

Reflections on the Integration of Red Gene into Ideological and Political Education in Colleges and Universities in the New Era

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Abstract: The red gene is the spirit of the Communist Party leading the Chinese people to struggle constantly. Under the background of the new era, the red gene is of great significance to the great rejuvenation of the Chinese nation and the development of the Communist Party of China. Under the background of the new era, colleges and universities should integrate the red gene into the ideological and political education work, influence the students' emotion imperceptibly, promote the reform of the inheritance of the red gene in colleges and universities, and promote new ways.

1. Introduction

The essence of genes is that genetic changes cause fundamental changes in the whole organism. And the red gene means that the spirit inherited and carried forward by many revolutionaries is the foundation of social development. In today's society, the ideological education and political work in colleges and universities is very important, so we must strengthen the ideological and political education work in colleges and universities, so that we can constantly carry forward the red spirit and practice the socialist core values.

2. The Meaning of the Red Gene

Unlike other social cultures, red culture contains the spirit and value of the times. It is the culture formed in the process of the Party leading the people to carry out the socialist revolution continuously. Red gene is the combination of red and gene, but it is not as simple as the literal meaning, it has a special meaning. Red is seen as a color of passion, full of vitality and warmth. The red gene also has two connotations. The broad red gene refers to the people led by the Communist Party of China and the traditional excellent culture [1]. And the narrow red gene refers to the revolutionary spirit.

red genes are traditional and national. It plays a vital role in the development of society. First of all, the red gene has political value, which is the product of Marxist ideology and firmly supports the leadership of the Communist Party of China. Secondly, the red gene has economic value. The red gene provides a great tourist space for the old revolutionary areas and memorials with red spirit, and provides the economic foundation for the development of these areas. Finally, the red gene has cultural value. Red gene is a special cultural form embodiment, it is an important way to practice socialist core values.



Figure 1 Context of the new era

3. Importance of the Integration of Red Gene into Ideological and Political Education in Colleges and Universities under the Background of the New Era

The red spirit has a subtle influence on human development, and college students are the mainstay of the development of socialist cause. Therefore, we should make full use of the red spirit in colleges and universities, carry on the profound education to the college students, and integrate the red gene into the ideological and political education work in colleges and universities.

3.1. Increasing Political Awareness Among University Students

With the continuous development of society, culture is also constantly reforming. The invasion of many foreign cultures will pose a certain threat to Chinese traditional culture. Red culture and red spirit also give new significance to the continuous development of society. The spirit of hard struggle with patriotism as the core fully embodies the firm idea of the Communist Party of China, which is consistent with the idea of cultivating college students in our country [2]. By integrating the red gene red culture into the ideological and political education work in colleges and universities, we can strengthen the political stand of college students and train them to adhere to the four basic principles through continuous study.

3.2. Cultivating the Moral Sentiments of College Students

The Chinese nation is an ancient civilization, the red spirit and the red culture of helping others, the spirit of hard struggle in the development of society reflected incisively and vividly. For example, in Wenchuan earthquake earthquake relief process, the Chinese people are willing to help others, many people are struggling in the first line of earthquake relief. But there are still immoral events in today's society, such as a 2015 news in Zhejiang Province, where an old man fell while crossing the road, 23 pedestrians passed by, but no one helped the old man, resulting in the fall of the old man was crushed by passing cars. Although this is a very low probability event, it reflects that this immoral phenomenon still occurs in today's society [3]. The red spirit is introduced into the ideological education work in colleges and universities, which can better promote the students to cultivate noble moral sentiment, at the same time play a point-to-face role, thus promoting the harmonious development of society.

3.3. Improving the Ideological and Political Curriculum in Colleges and Universities

As we all know, the curriculum of colleges and universities in China is generally divided into two parts, culture class and moral education class. The moral education curriculum includes the basic principles of Marxism, the outline of Chinese modern history, and the situation and policy. These courses have not only the spiritual inheritance of our country's history and culture, but also the cultivation of our contemporary college students' quality education. But according to the current situation, many colleges and universities in this kind of courses are mainly based on the teacher's narration, ignoring the main position of students. Moreover, most colleges and universities can not actively improve the new theoretical curriculum, can not integrate the practical cases in real life with the red spirit red culture, which will lead to the lack of ideological and political education in

colleges and universities of a certain epoch [4]. Integrating the red gene into the ideological and political education in colleges and universities can not only make the ideological and political teaching materials keep pace with the times, but also innovate the new teaching mode with high efficiency, which has a win-win effect.



Figure 2 Context of the new era

4. Deficiency of the Red Gene in the Ideological and Political Education in Colleges and Universities under the Background of the New Era

4.1. Lack of Educational Awareness

Generally speaking, educators are the main body of education and play a leading role in the process of education in colleges and universities. Teachers in colleges and universities are also implementers of ideological and political education. To integrate the red gene into the ideological and political education work in colleges and universities requires the strength of educators. However, at present, there are some shortcomings of educators themselves. Educators don't have enough knowledge of the red-spirit red gene, and educators' awareness of the red-spirit red culture is weak. Can not use the reasonable red case to carry on the teaching to the university student pertinently, this restricts the red spirit to carry forward.

4.2. Insufficient Influence

Red culture can not be well integrated into the ideological and political education work in colleges and universities, there is a basic problem is the lack of influence of red culture itself. Although it has rich connotation for the red culture itself, it has not been used well, especially in the teaching process. Few colleges and universities will integrate the red gene into the ideological and political education work, and some of the more important reason is that the form of red gene is relatively single. The dissemination of the red spirit to college students is mainly through visiting revolutionary sites or watching red series of TV series and other forms, but these forms are more time-consuming and have no great effect, which eventually leads to the college students' understanding of the red gene is not thorough enough.

4.3. Environmental Constraints

In the work of ideological and political education in colleges and universities, we need not only the cooperation of teachers and students, but also the role of certain environmental factors. The inheritance of red spirit is restricted by environmental factors in colleges and universities, on the one hand, the hardware facilities of colleges and universities. Because colleges and universities generally exist in the center of the city, far from the red culture memorial hall and other bases, college teachers can not often lead students to these red bases to visit. There is also one reason is that colleges and universities in various places have different understanding of the value of red culture education. Some colleges and universities in some areas do not understand the red spirit in place, and the learning atmosphere is not strong enough, which restricts the inheritance of the red gene in the ideological and political education work in colleges and universities.



Figure 3 Context of the new era

5. Measures to Integrate Red Gene into Ideological and Political Education in Colleges and Universities

Red gene and red culture have very high significance of the times and educational value, so it is very necessary to link red gene with ideological and political work in colleges and universities.

5.1. Establishment of Relevant Institutions in Higher Education

University leaders have a dominant position in the construction of campus culture, so we should promote the progress of the integration of red gene into the ideological and political education in colleges and universities. The leaders of colleges and universities should strengthen the training of professional talents, and teachers who teach red spirit red culture should be trained regularly to improve their awareness. It is also necessary to formulate relevant incentive systems to provide spiritual and material rewards to teachers who use red culture to carry out ideological and political work in colleges and universities, to stimulate teachers' enthusiasm for work, and to promote teachers to combine red genes with practical teaching.

5.2. Institutions of Higher Learning Should Develop Local Teaching Materials

General Secretary Xi Jinping has said that excellent literary and artistic works reflect the creative ability of a country. Therefore, in the ideological and political culture construction of colleges and universities, we should give full play to the value of red spirit and strengthen the induction of local red culture. The material and spiritual culture of the local red spirit can be classified, and according to the actual situation of the local and the characteristics of the students, the red culture teaching materials in line with the local development can be compiled.

5.3. Creating a Good Learning Climate

School is the main activity place of college students, so the positive campus environment has a subtle impression on students. Therefore, colleges and universities should use the multimedia of the school to create an atmosphere of red culture learning on the campus, and colleges and universities should also hire soldiers with revolutionary experience to give school lectures, teach students the education of red spirit, and tell their own personal experience. Schools can also organize various forms of activities, such as speech contest and red song competition, to stimulate students' enthusiasm for learning.

5.4. Enrichment of the Red Culture

To strengthen the spread of red culture, we should follow the idea of integrating theory with practice. Colleges and universities should base their ideological and political education work in real life, organize college students to visit the Red Culture Memorial Hall, so that students can realize the red spirit. Colleges and universities should also let students learn relevant theoretical knowledge and sum up after students visit. Through various forms of study, such as reading red cultural relics and singing red songs, colleges and universities should integrate red gene red culture into the

ideological and political culture education work of colleges and universities, and promote the practicality of red spirit in the ideological and political practice of colleges and universities.

6. Concluding Remarks

The red gene is an important part of the Chinese nation. Colleges and universities should make good use of the educational value and significance of the red culture to college students, integrate the red gene into the ideological and political education work in colleges and universities, and promote the development of the Chinese nation.

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