

# Absorb the spiritual power of red culture and write a new era chapter of “Longjiang spirit”

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**Abstract:** since the 18th National Congress of the Communist Party of China, the Central Committee of the Communist Party of China has attached great importance to the promotion and inheritance of red culture, repeatedly emphasizing the need to inherit the red gene, continue the red blood, and ensure that the red mountains and rivers will never change color. Heilongjiang Province is rich in red cultural resources, which is an important part of promoting high-quality economic development. If the advantages of red cultural resources in Heilongjiang Province can be transformed into industrial and economic advantages, it will be of great significance for Heilongjiang Province to develop advanced culture, enhance cultural soft power and comprehensive competitiveness.

**Key words:** Red Culture Longjiang spirit

On the vast land of 9.6 million square kilometers in China, red culture is a touch of beautiful scenery. It was born during the revolutionary war. It is the product of the combination of Marxism and Chinese excellent traditional culture, and contains rich revolutionary spirit and profound historical and cultural connotation. In the Centennial struggle of the Communist Party of China, red culture is the brightest background of the Communist Party of China. A Centennial struggle history of the Communist Party of China is a history of the generation, development and conciseness of red culture. As a provincial administrative region in the northernmost part of China and the easternmost part of the land, the red culture carries the unique imprint of Heilongjiang. It not only highlights the cultural heritage of the long history of the Longjiang River Basin, but also writes a brilliant chapter formed by the people of Heilongjiang in the process of revolution, construction and reform. It is a precious resource and spiritual wealth for us to continue the red blood in the new era.

Heilongjiang Province is rich in red culture and red spirit. Generally speaking, it includes the spirit of the Northeast Anti Japanese Alliance, the Northern Wilderness spirit, the Daqing spirit, and the iron man spirit. These spirits have inspired generations and are the immortal driving force leading 36million people of Longjiang to forge ahead. These red cultural genes, which are deeply rooted in the spiritual soil of the Chinese nation, are important components of the spiritual pedigree with the great party building spirit as its source. They are the inheritance and promotion of the Chinese revolutionary spirit, the inheritance and Transcendence of the value of China’s excellent traditional culture, and the source of strong spiritual support and driving force for the people of Heilongjiang to realize the great rejuvenation of the Chinese nation, Therefore, we should absorb the spiritual power of red culture and continue to strive to write a new era chapter of “Longjiang spirit”.

## 1. To absorb the spiritual power of red culture, we should firmly guide people’s education and base ourselves on morality

Spirit is the life of culture. Whether in ancient times or modern times, the blood of the people of Longjiang always flows the inheritance of the Chinese spirit. As a teacher of Ideological and political courses in Colleges and universities, he shoulders the important responsibility of enlightening the mind, cultivating the sentiment and moistening the soul. He undertakes the mission of educating people with culture, educating people with culture and cultivating the yuan with culture. Integrating the spiritual power of red culture into Ideological and Political Education is the fundamental task of Ideological and political teachers in Colleges and universities to cultivate morality and cultivate people. He takes the ideological and political theory course as the main position of inheriting red culture, The main channel of spreading socialist ideology is to be a “guide” for the healthy growth of students and a “guide” for the direction of life. While strengthening the education of Marxist theory, we should be based on China’s national conditions, Heilongjiang province’s conditions and our school’s characteristics, practice the party’s education policy, fully implement the fundamental task of Building Morality and cultivating people, explain the historical context of red culture, sort out the spiritual path of red culture, and guide students to understand the historical position of today’s China and their historical responsibilities, Arouse the emotional resonance of contemporary young students, effectively improve students’ political identity, ideological identity and emotional identity, and build a solid cultural foundation of socialism with Chinese characteristics.

At the same time of spreading the red culture, we should use the red spirit to empower the ideological and political education in Colleges and universities. We should pay attention to the integration of the “four histories” education into the teaching of Ideological and political education, grasp the correct orientation of education, establish a correct view of history, accurately grasp the main theme and mainstream essence of the history of the party, the history of new China, the history of reform and opening up, and the history of socialist development, and guide students to establish the lofty ideal of communism and the common ideal of socialism with Chinese characteristics through ideal and belief education, Enhance the “four confidence”. Through the dissemination of red culture, young students are guided to recognize the historical orientation of the new era, learn from heroes, predecessors and models, strengthen their faith in Marxism, socialism with Chinese characteristics, and the Chinese dream of the great rejuvenation of the Chinese nation, enhance their mission, cultivate national feelings, forge strong will, and forge excellent character, Write a magnificent chapter worthy of the times in the process of promoting youth

and contributing to society, and strive to be a new generation worthy of the great task of national rejuvenation.

## **2. Absorb the spiritual power of red culture, strengthen cultural confidence, and carry forward the contemporary value of Longjiang spirit**

2021 On September 29, 2004, the CPC Central Committee approved the first batch of great spirits sorted out by the Propaganda Department of the CPC Central Committee and included in the spiritual pedigree of the Chinese Communists, “the spirit of the Northeast Anti Japanese Alliance, the spirit of the northern wilderness, and the spirit of Daqing (iron man spirit)” as the essence of the Longjiang spirit. The red spirit led by the “four spirits” of Longjiang is the concentrated embodiment of the will quality, spiritual style and behavior of Heilongjiang people, and its essence is highly consistent with the requirements of the great rejuvenation of the Chinese nation and the revitalization and development of Heilongjiang. Therefore, we must tap the spiritual value of red culture, make good use of the red resources of Longjiang, let the red gene be passed on from generation to generation, and gather the great power of entrepreneurship.

(1) the spirit of the Northeast Anti Japanese Alliance -- the national righteousness of being loyal to the firm belief of the party, bravely going to the national disaster, and the heroic spirit of fighting to the end

During the revolutionary war, General Ma Zhanshan led his troops to launch the Jiangqiao war of resistance against Japanese invaders in 1931, and fired the first shot of the Chinese army against the Japanese invaders in an organized and led way. By August 1945, all the Japanese troops stationed at Hutou fortress were wiped out, declaring the end of World War II. From “the first shot of the Anti Japanese War” to “the last shot of the Anti Japanese War”, from the Northeast Anti Japanese volunteer army to the Northeast Anti Japanese coalition army, the heroic sons and daughters of Longjiang, under the leadership of the Communist Party of China, tempered the immortal spirit of the Northeast anti Japanese coalition in the Anti Japanese war with their blood and life. The spirit of the Northeast Anti Japanese Federation is condensed into the firm belief of being loyal to the party, the national righteousness of bravely going to the national disaster, and the heroic spirit of fighting to the end. It is a good calcium supplement for the Chinese Communists in the new era to remember their original intention and mission.

(2) Daqing spirit (iron man spirit) - patriotism, entrepreneurship, realism and dedication

In the process of arduous exploration of socialist revolution and construction, Heilongjiang shouldered the expectation and great trust of the Party Central Committee, self-reliance and hard work, cultivated and formed the “Daqing spirit” and “Iron Man Spirit”, and created a miracle in the history of world oil development. Timber, crude oil, coal and grain are continuously transported to all parts of the motherland to support national construction, which has made the due responsibility of the eldest son of the Republic. Daqing spirit embodies Win glory for the country, striving for national glory Patriotism; Independence The spirit of hard work and Entrepreneurship of self-reliance; The realistic spirit of emphasizing science and “three old and four stricts”; The spirit of dedication to the overall situation and sharing the country’s worries. Today’s Daqing spirit (iron man spirit) is an era banner that encourages the Chinese people to win glory for the country and the nation in the new era.

(3) the spirit of the Northern Wilderness - self reliance, hard work, courage to explore and dedication

Since the 1950s, under the order of the Party Central Committee, hundreds of thousands of officers and soldiers have gone to northern Xinjiang to develop the northern wilderness with both hands. Guided by the spirit of the northern wilderness, Heilongjiang reclamation area has grown from scratch, and has become an important part of the country Commodity grain base By 2022, it has achieved 19 consecutive grain harvests, leading the country for 13 consecutive years and becoming a “ballast stone” for China’s food security. Today, the spirit of the Great Northern Wilderness has gone far beyond the traditional category of encouraging Heilongjiang reclamation area to develop modern agriculture and ensure national food security. It has shouldered the mission of maintaining the political responsibility of the country’s “five security”, and has injected powerful spiritual force into promoting high-quality economic and social development and promoting the construction of a socialist modern country.

## **3. Absorb the spiritual power of red culture, make good use of red resources, and write a red chapter of the new era**

The rejuvenation of a nation needs a strong material force as well as a strong spiritual force. Without the active guidance of advanced culture, the great richness of the people’s spiritual world, and the continuous enhancement of the national spiritual power, a country and a nation cannot stand in the forest of nations in the world. Red blood is the concentrated embodiment of the political nature of the Communist Party of China and the source of spiritual strength of the Chinese Communists in the new era. Red resources are the witness of our party’s hard and brilliant struggle and the most precious spiritual wealth.

Red culture not only needs the display of material form, but also includes the inheritance of spiritual form. The material form of red culture usually refers to revolutionary sites, martyrs’ cemeteries, former residences of celebrities, museums, memorials, memorial relics, etc., which are of great value. It is a physical form that can be seen, touched, and truly stored in a place. Every historical event, every revolutionary hero, every revolutionary spirit and every revolutionary cultural relic represent the glorious course and major achievements of our party, and show our party’s dreams and pursuit, feelings and responsibilities, sacrifices and contributions, which converge into the red blood of our party. Red blood is the concentrated embodiment of the political nature of the Communist Party of China and the source of spiritual strength of the Chinese Communists in the new era. The red culture of spiritual form is the spiritual culture forged by the revolutionary ancestors with blood and sweat in the era of revolution, construction and reform. The spirit and values embodied in

the red culture not only reflect the national endowment of the Chinese nation for innovation and creation, but also reflect the mission of the Communist Party of China to “seek happiness for the Chinese people and rejuvenation for the Chinese nation”, and also reflect the Chinese people’s goal of seeking truth, patriotism and love for the people and seeking world harmony. The red spiritual culture has different characteristics in different periods, both in the same strain and through the old. Therefore, to inherit the red gene and continue the red blood, we must make good use of the red resources. □

#### (1) Make good use of red resources and continue the red blood

Heilongjiang Province has accumulated profound red culture and has unique red tourism resources, which are rich in types and distinctive themes. The long time span, wide distribution and rich resource categories of red resources are the inherent advantages of developing red tourism in Heilongjiang Province. According to statistics, there are 10 key cultural relics protection units in the province, 47 counties and districts have been included in the second batch of revolutionary cultural relics protection and utilization areas in the country, and there are 189 red tourist attractions (spots), of which 13, including the Beidahuang development and construction memorial hall, have been selected into the national patriotism education demonstration base, Harbin Red Tourism series scenic spots<sup>23</sup> scenic spots including Daqing Oilfield history exhibition hall and iron man wangjinxu memorial hall were selected into the list of national red tourist attractions. There are 576 red tourist attractions in Heilongjiang Province, including theme museums, exhibition halls, memorial halls, revolutionary heritage (old) sites, former residences, martyrs’ cemeteries, martyrs’ monuments and so on, which have witnessed the magnificent red history of Heilongjiang Province.

Red culture is the witness, condensation and carrier of the great party building spirit. In the new era, it is of great significance to protect, manage, use red resources and red cultural relics, and play the unique role of red culture for inheriting and carrying forward the great party building spirit. We should continue to enhance the overall, pertinence and effectiveness of the protection of red cultural relics, scientifically protect and inherit red resources, from the scientific formulation of the plan to the precise implementation, from strengthening itself to deepening cooperation, and strive to build four beams and eight pillars for the development of red tourism in Heilongjiang Province, so as to enrich the characteristics of red tourism in Heilongjiang Province. By actively promoting the red tourism strategy, enriching the theme connotation of red tourism, designing red tourism routes, improving the scientific and technological content of red tourism, attracting tourists from all over the world to experience the red culture in an immersive way with rich tourism products and personalized tourism experience, so that the red spirit is rooted in the hearts of visitors, and the red culture is truly “internalized in the heart and externalized in the line”, Realize the cultural value of red resources.

#### (2) Inherit the red gene and help the great rejuvenation

Culture embodies the deep spiritual pursuit and adherence. Inheriting the red gene and continuing the red blood is the only way to strengthen the road of socialism with Chinese characteristics and realize the great rejuvenation of the Chinese nation. The Longjiang spirit was bred from the great and arduous struggle. It is the concentrated embodiment of the will quality, spiritual style and behavior of Heilongjiang people. Its essence is highly consistent with the requirements of the great rejuvenation of the Chinese nation and the revitalization and development of Heilongjiang. Heilongjiang in the new era is in a period of opportunities for policy superposition and taking advantage of the momentum, a critical period for climbing over barriers and transformation and upgrading, a period of highlighting contradictions and risks, and a critical period for stimulating potential and revitalizing development. In the new era, it is more important to inherit the red gene, continue the red blood, and use the spirit of Longjiang to unite the people of the whole province, It is the fundamental to strive to promote the comprehensive revitalization of Heilongjiang.

In the spiritual pedigree of the Communist Party of China, the Longjiang spirit, with its unique spiritual form, indicates the spiritual characteristics of the Communist Party of China in the practice of realizing the great rejuvenation of the Chinese nation, and connects the internal spiritual path of the Communist Party of China’s great struggle for a century. The spirit of Longjiang not only adheres to the root of the excellent traditional Chinese culture, but also keeps pace with the times, cultivating the common feelings and values, common ideals and spirit of the people of Longjiang. We must build a spiritual garden shared by the Chinese nation with a high degree of cultural consciousness, cultural confidence and cultural self-improvement. The new era is the era of strivers, and the children of Longjiang should further study and carry forward the spirit of Longjiang. We should integrate the spirit of Longjiang with the struggle and practice of the people of Longjiang, thoroughly implement the spirit of the 13th Party Congress of Heilongjiang Province, hold high the great banner of socialism with Chinese characteristics, and take the red culture as the carrier to practice the original intention, shoulder the mission bravely, and help the great rejuvenation of the Chinese nation with practical actions.

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# Exploration on the reform of animation studio teaching practice

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**Abstract:** the development of animation industry is inseparable from the grasp and cultivation of talent demand, which puts forward higher requirements for the quality of animation talents. In the new situation, if animation studios want to achieve sustainable development, they must pay attention to the improvement of their internal talents' comprehensive quality. At present, higher vocational colleges across China have started to set up animation majors, which provides sufficient talent resources for the development of the animation industry. However, due to the relatively weak faculty and unreasonable curriculum arrangement in Colleges and universities, it is difficult for students to adapt to the needs of the society, which is also one of the main reasons restricting the improvement of the quality of talent cultivation in Colleges and universities. Therefore, based on the characteristics of animation major, guided by its future employment direction, and taking the studio teaching mode as the main line, we should establish a scientific and effective teaching content system, strengthen the construction of teachers' team and improve relevant supporting facilities and equipment, which can meet the education and training needs of talents at different levels, so as to promote the better and faster development of the animation industry.

**Key words:** animation studio; Teaching practice; Reform strategy

In traditional higher vocational colleges, the talent training of animation major often pays attention to knowledge teaching and ignores ability training, which is not conducive to the overall growth of college students and the formation of professional quality; At the same time, after docking with enterprises, many graduates can not master the skills required for work. Therefore, taking the teaching reform of "studio system" in Higher Vocational Colleges as an example, the construction of a new innovation and entrepreneurship curriculum system based on post groups can not only solve this problem, but also promote the transformation and upgrading of the talent training mode of animation major in higher vocational colleges, so as to enhance the overall competitiveness of the college and make students become truly compound art talents, And take this as the basic condition for engaging in design and development and creative jobs in the future.

## 1. The current situation of talent training mode of animation major in Higher Vocational Colleges

### (1) Lack of practical operation in Animation Teaching

Animation major is to cultivate application-oriented professionals with high comprehensive quality and innovation ability facing the 21st century, adapting to the needs of society and engaging in animation design, production and other related work. The traditional single

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