

Analysis of the Role of Red Culture in Ideological and Political Education of College Students

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Abstract: As a political culture, red culture has a very high status in the ideological and political education system. At present, colleges and universities have gradually integrated red culture education into ideological and political education. Based on this, this paper expounds the role of red culture in college students' ideological and political education system, and further analyzes the problems of red culture for college students' ideological and political education. In the end, new paths were proposed to strengthen college students' red ideological education, enhance the red cultural atmosphere, and increase college students' practical service activities.

1. Research background

1.1 Literature review

With the continuous development of the economy and society, a new political culture with a red culture has gradually emerged. It is now in the ideological and political education system and has a place in the red culture (Luo, 2019). The red culture has its unique guiding characteristics, educational characteristics and energy gathering characteristics, which play an indispensable role for the cohesiveness of Chinese young students and national self-confidence. Therefore, in the current reform process of ideological and political education in colleges and universities, the role of red culture education in the ideological and political education of colleges and universities must be highly valued (Wei, 2017). At the same time, it is necessary to conduct continuous research and research on the red cultural education, so as to further enhance the development of Chinese universities in education.

In recent years, in the process of college development, colleges and universities are one of the important aspects of the development of colleges and universities, and college students as the builders of China's future development. The cognition of college students on ideological and political education affects the future development of universities and China (Yang, 2019). Although the current ideological and political education has received much attention in people's minds, colleges and universities have not made much progress in the ideological and political education of college students, which has led many college students to get bored with the current ideological and political education (Wang, 2016). Therefore, colleges and universities should take the moral quality, patriotism and ideals and beliefs contained in the red culture, and many aspects of teaching resources as the material of college students' ideological and political education. Provide a relatively correct orientation for the teaching of theoretical courses and improve the three views of college students, and strengthen the teaching timeliness of colleges and universities (Sun, 2018).

1.2 Research purposes

With the continuous development of society, red culture should pay attention to the role and expression of red culture in the process of college students' ideological and political education. In this way, the red culture can be better integrated into the system of ideological and political education in colleges and universities. However, in related research, there is still a lack of research on the role of red culture in college students' ideological and political education. Based on this, this paper takes the red culture education as the starting point, analyzes the problems existing in the process of ideological and political education of Chinese college students, and puts forward the new

ideas of red culture on the development of ideological and political education of college students. College students' ideological and political education provides reference and reference.

2. The role of red culture in college students' ideological and political education

With the continuous development of society, the improvement of the comprehensive level of college education is an effective transformation in promoting the educational thinking mode of colleges and universities. However, as the current Chinese college curriculum education system, it is indispensable for ideological and political education. It will have a great influence on the level of education in Chinese universities (Zhang and Yan, 2018). The rational and effective participation of red culture in the process of Chinese college education can make colleges and universities fully extend and supplement the ideological and political education of college students, which can promote the development of colleges and universities more efficiently (Wang, 2016). In the process of the implementation of ideological and political education in colleges and universities, natural culture, red culture, humanities and culture are organically integrated. This can help college students to effectively resist the large number of negative cultural forms formed by foreign cultures under the impact of college students. In turn, college students can effectively establish a full understanding of the core values of socialism, and can actively practice in the daily life process to promote the overall development of colleges and universities in the ideological and political education (Liu, 2012).

The current use of red culture in the process of college students' ideological and political education in college education is an active response reflected by the reform of Chinese college education under the influence of new social trends. It reflects the functions of colleges and universities as the main body of ideological and political education. From the perspective of the process of educational practice, colleges and universities in the process of implementing ideological and political education for students, the red cultural education resources and their reasonable combination, can further inherit the national spirit contained in Chinese culture and carry forward. In addition, it will maximize its role in the development of the Chinese nation. At present, the red culture is embodied in many aspects of songs, literature, film and television, etc., and adopts the form that these college students prefer. In this way, it is possible to effectively enhance college students' awareness of ideological and political aspects in a subtle way. At the same time, the arduous struggle expressed in the red culture and the spirit of self-improvement of the Long March; and the spirit of reform and opening up that is tenacious and hard-working. All of them can effectively help Chinese contemporary college students to re-recognize social, personal and collective aspects, and then they can greatly enhance their overall spiritual temperament, and promote the comprehensive development of college students' professional ability and personal accomplishment.

3. The status of red culture for college students' ideological and political education

At present, Chinese colleges and universities have many shortcomings in the education of college students. Most scholars believe that Chinese college education must receive a lot of attention from the society. However, the situation of under-education of college students must be classified and analyzed, not only to find its roots, but also to further improve the current situation. This can guide college students to choose the right path.

3.1 Insufficient education for college students

Ideals and beliefs, as the spiritual pillar of people, can provide people with strength. College students should have optimistic and positive ideals and beliefs, but many college students are relatively confused. They lack the correct ideas to support themselves, lack of love for their own country, and are too much for family responsibilities and social responsibilities. realism. The lack of ideological and political education will make college students lack a spiritual guideline, which will lead to a serious shortage of college students' comprehensive understanding of society. Therefore,

Chinese universities should strengthen the ideological and political education of college students, so that they have independent personality, self-confidence to solve difficulties and self-confidence with independent life.

3.2 Insufficient patriotism education

With the continuous development of society, many students in the college student group are not interested in many things, and they have no courage to face and bear for many social responsibilities. For the outside world to show things that are not related to the high hang attitude, there is no serious and reasonable planning for their own lives. Not to think about their respective responsibilities in society, they will escape in the face of difficulties, and they will show a sneer attitude towards patriotic education. Self-righteousness is far from the individual, and there is no patriotism in the subjective thinking of college students. The current material and the stimulation of money have already surpassed the previous category. Therefore, we must attach great importance to patriotic education and further guide college students to have a correct understanding of patriotism.

3.3 Lack of hard work for college students

At present, most Chinese college students are only children, and their love for the family and the excessive attention of the society have led many college students to have many problems in their ability to live. The problems of greed for pleasure and extravagance and waste are becoming more and more obvious, and without the spirit of struggle, everything is too easy to get. By fame and fortune, temptation, excessive pursuit of vain honor, no distinction between vanity and success; the pursuit of spiritual and cultural wealth is largely less than the pursuit of material wealth; College students do not know how to cherish, lack of efforts in learning, have no deep understanding of China's national conditions, have less mental preparation for hard struggle, and choose to escape when they encounter difficulties, so that there will be most bad habits invisibly.

4. The new path of red culture for college students' ideological and political education

4.1 Strengthening college students' red ideological education

At present, Chinese colleges and universities must improve their ideological cognition, effectively regard red culture education as one of the important contents of college students' political education, and add red culture education to the role of Lideshu people effectively, and strengthen the study of red culture. Classroom and effective ways to get into the textbook. Colleges and universities must do a good job in the design of the curriculum, and it is a good way to return the red culture education to the compulsory courses for college students. Effectively establish a teaching team, organize college teachers to prepare lessons in class, and organize the teaching materials or syllabus to improve the teaching plan of colleges and universities. Through the above, the teachers of the ideological and political education curriculum in colleges and universities are strengthened to recognize the red as the cultural education, enter the classroom and enter the teaching materials. At the same time, colleges and universities should pay attention to the lectures of professional teachers, counselors and class instructors on the concept of red culture education, and guide teachers to subtly educate university students on the red culture. Improve the relevant systems, track and ask teachers for red culture education, and ensure that teachers' classrooms teach students the initiative and enthusiasm of red culture.

4.2 Improve the red cultural atmosphere of college students

At the moment, we must actively create a red cultural education atmosphere in colleges and universities. First, we must fully utilize college newspapers, window displays, and television broadcasts. Colleges and universities promote red culture and make the red story better. Second, we will participate in the Chinese revolutionary struggle and the old model, veteran cadres and veterans in the process of construction to make a report on the fine traditions of the Chinese revolution and launch related activities with the theme of red culture. Third, strengthen the cooperation between universities and the media, and actively carry out the red culture into the campus and other related

activities, and increase the recognition of red culture among college students by red art performance week, red cultural photography exhibition and red cultural relics. Knowledge.

4.3 Increase student practice services

At present, it is necessary to effectively integrate red culture education into the social activities service of college students, and strengthen the practicality of red culture in the process of college students' ideological and political education. Make full use of the favorable conditions for the practice of college students' vacations in society, rely on the professional advantages of college students, and mobilize college students to go to the relevant bases of red culture, feel the charm of red culture, and strive to be the red generation of China's new era. In each practice, it is necessary to effectively integrate the poverty alleviation, volunteer service and local service provided by young students, and can make speeches related to Marxist theory and actively do social research in new rural areas.

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