

# The Optimization Path of Integrating Red Culture into Ideological and Political Education

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[**Abstract**] Red culture is a valuable spiritual wealth of the Communist Party of China and the Chinese people. General Secretary Xi Jinping pointed out: “Chinese modernization is the modernization of material civilization and spiritual civilization in harmony. It is necessary to carry forward the Chinese excellent traditional culture, make good use of the red culture, develop socialist advanced culture, and enrich people’s spiritual and cultural life.” It can be seen that red culture plays an important role in enriching people’s spiritual life. Promoting the integration of red culture into college students’ ideological and political education is conducive to expanding teaching resources and enriching teaching content; firming ideals and beliefs, and cultivating new people of the times; inheriting red culture and strengthening cultural self-confidence. At the same time, in the process of integrating red culture into college students’ ideological and political education, we need to innovate in teaching methods, enrich practical content, and use intelligent platforms, so that the red culture can be better integrated into the ideological and political education of college students, and the red culture of China can be inherited and carried forward.

[**Key words**] red culture; significance; dilemma; practical path

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## 1 Introduction

The red culture is formed along with the glorious historical process of the Communist Party of China leading the people along the way, and has rich value of the times and educational significance. Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has made many speeches and important instructions on promoting and inheriting the Party’s red culture, and has placed the promotion of red culture in an important position. College students shoulder the important task of socialist modernization and national rejuvenation, and are an important subject of cultural construction. The ideological and political education of college students is related to whether it can cultivate qualified socialist builders and successors. Red culture is an important part of cultural construction and ideological and political education in the new era. To strengthen the construction of red culture, we must integrate red culture into ideological and political education. The integration of red culture into ideological and political education is an inevitable trend in the development of education in China. Promoting the integration of red culture into ideological and political education in colleges and universities is not only in line with the concept of educational development, but also in line with the development trend of the times. In this regard, we should see the importance of promoting red culture to the construction of ideological and political education in China and the effect on the development of college students’ moral education. This is not only conducive to college students to enhance their understanding of red culture and strengthen their cultural self-confidence, but also conducive to the cultivation of socialist core values.

## 2 The significance of integrating red culture into college students’ ideological and political education

### 2.1 Expand teaching resources and enrich teaching content

China’s ideological and political education covers all levels and directions of primary and secondary schools,

but college students' acceptance of ideological and political education is low, and the importance of ideological and political education is neglected. China's red culture has many forms, such as revolutionary memorial hall, liberation monument and other physical objects, as well as rich film and television materials, songs and other works of art. Integrating red culture into college students' ideological education can not only expand teachers' teaching resources, making teachers be able to use various videos and pictures for classroom teaching, but also enrich the content of teaching and the connotation of ideological and political education. The spirit and value contained in the red culture are formed in the process of revolution, construction and reform. It is guided by the truth of Marxism and created through long-term practice. It is worthy of recognition and must be carried forward. Strengthening ideological and political education can add red cultural knowledge, make the content of ideological and political education gradually diversified, enhance the richness and activity of the classroom, so as to attract the attention of college students, strengthen the learning of red cultural knowledge and the attention of ideological and political education.

## **2.2 Firm ideals and beliefs and cultivate new people of the times**

Mao Zedong once said: "You young people are vibrant and thriving, like the sun at eight or nine o'clock in the morning. Hope is pinned on you." Young people bear the heavy responsibility of history. Colleges and universities are the last position for students to enter the society, and also an important place to shape ideology. Red culture embodies the spiritual outlook of the Communist Party of China leading the people to defy hardships and work hard. Red culture can be said to reflect the struggle history of the Communist Party of China and the Chinese nation. Red culture provides correct political orientation and ideological guidance for the development of college students. Facing the pluralistic ideology of modern society, contemporary college students should strengthen their ideals and beliefs through red culture education and oppose historical nihilism. In view of the defamation or distortion of revolutionary historical figures that have appeared in the classroom, we must firmly safeguard China's revolutionary figures and historical culture, and be newcomers to the era of national rejuvenation.

## **2.3 Inherit red culture and strengthen cultural self-confidence**

Integrating red culture into college students' ideological education is conducive to the multi-faceted and multi-level inheritance of red culture. Red culture should not just stay in museums and film and television cultural works, only known to a small number of people. The large number of college students is the backbone of the development of the whole society. Strengthening the construction of red culture can make college students understand the glorious course of the Party and realize that today's life is hard-won. Recognizing that the great achievements of the Communist Party of China after a hundred years has created a miracle in the history of human society can enhance the understanding and recognition of red culture and strive for the great rejuvenation of the Chinese nation. When culture flourishes, national prosperity flourishes. Culture is the soul of a country and a nation. If there is no high degree of cultural self-confidence, it will not be resisted when encountering a little difficulty and temptation, and will lose its direction when it is infiltrated by western countries. Therefore, China's red culture must be integrated into the ideological and political education of college students, so that college students can strengthen their cultural self-confidence. China has excellent traditional Chinese culture, red culture and advanced socialist culture, which is our precious spiritual pillar and source of strength.

# **3 The dilemma of integrating red culture into college students' ideological and political education**

## **3.1 Insufficient value identity**

The value identity of integrating red culture into college students' ideological and political education is insufficient, which is reflected in two aspects. On the one hand, teachers' awareness of red culture is not high, and they do not have in-depth study and understanding of red culture. They simply explain the knowledge of red culture in books, and make red culture education fixed and programmed in a mere formality. Teachers' own value identity of red culture is not enough. There are also college cadres who do not pay enough attention to the ideological and political education of the school, but pay more attention to the administration and discipline

construction of the school. On the other hand, in the process of red culture education, students' recognition of red culture is not enough. Due to the development of the era of information technology and fragmentation, college students themselves do not learn enough theoretical knowledge, pay less attention to red culture, and tend to use mobile phones and other electronic devices to search for theoretical knowledge. At the same time, some college students are the only child in their family, and their lives are relatively rich and superior. It is difficult to resonate with the events and cases in the red culture, and even distort the historical facts, and there is no high value identity of the red culture. As well as with the change of history, money worship and hedonism still exist, college students' patriotism consciousness is weak, and they have not established a firm concept of patriotism. Some college students begin to indulge themselves after entering universities, and truancy and play become the norm. They are irresponsible to themselves, parents and society.

### **3.2 Obsolete teaching methods**

The ideological and political education in China is mainly taught by teachers in class, supplemented by simple video playback. At the same time, teachers lack communication with students, and there are few interactive teaching and learning states. It is difficult to present a better teaching effect because of the separation of teachers and students. University teachers generally use well-known cases, which have already been learned by college students in their junior and senior high schools. This leads students to think that the reasons contained are simple and easy to understand. Therefore, they are not serious enough in the study of ideological and political courses at the university stage. Teachers' simple teaching methods and insufficient preparation for lessons make the classroom effect poor, which is not conducive to the integration of red culture into college students' ideological and political education. Students' initiative in learning red culture would also become weak, which is not conducive to the firmness of ideals and beliefs. An important reason for the obsolete teaching methods is the imbalance of teachers' strength in schools. Some teachers in liberal arts schools or normal schools have stronger theoretical knowledge, more careful and careful teaching design, and more detailed teaching of red culture. There are also different schools have different red teaching resources, which makes the cultivation of students' patriotism consciousness also has a big difference.

### **3.3 Difficult dissemination mode**

The advent of the new media era has brought advantages and challenges to the dissemination of red culture. Teachers can use a variety of intelligent devices and products for teaching, such as flipping classrooms and micro-classrooms. More and more videos and precious images have appeared in the public's sight, making it easier for people to obtain red cultural resources. However, some college students are addicted to mobile phones and computers in the era of information explosion. It is difficult for them to get in touch with red culture. They are more attracted by fast-food culture and hot events. It is difficult to attract the attention of college students for the resources that are difficult to become hot things in red culture, and their minds are also difficult to be nourished and influenced by red culture. Red culture is difficult to spread in the era of information technology. A variety of information in cyberspace exists in college students' mobile phones. They are unwilling and rarely able to access China's red culture. There are problems in the network communication or new communication of red culture.

## **4 The practical path of integrating red culture into college students' ideological and political education**

### **4.1 Strengthen the construction of the main body to strengthen the red value identity**

The object and the main body of integrating red culture into college students' ideological and political education is students. At the same time, teachers and college cadres are also the main body of red culture education. Teachers are the disseminators of knowledge. If teachers do not attach importance to the value of red culture and do not put themselves in the main position, students would not actively participate in the classroom. College teachers should enhance their recognition of red culture, and go to the revolutionary base areas and red cultural bases to visit and study during the investigation and research, so as to strengthen their red beliefs. The leading cadres of colleges and universities are the organizers and builders of ideological and political education in

schools. Only when the leading cadres of colleges and universities attach importance to the ideological and political education and the construction of red culture in schools, can teachers have the motivation to integrate red culture into the ideological and political education of college students. It is necessary to strengthen the construction of university teams, enhance the sense of professional belonging of university teachers, and make university teachers consciously take the promotion of red culture as their own work. Let the red culture get into the university classroom and students' mind, to let the university teachers fully learn and understand the red culture, and innovate in content and methods.

The emergence of red culture is guided by the scientific theory of Marxism. Therefore, red culture is scientific and needs to be inherited and carried forward by college students. College students should inherit the red gene, continue the red blood, and consciously take heroes and revolutionary martyrs as examples, so as to establish their indomitable strong beliefs and firm Marxist position in the face of difficulties. At the same time, red culture education is also a systematic project, which requires concerted efforts of all parties. Families and society can also play an active role in integrating red culture into ideological and political education. The families propagandize red culture to college students through the way of unconscious influence. Going to the red culture bases such as the revolutionary memorial halls during the holidays can strengthen the patriotism education and the red value identity of college students.

#### **4.2 Enrich practical content to carry out red cultural activities**

The ideological and political education of college students can't just stay in books and classrooms. Teachers can adopt various teaching links to enhance college students' understanding of red culture. Local red figures can be invited into the classroom, and students can experience the revolutionary history that red figures have experienced. It is recommended to invite Party history experts and researchers into the classroom to tell students about the vivid red culture, so that students can deeply feel the red spirit. It is suggested to dig deep into the excellent cases of red, excavate the spirit of red culture, spread and carry forward the spirit of the Long March, the spirit in War to Resist US Aggression and Aid Korea, and so on. We should enrich the practical content and help the red culture into the campus and classroom. Schools can organize red cultural knowledge competitions and a variety of red cultural activities, so that students can take the initiative to understand red knowledge. Compared with high school students, college students not only master more book knowledge, but also have more time and energy. In red cultural activities, they can temper their spirit and be influenced by red culture.

College students have more spare time and practical activities than junior and senior high school students. Schools can carry out red trips during practical teaching, relive the revolutionary memorial sites and old revolutionary areas that their predecessors have traveled, visit the former residences of great men, and realize the combination of theory and practice. As history collides with reality, students can experience more and better the hardships of the revolution and the hard-won happiness of today's life, and realize that red culture is our important spiritual pedigree. At the same time, red tourism can not only strengthen students' patriotism education and red culture education, but also provide income for local red cultural attractions and memorial sites, strengthen the connection between schools and red cultural bases, and provide a good opportunity for red culture to enter the classrooms.

#### **4.3 Use the intelligent platform to realize the combination of online and offline learning**

China's red resources are rich, and there are material and spiritual forms. Colleges and universities can build red cultural walls and red cultural rooms, and allow students to participate in them, actively make suggestions and improve their subjective initiative. In the process of participation, students can not only understand the relevant red cultural knowledge, but also get the red experience during the creation. If conditions permit, schools can set up VR laboratories. At present, some revolutionary museums are using VR and other technical facilities to achieve online visits. For students with insufficient time and budget, online visits are more convenient. At the same time, it is also possible to set up official public accounts and small programs to publish revolutionary attractions and red cultural resources on the platform in advance, which is more convenient for college students to understand. We

should use artificial intelligence, virtual reality and other technical means to integrate red culture into campus culture.

In the process of the rapid development of the Internet, various short videos and short plays are now filled with people's mobile phones. Most of the free time of college students is spent on browsing short videos. We should use various intelligent platforms and innovate in means of communication. Various short video applications can take advantage of big data and algorithms to recommend excellent red cultural resources and red images to students, enhance red cultural propaganda, and strive to achieve close integration and simultaneous advancement of online and offline. It is necessary to innovate in the mode of communication and spread the red culture propaganda and education on the new media platform with new technologies and new measures. Propagandists of various red culture work should be good at using the intelligent platforms and applications favored by college students to spread red culture in an innovative form, create a positive red culture atmosphere, and enhance people's cultural self-confidence.

## 5 Conclusion

Red culture is the precious spiritual wealth of the Chinese people and the Chinese nation, as well as an important spiritual driving force for the Chinese people and the Chinese nation. Colleges and universities are an important position for spreading red culture and an important place for college students to learn red culture and shape their spiritual character. In view of the problems existing in the ideological and political education of college students, we need to integrate red culture into the ideological and political education of college students, which can not only enrich the teaching content and resources, promote the diversification of teaching methods, but also enable contemporary youth to inherit red culture and strengthen cultural self-confidence. In this way, college students can strengthen their ideals and beliefs, the fundamental goal of moral education in colleges and universities can be realized, and young people in the new era who are dedicated to the country and can shoulder the responsibility of national rejuvenation can be cultivated.

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