

# An analysis on the innovative path of integrating red cultural resources into ideological and political education

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**Abstract:** In the new era, higher vocational colleges should actively make good use of red cultural resources and focus on cultivating new people with national responsibility. Ideological and political education is an indispensable part of the higher vocational education system, which has positive help to improve the quality of talent training. Integrating into the red cultural resources can give full play to the educational role of ideological and political courses and give red culture new vitality. However, in the actual teaching, the combination of red culture and ideological and political education is not ideal, there is still a large room for improvement. Based on this, this paper explores the innovative path of integrating red cultural resources into ideological and political education, aiming to further play the educational role of ideological and political courses and improve the level of students' ideological and political consciousness.

**Key words:** Red culture; Higher vocational colleges; Ideological and political education; Innovation path

Red culture is a fine cultural product of the people's bloody struggles under the leadership of the Communist Party of China. It is an ideological consensus formed by the whole Party, the whole country and the whole society. Integrating red culture into higher vocational ideological and political education can strengthen students' ideals and beliefs and enable them to undertake the great historical task of national rejuvenation. In addition, the integration of the two can inherit and protect the spirit of red culture and promote the reform and innovation of ideological and political education in higher vocational colleges. Looking at the current situation of integrated education, it still needs to be further improved, and it also needs to keep up with the development of The Times for innovation. Therefore, it is of great practical significance to explore the innovative path of integrating red cultural resources into ideological and political education.

## I. Analysis of the current situation of ideological and political education in Higher vocational colleges integrating into Red culture in the new era

Red culture is not only an important part of the Chinese national spirit, but also a precious resource for the teaching of ideological and political theory courses. It is of positive help to train idealistic and ambitious young people in the new era. In recent years, the major higher vocational colleges have always maintained the original intention of cultivating the soul, constantly clarified the goal of ideological and political education in combination with the social development, and developed a new education model with the characteristics of red culture. In actual teaching, the leading and driving role played by red culture has achieved initial results, such as the normal red education network platform, fine red ideological and political courses, gradually forming a more dynamic ideological and political education system. However, it is undeniable that there are still many problems, which hinder the integration of red culture into higher vocational ideological and political education, resulting in the effect of talent training is still difficult to achieve the expected effect. In this regard, the author summarized from the following aspects.

First, in the information age, all kinds of information are rapidly and widely transmitted by Internet technology, which impacts the values of vocational college students. However, most students in higher vocational colleges are at the stage of immature ideology, low political acuity and weak ability to distinguish between right and wrong, so they still need teachers' education and guidance. Although the open and inclusive network information opens the vision of students, it is also easy to cause their lack of ideals and beliefs, moral behavior anomaly and the weakening of the consciousness of home and country, and at the same time increase the difficulty of the implementation of ideological and political education in higher vocational colleges. The integration of red culture and ideological and political education has enriched the content of education to a certain extent, but it is still a drop in the bucket compared with the diversified forms and rapid dissemination of online information.

Second, vocational college personnel training should be combined with the needs of social development, employment-oriented, for all walks of life with solid theoretical knowledge and excellent professional ability of talents. At the same time, the employment needs of all walks of life are also concentrated on the professional skills of graduation, the ideology, morality as a secondary assessment criteria, or even as no assessment criteria. Due to this influence, vocational colleges gradually formed an atmosphere of "attaching importance to teaching, undervaluing education" and "attaching importance to intellectual education, undervaluing moral education", resulting in daily teaching focusing on vocational education and daily management, ignoring ideological and political education. Under the background of vigorously advocating the introduction of red cultural resources into the classroom, many higher vocational colleges are committed to integrating red culture into professional courses, resulting in monotonous content and single mode of ideological and political education. It is necessary to promote the deep integration of red cultural resources and ideological and political education on the whole.

Third, the ideological and political education in higher vocational colleges has always been relatively shallow, with insufficient efforts to excavate materials such as ideal, belief and value guidance. A complete and systematic education mechanism has not yet been formed. In the actual teaching, the mining and utilization of red cultural resources have not given enough attention; The ability of ideological and political teachers to use red culture in teaching needs to be improved; The content of red culture education is updated slowly, and the

usage rate of information platform is low. These problems will reduce the enthusiasm of students to participate in ideological and political teaching, so that it is impossible to improve the integration effect of red cultural resources from practical problems.

## 2. The innovative path of integrating red cultural resources into ideological and political education

### (1) Comprehensively penetrating red culture and innovating ideological and political education methods

Red culture is a unique culture formed during China's revolution and construction period. It embodies the precious spirit of the people and revolutionary ancestors, and is an important resource for ideological and political courses in higher vocational colleges. For this reason, ideological and political education needs to change the ideological concept, the red culture throughout the teaching, so that the red culture serves ideological and political education. Excavate the intrinsic value and spiritual support of red cultural resources, and guide college students to establish a correct view of history and cultural confidence.

In practical teaching, teachers can take the deeds of figures in red culture as teaching cases of ideological and political courses, and present theoretical knowledge in a three-dimensional manner with vivid cases. In order to achieve the goal of integrating the whole process, the ideological and political teachers in higher vocational colleges can use information technology to dig, collect and sort out the red resource cases corresponding to the chapters of ideological and political courses, and construct the case resource database according to the contents of the chapters of ideological and political courses. Do a good job in resource sharing and solve the problem that the content of red culture education is not updated in time. With the integration of information technology, the integration methods of red culture teaching cases and ideological and political education can be more diverse, such as micro-class videos, electronic materials and two-dimensional code scanning of publicity pages, which can better present historical events, enrich students' learning methods, and form a vivid, specific and systematic case resource library.

### (2) Organize red practice activities to improve the quality of ideological and political education

Under the background of the new era, if the ideological and political education in higher vocational colleges wants to achieve the purpose of improving the quality of education, it is necessary to build a new mode combining the truth and reality, abandon the classroom teaching mode, let the ideological and political education really deeply into the minds of students, transform knowledge into ideological consciousness, and effectively change the value orientation and personal behavior of students. Under the demand of integrating into red culture, higher vocational colleges can organize ideological and political practice teaching around red culture, combine theory with practice, and strengthen the quality of practical teaching at the same time.

For example, multimedia equipment can be used to bring the ancestors and heroic deeds who devoted themselves to the revolutionary cause during the revolutionary period into the classroom; Display some information of historical revolutionary memorial hall, and encourage students to change their vacation travel plan to "explore red footprints", walk around the local revolutionary base, visit the revolutionary memorial hall and so on, experience the glorious history of the development of the Chinese nation and the Chinese people's spirit of effort. In addition, we can build a "red culture base" in the school, cooperate with ideological and political teachers to develop red cultural heritage related to ideological and political courses, and use information technology, sculpture, wall painting, etc., to restore the real historical revolutionary scenes. At the same time, ideological and political teachers should be encouraged to make good use of the "red culture base areas", connect the teaching of ideological and political theories with the simulation scenes, enhance students' emotional experience, and comprehensively improve the quality of ideological and political education. For another example, ideological and political teachers in higher vocational colleges can take red culture as the theme, organize students to conduct social surveys, and improve students' awareness of inheriting and protecting red cultural resources. Through practical investigation, students will benefit first, which is helpful to enhance their learning of ideological and political content and pay attention to red culture. It can also lay a good foundation for ideological and political teachers to integrate into red cultural resources and carry out teaching smoothly.

### (3) Improve the comprehensive ability of ideological and political teachers and dig deep into red cultural resources

The teaching ability of ideological and political teachers has a direct impact on the integration effect of red culture and ideological and political education. Therefore, to innovate the integration strategy of red culture and ideological and political education, we need to do a good job in the construction of ideological and political teachers. First of all, ideological and political teachers need to keep introspection, constantly improve their ideological and political literacy and feelings of home and country, but also with the help of red culture training or lectures organized by the school, consciously cultivate and improve their level of red culture education, integrate red culture into daily teaching, and give play to the educational value of red culture resources through normal teaching. At the same time, in terms of classroom management and teaching organization, they need to set an example and influence students' attitude towards red culture with feelings and practical actions. Secondly, ideological and political teachers need to effectively grasp the ideological dynamics of students, take the needs of students as the key point, and flexibly use the red culture to guide and educate students. Finally, ideological and political education needs to make good use of the link of lesson preparation, dig deep into the educational value of red cultural resources, and closely connect the content of ideological and political education to ensure the integration effect of red culture and ideological and political education.

### (4) Develop the red education platform to enhance the appeal of ideological and political education

At present, all higher vocational colleges are actively promoting the pace of education information construction, which has enriched the form and content of ideological and political education to a certain extent. Therefore, in the process of penetrating red resources, higher vocational colleges can actively use information technology to penetrate red resources into each stage of ideological and political education, innovate the form of ideological and political education, and improve the utilization rate of red cultural resources.

For example, with the help of integrated media communication channels, change the traditional and single way of publicity, and establish a multi-dimensional, interactive new mode of communication. Relying on the network platform, we make full use of new media technology to integrate the campus website, official Weibo, official wechat public account, official short video account, Learning Link and learning Power country and other software, open the red culture column, and present the red culture content in text, image, audio, animation, video and other ways on the learning platform, so as to provide students with more abundant learning resources. In this way, it can not only broaden the presentation form of red culture, but also break the limitation of time and space, so as to facilitate students to obtain learning resources. In addition, higher vocational colleges can also create a virtual red culture experience area through virtual simulation technology, with the help of music, video, animation and other ways, to reproduce the arduous revolutionary years in the war era and the heroic scene of the Anti-Japanese War, so that students can feel the full blood and sincere heart of revolutionary patriots. The use of the Internet function of information technology to connect the network museum, library, memorial hall and other educational websites, to create a digital exhibition hall for students, so that the static, flat historical data become vivid, three-dimensional. Through the above strategies, red cultural resources can be effectively integrated into the ideological and political education in higher vocational colleges, and enhance the appeal of ideological and political education.

(5) Multi-channel collaborative penetration, to build an all-round education system

In the face of the complex multicultural impact, higher vocational colleges need to pool all forces, build an all-round red culture education system, and change the inherent mode of ideological and political theory teachers to fight alone. In this regard, higher vocational colleges can integrate the resources of campus culture construction, student association activities and party and league organization activities to build an all-round education system.

First of all, higher vocational colleges can combine the red culture with the campus culture, give play to the guiding role, cohesion role and influence role of the school history culture, and make use of the red history of the school, so that students directly feel the existence of red culture, so that they realize that the red culture is closely related to their own life, and has an important enlightening and guiding role in shaping students' values.

Secondly, higher vocational colleges can use student association activities, organize students to arrange red dance, sing red songs, recite red poetry, etc., in the form of art to enhance students' understanding of red culture and knowledge, in the imperceptible cultivation of students' socialist core values. Different from other forms, the red cultural resources infiltrated by student associations are more practical, which can go deep into students' hearts and cultivate students' sentiments with red culture.

Finally, when organizing party and league activities, higher vocational colleges can actively combine red culture with ideological and political education to carry out various forms of activities. For example, on the occasion of the 70th anniversary of the founding of New China, colleges organized students to experience red culture, inherit red culture and innovate red culture in combination with ideological and political education, and focused on cultivating professional talents with high-level ideological and political consciousness in combination with their professional characteristics. In this way, it not only gives full play to the unique educational function of red culture in ideological and political courses, but also fully combines with students' career development to build an all-round educational system.

## Conclusion

In a word, red culture has rich and unique educational value, which is the fresh material of ideological and political education in higher vocational colleges. Combining the two can improve the quality of talent training and cultivate high-quality skilled talents with patriotism, firm ideals and beliefs, and correct values. Therefore, higher vocational colleges should explore and innovate the integration of red culture and ideological and political education from multiple perspectives and channels, so as to promote the high-quality development of higher vocational education work.

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