

# The Effective Integration of Red Culture and Ideological and Political Education for University Students

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**Abstract:** Red culture is the spiritual wealth of the Chinese nation and plays a crucial role in cultivating patriotism, social responsibility, and political identification among university students. By integrating courses, practical education, and new media promotion, red culture can effectively enrich ideological and political education content, stimulate students' interest in learning, and enhance educational effectiveness.

**Keywords:** Red culture; Ideological and political education; University students; Integration methods; New media

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## 1. The Connotation and Significance of Red Culture

### 1.1 Definition and Characteristics of Red Culture

University ideological and political education has characteristics such as fundamental, practical, educational, and contemporary nature. University ideological and political education serves as the foundation of university education and is an important guarantee for realizing comprehensive education in universities. It is guided by Marxism, Leninism, Mao Zedong Thought, Deng Xiaoping Theory, and the theoretical system of socialism with Chinese characteristics, providing students with education in scientific thinking, cultural cultivation, humanistic quality, and social responsibility.

### 1.2 Educational Value of Red Culture

Red culture holds significant value in the field of education, particularly in the ideological and political education of university students, as it helps students understand the struggles of the Party and the country, thereby enhancing their political identification with socialism with Chinese characteristics. Through red culture education, students can establish correct values, outlooks on life, and worldviews, while also enhancing their patriotism and social responsibility, fostering a spirit of courage and accountability. Red culture, through rich historical stories and revolutionary spirit, inspires students to inherit and carry forward the fine traditions of their predecessors, enhancing their sense of responsibility towards the country and society.

## 2. Current Status and Challenges of Ideological and Political Education for University Students

### 2.1 Current Status of Ideological and Political

Education for University Students Currently, ideological and political education in universities has made some progress in institutional development and teaching content, with ideological and political courses becoming increasingly standardized and systematic. The scientific nature and systematic structure of course content have been enhanced. At the same time, ideological and political education covers multiple aspects, including socialist core values, national development strategies, and social issues, broadening and deepening its scope. However, in practical implementation, there are still problems such as insufficient student enthusiasm and engagement, resulting in a failure to fully achieve desired teaching outcomes.

### 2.2 Challenges in Ideological and Political Education for University Students

### **2.2.1 Lack of Student Interest**

Due to the relatively outdated content of some ideological and political courses and the lack of innovation in teaching methods, many students find it difficult to generate interest in these courses. As a result, they fail to foster deep emotional connections with the material. Students generally feel that the content is not closely related to their daily lives or future development, which reduces their motivation to engage. To effectively enhance student interest, course content must be updated in a timely manner, and diverse and innovative teaching methods should be employed to make courses more attractive and engaging.

### **2.2.2 Monotonous Teaching**

Methods Currently, ideological and political education mainly relies on traditional classroom lectures, with limited interaction and practical activities, making it difficult for students to actively participate and reducing the effectiveness of learning. Many teachers still use traditional one-way lecture methods, where students passively receive knowledge without sufficient interaction with teachers and classmates. This lack of diversity in teaching formats diminishes student interest. In addition, there is a lack of practical teaching activities, meaning students miss opportunities to apply knowledge in real-life situations, which hinders the integration of theory with practice. This situation reduces students' sense of involvement and identification with ideological and political education, affecting the achievement of educational goals.

### **2.2.3 Insufficient Professional Skills of Teachers**

Some university ideological and political educators need to improve their professional skills, teaching methods, and educational concepts, which affects the overall quality of ideological and political courses. Currently, some teachers lack a deep understanding of integrating red culture with ideological and political education and are therefore unable to effectively incorporate the essence of red culture into their teaching. Additionally, their teaching methods are relatively monotonous, lacking innovative teaching approaches and diverse educational formats, resulting in a lack of classroom appeal and engagement. Some teachers also have insufficient proficiency in modern educational technologies, limiting their ability to effectively use new media to enrich teaching content and enhance the student learning experience.

## **3. The Necessity of Integrating Red Culture with Ideological and Political Education**

### **3.1 The Role of Red Culture in Enhancing College**

Students' Ideological and Political Quality Red culture, through vivid historical stories and heroic deeds, can stimulate college students' sense of national pride and patriotic enthusiasm, thereby enhancing their ideological and political quality. The spiritual connotations of red culture help college students better understand the development of the nation, increasing their sense of social responsibility and historical mission. By learning red culture, students can deeply appreciate the significant contributions made by revolutionary pioneers for national independence and people's liberation, thereby establishing correct values, outlook on life, and worldview. Red culture can also subtly strengthen students' political identity, helping them better understand the essence of socialism with Chinese characteristics and enhancing their recognition of the Party's guidelines, principles, and policies. Moreover, the emotional power of the heroes and typical stories within red culture can inspire students to stay positive and cultivate resilience and a sense of social responsibility.

### **3.2 The Enrichment and Supplementation of Ideological and Political Education by Red Culture**

Red culture can enrich the content of ideological and political education, making it more emotional and compelling. By integrating red culture into ideological and political courses, the shortcomings of traditional classroom teaching can be effectively supplemented, increasing the appeal and effectiveness of education. Red culture, with its vivid historical stories and touching heroic deeds, makes ideological and political education more lively and engaging, allowing students to develop a strong emotional resonance during the learning process, thus better understanding and accepting the educational content.

## **4. Effective Approaches to Integrating Red Culture with Ideological and Political Education**

### **4.1 Integration of Red Culture into Ideological and Political Courses**

#### **4.1.1 Textbook Compilation and Content Optimization**

Red culture should be incorporated into ideological and political education textbooks by compiling materials that include red culture elements, allowing students to engage with more revolutionary history and heroic stories during their learning process, thereby enhancing their understanding and recognition of red culture. Textbook compilation should focus on selecting content that aligns with the characteristics of college students' thinking, using vivid stories and iconic revolutionary figures to pique students' interest in learning. Additionally, the content should incorporate achievements of the Party and the nation in the context of modern development,

giving the textbooks a sense of the times and practical significance. Moreover, textbook compilation should also emphasize the hierarchical and systematic nature of the content, enabling students to progressively understand the core spirit of red culture and thus gain a comprehensive ideological elevation. Optimizing textbook content will make ideological and political education more engaging and targeted, effectively enhancing students' ideological and political quality and cultural identity.

#### **4.1.2 Innovation in Classroom Teaching Methods**

In classroom teaching, instructors can employ various teaching methods, such as case studies, role-play, and scenario simulations, to vividly present red culture to students, enhancing classroom interactivity and attractiveness. For example, by showing red-themed films, organizing discussions, and role-playing activities, students can emotionally resonate, allowing for a deeper understanding of the connotations of red culture. Teachers can also utilize multimedia technologies like virtual reality (VR) to enable students to experience significant historical events and figures firsthand, enhancing their sense of historical immersion.

## **4.2 The Implementation of Red Cultural Practical Education Activities**

### **4.2.1 Visits and Learning at Red Bases**

Organizing students to visit revolutionary history memorial halls and red bases allows them to experience the rich atmosphere of revolutionary history firsthand, deepening their understanding and appreciation of red culture. This practical form of education not only helps students understand revolutionary history intuitively but also helps them feel the dedication of revolutionary martyrs, thus fostering their patriotism and sense of historical responsibility. During visits, students can view historical artifacts and learn revolutionary stories to further understand the essence of red culture, internalizing it into their personal beliefs. Moreover, visits to red bases can be combined with on-site narrations and interactive discussions between teachers and students, fostering emotional resonance and deepening understanding of the revolutionary spirit.

### **4.2.2 Volunteering and Social Practice Activities**

Organizing college students to participate in volunteer services and social practices related to red themes—such as visiting elderly Party members, participating in community red culture promotions, or helping residents in impoverished areas—allows them to experience and spread the red spirit through practical actions, strengthening their identification with and sense of responsibility toward red culture. Volunteering allows students to experience the dedication of revolutionary pioneers during social practice, comprehending the profound connotations of red culture and internalizing these values as their own behavioral guidelines. Additionally, participation in social practices can enhance students' sense of social responsibility and collectivism, fostering their concern for society and willingness to contribute.

## **5. Conclusion**

The integration of red culture into college students' ideological and political education is an essential approach to improving the effectiveness of ideological and political education. By embedding red culture into ideological and political courses, conducting practical red activities, and using new media to promote red culture, the content of ideological and political education can be effectively enriched, and students' interest and participation can be enhanced, thereby improving the quality and effectiveness of ideological and political education.

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