2 Red culture can better educate and cultivate teachers and students

As an important place for cultural exchange, colleges and universities can access more advanced knowledge systems when conducting professional learning, and have a higher degree of acceptance of foreign cultures. In the process of inheriting red culture, a good cultural atmosphere has been formed in the campus, which is not only of great significance to the inheritance of red culture in China, but also plays an important role in improving the soft power of colleges and universities. Students learn in an environment rich in cultural elements, which can also help students form good learning habits invisibly, so that students can better understand the development of red culture and enrich their spiritual world.

4. Measures to integrate red culture into ideological and political education in colleges and universities

4.1 Actively guiding students' autonomous learning

When carrying out the teaching of ideological and political education, college teachers must actively carry out educational reform and innovation activities, take the development goal of our country for socialist youth as an example, and actively guide students to not forget their original intention and stick to the goal. In the teaching process, teachers must also make students more aware of the development goals of our country, and determine the development goals under the historical background of socialist modernization and reform and opening up, so as to improve students' ideological and political quality. In addition, the school must also actively integrate the red culture and ideological and political education consciousness, so that students can be in a more positive attitude towards life, and clear about the hardships in the development process of our country. For example, under the historical background of nearly 100 years since the founding of the Party in China, students need to learn the historical development process of the Party and summarize the revolutionary spirit generated in the process of reform and development and the War of Resistance against Japan. In addition, primary and secondary school students can also be required to watch *The Age of Awakening*, so that primary and secondary school students can complete film and television reading according to their own cognition, and ensure that primary and secondary school students can get access to information with educational significance.

4.2 Red education should run through daily emotional teaching

In daily teaching, we should put the red culture into education and teaching, and imperceptibly integrate the fine spirit of the red culture into the students' life, so that students can have good quality in their daily life and study. This requires teachers to do more preparation work in preparing lessons, and have more in-depth understanding and perception of red culture. Only in the teaching process can the red culture be better transmitted to students, and students can more easily digest and absorb these cultural knowledge. This education is not only the task of Chinese teachers or ideological and political teachers, but also the responsibility of teachers of all subjects and even the whole school. The school can organize students to watch this kind of film in stages, collect excellent impressions and show them in the whole school and award them, so as to encourage students to learn more and experience more. Teachers can also organize students to carry out such class meeting activities in stages, and ask students to collect relevant stories and perform in groups as dramas, and award winners. Those who are particularly excellent can be recommended to participate in the competition. In this way, the students' enthusiasm for learning will be greatly improved, and they will not just stay at the shallow level. They will dig the essence of it and spread this positive energy, which is much better than the simple preaching of teachers or parents.

4.3 Realizing the integration of red culture and ideological and political education

In the process of promoting the integration of red culture and ideological and political teaching, schools must form a complete ideological and political teaching system to strengthen the cultivation of students' thinking ability and comprehen-

sively respond to the national demand for quality education of children and curriculum development. In the whole curriculum, schools must first emerge from the red culture to guide children to study politics and ideology in entertainment, and maintain patriotic educational feelings. At the same time, schools must also give play to the advantages of information media to enhance the overall learning effect of ideological and political teaching, and reflect the impact of red culture on children's quality education by building a combination of red culture and ideological and political teaching. The current curriculum reform requires ideological education to cultivate people who are really suitable for the socialist modernization, and ideological and political teaching is no exception. It requires that people trained through ideological and political teaching can observe problems from a more comprehensive perspective and study problems from the perspective of ideological theory. In the new era in the future, we should use multimedia teaching methods under the modernization of education to stimulate their initiative in learning to the maximum extent, so that they can be more actively involved in ideological and theoretical education activities to promote their ideological and political education quality.

4.4 Expanding educational space and optimize educational environment

In the context of red culture communication, teachers must open up teaching space and integrate knowledge communication into ideological and political teaching. First of all, we must establish an educational policy that adapts to the development of socialism, actively carry out classroom experiments, and expand the interaction between students and teachers, so as to guide them to actively put forward their own views and thoughts. Secondly, teachers must also establish diversified extracurricular activities and methods of extracurricular education, mobilize their enthusiasm for learning, and let them link their theoretical knowledge with practice. Finally, teachers must use microblog, WeChat public platform, Tiktok and other software to spread the red culture of all times in China to ensure that they can be given positive guidance. Finally, we should closely integrate society, organizations and campus through social practice, and guide them to actively participate in volunteer activities, in order to improve their understanding of the red history, and enhance the role of ideological and political education.

5. Conclusion

In the process of red culture, we have a long way to go. It is important to integrate red culture into our culture and politics. This measure shoulders the future development of our country and the cultivation of the spirit of the new generation of the Chinese nation. Teachers can seize the opportunity to train their children well, and in the process, they can also train their families to achieve a win-win situation. Let the red revolutionary flowers bloom all over the country, let the Chinese nation's red revolutionary spirit be passed on from generation to generation, carry forward this excellent revolutionary spirit, and make our generation better than one.

References

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