

# Research on the Application of Wenzhou's Local Red Cultural Resources in Ideological and Political Education in Universities in the New Era

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**Abstract:** From January to March this year, the author of this article conducted a sampling survey of Wenzhou universities, focusing on analyzing the understanding of Wenzhou's red cultural resources, attitudes towards Wenzhou's red cultural resources, attitudes towards Wenzhou's red cultural resources entering ideological and political education in universities, and feedback on local red cultural resources in ideological and political education in universities, Elaborate on the current situation and existing problems of the application of local red cultural resources in Wenzhou's ideological and political education in universities in the new era, and propose corresponding implementation paths and countermeasures.

**Keywords:** Wenzhou local area; Red cultural resources; Ideological and political education in universities

As a special Cultural resource management, red culture has been applied to ideological and political education by more and more colleges and universities. Emphasizing the elements of red culture in ideological and political education in universities not only enables students to deeply understand the noble sentiments and heroic deeds of revolutionary predecessors, but also strengthens their ideal beliefs and improves their ideological and moral literacy. Through the construction of the connotation of red cultural elements in ideological and political education in universities, we aim to promote society towards a more civilized direction.

## 1. Research objects and methods

A total of 206 valid questionnaires were received, including 138 males (66.99%) and 68 females (33.01%); 86 freshmen (41.75%), 59 sophomores (28.64%), and 61 juniors (29.61%); 59 (28.64%) of them majored in humanities, while 147 (71.36%) majored in science; 5 Communist Party members (2.43%), 46 Communist Youth League members (22.33%), and 156 masses (75.73%); There are 169 local people in Wenzhou (82.04%), and 37 non local people in Wenzhou (17.96%).

Demography information includes gender, grade, major, political status, and whether or not they are Wenzhou natives.

SPSS · 27.0 was used for data analysis. Using Mann Whitney U-test, Kruskal Wallis test, and univariate/multivariate binary logistic regression for data analysis, it was found that bidirectional  $P < 0.05$  had statistical significance.

variable	Understanding level		
	M(p25,p75)	Z/H	P
gender <sup>a</sup>		-3.513	<0.001***
male	3(2,4)		
female	3(2,3)		
grade <sup>a</sup>		2.637	0.267
Freshman	3(2,4)		
sophomore	3(2,4)		
Junior	3(2,4)		
Senior and above	-		
Professional category <sup>a</sup>		-0.207	0.836

Arts	3(2,4)		
science	3(2,4)		
Political landscape <sup>b</sup>		0.662	0.718
The masses	3(2,4)		
communist youth league member	3(2,3)		
Communist Party members (including probationary members)	3(3,3)		
Wenzhou locals <sup>a</sup>		-2.336	0.019*
Yes	3(2,4)		
no	3(2,3)		

\*P<0.05,\*\*P<0.01,\*\*\*P<0.001

<sup>a</sup> Using Mann Whitney U-test

<sup>b</sup> Using the Kruskal Wallis test

## 2. Questionnaire result statistics

### 2.1 Understanding of Wenzhou's Red Culture Resources

According to statistics, 19.4% of the subjects have a very good understanding of Wenzhou's red Cultural resource management, 39.4% of the subjects have a relatively good understanding, 35.4% of the subjects have little understanding, and 1.5% of the subjects have no understanding at all; Most of the subjects learned about Wenzhou's red Cultural resource management through school education (72.8%), 8.7%, 7.3% and 6.3% of them learned about Wenzhou's red Cultural resource management through film and television works, family education and online media, respectively. Few people learned about Wenzhou's red Cultural resource management through social education (1.9%), literary works (1.5%) and other ways (1.5%); 19.4% of the subjects knew all eight red Cultural resource management of Wenzhou mentioned in the questionnaire, while 12.6% of the subjects did not know any of them.

### 2.2 Attitude towards Wenzhou's red Cultural resource management

According to statistics, the majority (60.2%) of participants occasionally visit the local red resources mentioned in the questionnaire, 25.2% of participants have not visited them, and 14.6% of participants frequently visit them; In this questionnaire survey, no subjects preferred red knowledge competitions and red themed essay competitions, indicating that the public preferred more accessible ways to understand Wenzhou's red resources in daily life; The majority of participants expressed a preference (58.3%) or a strong preference (24.3%) for watching, reading, or browsing movies, magazines, books, or red websites related to red resources, while the remaining participants expressed a dislike (16.0%) or a dislike (1.5%) of activities.

### 2.3 Attitude towards the entry of Wenzhou's red cultural resources into ideological and political education in universities

According to statistics, a significant proportion (97.1%) of the participants' ideological and political courses reflect the content of Wenzhou's red resource education; 47.1% and 46.6% of the participants respectively believe that it is necessary or necessary for Wenzhou's red cultural resources to enter ideological and political education in universities, while 4.4% and 1.9% of the participants believe it is not very necessary or necessary; And the vast majority (85.0%) of participants believe that Wenzhou's red cultural resources are a high-quality educational and teaching resource, with 13.1% of participants believing that some are, while the remaining 1.9% believe that they are not; Most (89.3%) of the participants hope to be exposed to more knowledge related to Wenzhou's local red culture in ideological and political education (such as ideological and political courses), 7.3% of the participants hold an indifferent attitude towards this, and a very small portion (3.4%) of the participants express no hope; The vast majority (91.3%) of participants hope that ideological and political education (such as ideological and political classes) can provide opportunities to visit local red cultural resources in Wenzhou on site, 7.3% of participants hold an indifferent attitude towards this, and a very small portion (1.5%) of participants express no hope.

### 2.4 Feedback on local red Cultural resource management in college ideological and political education

According to the statistics, the vast majority (93.7%) of the subjects believe that they are more willing to accept the ideological and political education using Wenzhou's local red Cultural resource management than traditional ideological and political education. 50.0% of the subjects believe that the benefits brought by the integration of Wenzhou's local red resources into ideological and political courses are to help them establish the correct three outlooks; In terms of the application of local red resources in ideological and political education in Wenzhou, nearly half (48.1%) of the participants believe that classroom theoretical teaching is the better

option; Regarding the integration of local red resources in Wenzhou into university ideological and political classrooms, the issue of “outdated and not novel enough content” is the most common (36.9%) among participants who believe that improvement is needed, while 46.1% of participants believe that the integration of local red resources in Wenzhou into university ideological and political classrooms is not a problem that needs improvement; Regarding the path of integrating local red resources in Wenzhou into ideological and political courses, more than half (56.3%) of the participants believe that classroom education should be adopted, with 25.2% and 11.7% of the participants respectively believing that cultural and practical education should be adopted, while the remaining 3.9% of the participants believe that online education should be adopted.

## **2.5 Analysis of factors affecting understanding of Wenzhou’s red cultural resources**

Place all significant variables into the model for multivariate binary logistic regression analysis.

According to the model results, compared to those who visited Wenzhou’s local red cultural resources with family and friends or had not visited them, those who visited through ideological and political related courses had a higher level of understanding of Wenzhou’s red cultural resources ( $P$  value $<0.05$ ); Compared to those who prefer to learn about Wenzhou’s red resources through new media, those who prefer to learn through red film and television works have a higher level of understanding of Wenzhou’s red cultural resources ( $P$  value $<0.05$ ); Compared to those who enjoy and are not very fond of watching, reading, or browsing food programs, newspapers, books, and red websites related to red resources, those who enjoy these activities have a higher level of understanding of Wenzhou’s red cultural resources ( $P$  value $<0.05$ ).

## **3. The Application Strategies of Wenzhou Local Red Cultural resource management in Ideological and Political Education in Colleges and Universities**

At present, some universities have introduced red cultural elements into ideological and political education. Colleges and universities should further stimulate and strengthen the red Cultural resource management, so that students can accept more positive cultural influence, become more ideological, moral and knowledgeable talents, and help to realize the Chinese Dream.

### **3.1 Stimulating students’ interest in learning**

In the ideological and political class of colleges and universities, red Cultural resource management can be introduced in various forms, such as inviting famous historians to give speeches at the school, organizing visits to revolutionary memorial halls, etc. At the same time, the campus culture festival can be used to display and explain red Cultural resource management such as books and picture albums, so that students can have a deeper understanding of the struggle process and revolutionary spirit of the party and people in various historical stages. It can not only provide students with more intuitive learning materials, but also stimulate their interest in learning, making the implementation of ideological and political education in universities more effective with half the effort.

### **3.2 Innovate the content of ideological and political courses in universities**

Ideological and political curriculum is an important part of ideological and political education in colleges and universities. Through the collection and integration of red Cultural resource management, it can be innovatively added to the content of ideological and political curriculum, making it more ideological and theoretical.

### **3.3 Optimize classroom teaching management**

The full play of local red Cultural resource management cannot rely on simple classroom explanation. Through optimizing classroom teaching management, such classroom management measures as “pre class preview”, “in class learning” and “after class summary and reflection”, students are encouraged to have a deeper understanding of Wenzhou’s local red Cultural resource management, so that students can have red feelings, firm beliefs, and improve the quality of ideological and political education in colleges and universities.

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