

# Study on the Deep Integration of Red Culture with Ideological and Political Education in Colleges and Universities

Ping Wang

Nanchang Institute of Science & Technology, Nanchang, Jiangxi, 330108, China

**Keywords:** Integration, Red Culture, Ideological and Political Education

**Abstract:** Jiangxi red culture has been formed in the process of long-term revolutionary struggle and socialist construction. The red cultural resources in Jiangxi are transformed into ideological and political education resources in colleges and universities, which are integrated into the ideological and political education curriculum teaching, practical teaching and campus culture construction, thus enhancing the affinity and effectiveness of ideological and political education.

## 1. Introduction

The red culture of Jiangxi was formed in the historical process of the sinicization of Marxism. Nowadays, many colleges and universities in Jiangxi Province have used red cultural resources to innovate new modes and methods of ideological and political education and achieved good results. How to integrate Jiangxi's red cultural resources with ideological and political education is a question worth exploring.

## 2. Overview of Jiangxi Red Culture

The red culture was formed by the Communist Party of China in leading the masses of the people in the long revolutionary struggle and promoting the process of social change in China. Guided by the scientific theory of Marxism-Leninism, on the basis of absorbing the achievements of Chinese and foreign advanced culture, Marxist thought and China The actual combination is the core of the excellent culture. Red culture is an excellent culture that combines Marx thought with the actual situation of China. Red culture includes material, symbolic and spiritual aspects. The material content of the red culture mainly refers to the material resources that the Communist Party of China led the masses of the people during the revolutionary struggle and socialist construction, such as the relics of various revolutionary wars, the former residences of revolutionary leaders, and the important conference sites. The symbolic content mainly refers to the "red symbols" formed by the party leading the masses in the process of revolutionary struggle and socialist construction, such as important revolutionary literature materials and literary and artistic works created and preserved. The spiritual content refers to the revolutionary tradition, ideals and beliefs and fine styles formed by the party leading the masses in the process of revolutionary struggle and socialist construction, such as the spirit of the Red Boat, the spirit of the Soviet Area, the spirit of the Long March, and the spirit of earthquake relief. The great spirit and carrier represented by entity and non entity are red culture. These red cultural resources are important carriers for college students' ideological and political education.

Jiangxi is known as the "Red Land", because Jiangxi occupies an extremely important position in the history of Chinese revolution. Many important events in the history of Chinese revolution first took place in Jiangxi. Nanchang, the birthplace of the first revolutionary armed forces led by the Communist Party of China, Jinggangshan, the starting point of the revolutionary road with Chinese characteristics, and Ruijin, the capital of the Chinese Soviet, are under the jurisdiction of Jiangxi. Jiangxi is the cradle of the Chinese revolution, the cradle of the people's army, and the cradle of the People's Republic. A large number of revolutionary memorial sites, ruins of the sites, museums, memorials, and memorial buildings are important places and valuable resources for carrying out patriotic education in Jiangxi Province. By the end of 2017, there were 18 national patriotism

education demonstration bases and 79 provincial patriotism education bases in Jiangxi Province. These bases have played an important role in inheriting and promoting the revolutionary traditional culture, strengthening the ideological and moral construction of citizens, and building a socialist core value system.

### **3. The Path of Integrating Jiangxi Red Culture into College Ideological and Political Education**

A large number of revolutionary philosophers have emerged in this red land of Jiangxi, forming a red cultural resource of material, symbolic and spiritual level. By integrating Jiangxi's red cultural resources into the process of ideological and political education, colleges and universities can explore a new path of red culture education.

### **4. The Integration of Jiangxi Red Culture into Universities Ideological and Political Education Classroom Teaching**

Jiangxi's rich red cultural resources provide unique conditions for the innovation of ideological and political education methods and means. According to the teaching objectives and teaching contents of the course, Jiangxi red cultural resources are embedded in the classroom teaching of the ideological and political courses, and the students are guided to understand the red culture of Jiangxi from a theoretical perspective. According to the characteristics of college ideological and political theory courses, select representative materials of Jiangxi red cultural into the ideological and political theory class. In the course of "Ideological and Moral Cultivation and the Fundamentals of Law", the materials such as the deeds of General Gan Zuchang and his wife Gong Quanzhen are integrated into the theme of life meaning and value pursuit. Incorporate the material of the Jinggangshan Revolutionary Base Area into "Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics" and the "Outline of Modern Chinese History" on the topic of the new-democratic revolution. We should fully tap the red cultural resources in Jiangxi and organize teachers to compile school-based textbooks and supplementary textbooks such as Jiangxi Red History and Culture and Jinggangshan Revolutionary Struggle History Study Book, set up an elective course "Jiangxi Red Culture", and introduce Jiangxi's unique red culture and revolutionary history to freshmen. Integrating Jiangxi red culture material into freshmen's entrance education, the first lesson of freshmen's entrance education is that the ideological and political teachers of universities carry out the education of the four red cradles of Jiangxi to the freshmen, and integrate it into the whole process of students' cultivation, so as to enable the students to understand the historical origin, background, main contents and the development of Jiangxi red culture.

### **5. The Integration of Jiangxi Red Culture into Universities Ideological and Political Education Political Teaching**

Combining theory with practice is the essential requirement of Ideological and political theory teaching. Strengthening practice in teaching is an important link to deepen the reform of Ideological and political theory teaching, broaden teaching channels and improve teaching effectiveness. Integrating the red culture of Jiangxi into the practice teaching of ideological and political education in colleges and universities is an important carrier to improve the effectiveness of ideological and political courses. In the "Introduction to Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics", the Jiangxi Red Culture is used to actively carry out practical teaching, aiming at improving the ability of students to use Marxist Chinese theory to analyze and solve practical problems, to understand, disseminate and practice party and state policies, and to enhance students' team spirit and Sense of cooperation. Through the practice teaching of "reminiscing the revolutionary martyrs, inheriting the revolutionary spirit - paying tribute to the Fang Zhimin Martyrs Cemetery", and combining the red resources of Nanchang, carry

out patriotic education activities. The teacher instructed the students to read the relevant materials of Fang Zhimin, understand the life of Fang Zhimin, and then organized the students to pay tribute to the Fang Zhimin Martyrs Cemetery, further deepen the students' grasp of the historical process of the Chinese revolution. Through organizing and carrying out the reading activities of Jiangxi Red Classic Works "Passing on Red Genes and Expressing Patriotic Feelings", we can improve students' language and cultural quality, enhance patriotic feelings, enhance national pride and cultural self-confidence, and enrich campus spiritual civilization and cultural construction. Xiaoping Trail, a patriotic education base located in Xinjian of Nanchang City, is an important ideological germination place for Comrade Xiaoping's design of China's reform and opening up and modernization. Through the campaign "Re-take the Xiaoping Trail" to pursue the footsteps of great man, and combine the theoretical achievements of socialism with Chinese characteristics, especially the theory of reform and opening up, deepen students' understanding and understanding of the background of reform and opening up. Through investigating the construction process of Xiaolan Economic and Technological Development Zone in Nanchang, the students can feel the development and hardship in the process of reform and construction, especially the spirit of the times with reform and innovation as the core embodied in the reform, so as to strengthen theoretical self confidence, road confidence, system confidence and cultural self-confidence with Chinese characteristics in their study, life and work. Through the social investigation of Jiangxi red culture in winter and summer vacation, students are allowed to contact the people and society in practice. To improve the effectiveness of Ideological and political theory education function through practice.

## **6. The Integration of Jiangxi Red Culture into University Campus Culture and Social Practice**

Social practice is an extension of classroom teaching, and the impact of campus culture on university students is even more subtle. Integrating Jiangxi culture into campus culture construction and social practice has innovated the content and methods of ideological and political education. The organization department, propaganda department, school league committee, and academic office of the university are united to prepare a rich red cultural education activity on campus, so that students can fully experience the charm of campus red culture. Using the resources of the four cradles in Jiangxi Province, we regularly carry out patriotic practice and research activities in Jinggangshan and Gannan Soviet Area every year, and organize thematic activities such as "studying history in museums, recalling traditions in grain-picking paths, eulogizing heroes in the Huangyangjie, praising monuments in Red Song Square, responsibility for inscriptions of martyrs' cemeteries", through singing red songs, Dancing red dance, telling red stories and reciting red poems can guide students to understand red scenic spots with true feelings, Jinggangshan spirit and Soviet Area spirit. They passed the red culture and revolutionary spirit of Jiangxi to every student in the campus after the students returned. Through organizing "a report meeting of experience", "a report performance", "a documentary film of practical activities", "a compilation of practical activities" and "a exhibition of the achievements of practical activities", the activity upsurge of learning jiangxi red culture in the campus. The students involved were shaken in their minds and hearts.

## **7. Establishing the Security System of Integrating Jiangxi Red Culture into Ideological and Political Education**

Strengthening the construction of Marxist college. We should select and strengthen the leading group of the Marxist College to ensure that priority should be given to the construction of Ideological and political theory courses in the development planning, investment in funds and the use of public resources of colleges and universities. Realizing the Key Construction Position of Ideological and Political Theory Courses in College Education and Teaching System. Strengthening the party building work of the Marxist College, focusing on cultivating 1-2 advanced party branches for ideological and political teachers. Strengthen exchanges with Marxist college of well-known universities in China on the subject of Marxist theory, and strengthen the teaching, research and discipline construction of Marxist colleges. Strengthen scientific research to support teaching.

Strengthen the study of Jiangxi red culture into the ideological and political education of universities, integrate the academic resources and research strength of Marxist colleges, give full play to the research and publicity and education of Marxist theory and ideological and political education research platform, and strengthen the research of related topics. And the declaration, to create a platform for the study and dissemination of Jiangxi red culture and ideological and political education. Strengthen the construction of the team of ideological and political teachers. Strengthen the special training of red culture for teachers of ideological and political theory courses. Carry out the implementation of relevant teaching ability training programs, summer social survey practice plans, actively organize teachers to participate in the study and study, and enhance the ability and level of ideological and political theory teachers. Promote the organic combination of Ideological and political theory teachers and students'political cadres, build a full-time and part-time teaching team of red culture into Ideological and political education, and form a joint force of education. Strengthen the construction of the red culture teaching and research team. With the aim of distinctive teaching features, excellent teaching results, and comprehensive achievements in teaching and research, the teaching and research team building such as the reform of the teaching mode of ideological and political theory courses and the improvement of the teaching ability of the ideological and political theory courses will be further strengthened. We will support ideological and political teachers to conduct in-depth research on key and difficult problems in course teaching and reform and innovation in teaching methods, integrate research results into the classroom as an important teaching resource, and promote them to the best of their ability. We should increase investment in Jiangxi's red culture and ideological and political education. In addition to allocating special teaching funds for ideological and political theory courses according to standards, universities should also allocate special funds for the second classroom and social practice activities of Jiangxi Red Culture and Ideological and Political Education to ensure the effect of practical activities, mobilize the enthusiasm of Ideological and political teachers in teaching, and effectively improve the teaching quality of Ideological and political theory courses.

## **8. Conclusion**

By establishing a guarantee system, improving ideological and political literacy and teaching ability of Ideological and political teachers, making good use of the main channel of classroom teaching, building a practical teaching platform, organizing good off-campus practical activities, integrating Jiangxi's unique red cultural resources into Ideological and political education in universities, and insisting on strengthening in improvement and improving in innovation, Continuously enhance the affinity and pertinence of Ideological and political education, and vigorously enhance students'sense of obtaining ideological and political theory courses.

## **Acknowledgements**

2017 Annual College of Party building research project in Jiangxi Province "Inheritance of red genes and identification of mainstream ideology of Party members of ethnic minority students in Jiangxi Province " (17DJQN064).

2018 Annual College of Humanities and social science research project in Jiangxi Province "Current Situation and Countermeasure Research on Education of Marxist Belief of Minority College Students born after 1995 - A XX university in Jiangxi Province as an example" (SZZX1818).

2015 Annual Nanchang Institute of Science & Technology of Humanities and social science research project "Integration of Ideological and political education into innovation and entrepreneurship education in Universities ".(GJRW-15-12)

## **References**

[1] Chen Qiumin, Ding Xiaoqiu. Analysis of the current situation and Countermeasures of College

Students'Red Culture Education under the new situation - Take Sun Yat-sen University as an example [J] Higher Education Forum, 2018 (10).

[2] Huang Rongsheng, Ding Yufeng. An Analysis of the Value of Ideological and Political Education of Xi Jinping's Red Culture Exposition [J] Research on Ideological Education, 2018 (09).

[3] Sun Shaoyong, Zheng Renjie. Four-dimensional Analysis of Red Culture Promoting Socialist Ideological Identity [J] Hubei Social Science, 2017 (11).

[4] Sun Shaoyong, Wang Wenyu. Fostering and Practicing Socialist Core Values Based on the dimension of red culture [J]. Journal of Chongqing University of Technology (Social Science Edition, 2016 (12).

[5] Yang Jianhui. On the Value of Red Culture in the Construction of Socialist Core Value System and the Ways to Realize it [J]. Introduction to Ideological and Theoretical Education, 2010 (11).