

Effective Ways in Integrating Red Culture into Ideological and Political Education

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Abstract: Red culture is an important educational resource that can help students lay a deep cultural foundation, inherit the red revolutionary spirit, establish the correct value orientation, and it's of great significance to integrate it into ideological and political education. However, the ideological and political process of integrating red culture into all courses lacks diversified educational activities, lacks the integration of new media and new technologies, and lacks organic integration with various courses. Based on the above reasons, it is recommended to promote the integration of red culture into curriculum ideology from the following three aspects: one is to pool resources to build a red culture education resource library; the second is to create conditions to enrich the practice of red culture; the third is to teach accurately and innovate the spread mode of red culture.

1. Introduction

Ideological and political education refers to fully excavating the ideological and political elements of various courses, giving full play to the role of ideological and political education, making various courses and ideological and political courses in the same direction, forming a synergistic effect, so as to achieve the fundamental task of "cultivating people with morality". In May 2020, the Ministry of Education issued a notice on the "Guiding Outline for the Ideological and Political Construction of Curriculum in Higher Education Institutions", which clearly stated that ideological and political education should be integrated into the talent training system, comprehensively promote the ideological and political construction of college courses, and give full play to the education of each course and to improve the quality of talent training in universities.^[1] As a kind of Chinese excellent traditional culture, red culture can be integrated into the teaching of various courses, which can effectively cultivate students' home country feelings, cultural literacy and moral cultivation, and integrate value shaping, knowledge transfer and ability training. By this way, it can unify explicit education with recessive education.^[1]

2. The Overview and Educational Significance of Red Culture

2.1 Definition of Red Culture

Red culture is an advanced culture with Chinese characteristics created by the Chinese Communists, advanced elements and the masses during the revolutionary war.^[2] It possesses a great revolutionary spirit and profound historical culture. As an important resource, red culture includes material culture and non-material culture.^[3] Material culture is mainly manifested in revolutionary sites, revolutionary remains, museums, memorials, red tourist attractions, etc. Intangible culture is mainly manifested in the red revolutionary spirit, such as the spirit of Yan'an, the spirit of the Long March, the spirit of the Soviet area, the spirit of the Red Boat, the spirit of Taihang, the spirit of Jinggangshan, Xibaipo spirit and so on.^[4] Excavating and making good use of red cultural resources can not only guide students to deeply understand the rich connotation and value meaning of red

culture, cultivate and practice the core values of socialism, but also establish a red cultural brand and promote the high-quality development of the red cultural industry with Chinese characteristics.

2.2 Characteristics of Red Culture

Red culture has the following four characteristics. First, advanced nature. Red culture is an excellent culture that countless revolutionaries have accumulated through long-term exploration and struggle, and has withstood the test of time and history. It is a precious magic weapon for the Chinese nation. Second, national character. The red culture embodies the wisdom and courage of the working people and embodies the creativity of the people. Third, it is contemporary. Red culture is a culture with characteristics and colors of the times created by the Chinese people in each important period of revolution, construction and reform, and has obvious characteristics of the times. Fourth, educational. Red culture is a high-quality educational resource that provides people with the correct value orientation, encourages the Communists to not fear sacrifice, and establish a lifelong goal for the cause of socialism.

2.3 The Educational Significance of Red Culture

2.3.1 Lay a Deep Cultural Foundation

Culture is the soul of a country and a nation, and embodies the spirit and will of the country and nation. Red culture is the quintessence of traditional Chinese culture. It fully excavates the heroes, typical cases and touching deeds that emerged during the Revolutionary War, and uses the media to spread the revolutionary spirit of heroes who are not afraid of sacrifice, hard work and overcoming difficulties. It can also deepen college students' understanding and experience of red culture, make them realize the rich connotation and profound philosophy of red culture, stimulate their great enthusiasm for loving the party, the country and socialism, and strengthen their ideals and beliefs of serving the people. At the same time, the red culture formed by the Chinese revolution, because of its advanced nature, has become an excellent material for colleges and universities to develop ideological and political courses. It can not only help college students understand history and recognize historical facts, but also help them build cultural confidence and lay a deep cultural foundation.

2.3.2 Inherit the Red Revolutionary Spirit

Through the study of modern Chinese history, college students have a better understanding of China's history and development, as well as a deeper understanding and understanding of the red culture formed in this process. The red culture is of great significance to the promotion of the core concept of socialism. In the course of teaching, college teachers integrate the revolutionary spirit of fearlessness and sacrifice into the curriculum ideology, which can promote the red revolutionary spirit to renew its vitality and last forever; The combination of red culture with campus civilization construction and cultural practice activities will help to form a distinctive campus culture, shape the brand image of red culture, and show the unique charm of red culture. At the same time, students learn about red culture by listening to heroes' deeds, telling red classics, chanting red revolutionary spirit, singing red classic ballads, etc. Not only can they combine theory with practice, and realize the active reception and internalization of knowledge, but also unconsciously enrich the inner spiritual world, inherit the red revolutionary spirit.

2.3.3 Establish the Correct Value Orientation

Red culture is a high-quality educational resource that will have a subtle impact on college students' personality characteristics, ideology, values, behavioral norms, and moral sentiments. To study the red culture is to look back at history, and history is a mirror. Taking history as a mirror can know the rise and fall, taking the history of reflecting can understand the gains and losses, and the history of the ethos can make clear. The red culture is integrated into the curriculum ideology and politics, and runs through the entire teaching process. By presenting facts, reasoning, and establishing concepts, the situation can be reproduced, which can not only learn from the past and

learn the present, strengthen the thinking and will of college students, and cultivate their hard work and courage to take responsibility. The spirit of "Four Self-Confidence" can enhance their cultural literacy and humanistic feelings, and enable college students to plant red culture, accumulate patriotism, enhance the "four consciousnesses", strengthen the "four self-confidence", and achieve "two safeguards",^[5] so that to carry out the spirit of the 19th National Congress of the Communist Party of China, adhere to the principle of "not forgetting the original aspiration and keeping in mind the mission", and then establish the correct value orientation.

3. Implementation Dilemma in Integrating of Red Culture into Ideological and Political Education

3.1 Lack of Diversity Education Activities

First, the classroom teaching activities are single. Many colleges and universities still use traditional indoctrination teaching methods. Teaching lacks the link of question exploration and knowledge generation, and fails to effectively disseminate the revolutionary spirit and value implication contained in red culture through curriculum ideology. It is difficult to give full play to students' subjective initiative and stimulate their creativity, generate creative ability, enrich their knowledge, increase their knowledge, broaden their horizons, cultivate their personality and enhance their wisdom. Secondly, there are few extracurricular practical activities and the content is not novel enough. When carrying out extracurricular practical activities, some colleges and universities lack innovation and thinking, the form of activities is single, the content is not innovative enough, the publicity is insufficient, and they lack guidance on students' ideology, ideals and beliefs, moral sentiments, aesthetic cultivation, and cultural literacy. It is difficult to help students to shape the correct values, fail to realize the due meaning of talent training, and it is impossible to effectively integrate the red culture into the curriculum ideology, and the educational effect of value shaping cannot be achieved.

3.2 Lack of Integrating New Media and New Technologies

With the development of new media and new technologies, cultural dissemination has also ushered in many ways, but the current situation of colleges and universities integrating red culture into curriculum ideology is still not optimistic. In fact, it's not that post-00s college students don't like red culture, but that colleges and universities have not kept up with the development of the times in the process of educating people, lack of innovation in the ways and means of educating people, and fail to integrate the characteristics and hobbies of college students in the new era. As well as the era background and historical stories of the specific red culture, and the use of new media, new technologies, and new methods to organically integrate the red culture with curriculum ideology. Obviously, this way of educating people cannot overcome the limitations of time and space to restore the original historical story, and cannot regenerate the vitality of the red culture. It is not only difficult to integrate into the current cultural trend, but also lags behind the development of the times. It is difficult to stimulate students' interest and promote their active thinking so that to meet its spiritual needs. Students also cannot personally experience and feel the unique charm and spiritual value of red culture, so they have a sense of distance and strangeness to the abstract red culture, resulting in a dull classroom atmosphere and poor learning motivation.

3.3 Lack of Organic Integration with Various Courses

Ideological and political courses and ideological and political education are not the same, but they are closely related. The ideological and political courses emphasize ideological and political education, and the ideological and political education emphasize the same direction of various courses and ideological and political theory courses, which can highlight the spiritual connotation and value meaning of red culture. However, in the process of educating people, colleges and universities tend to overlook the integration of three-dimensional education goals of value shaping, knowledge transfer and ability training, and fail to effectively connect with the overall requirements

of Lide Shuren; in the process of subject and curriculum integration, it is easy to separate morals. The relationship between intelligence, physique, beauty, and labor fails to effectively integrate the content of related disciplines and courses, and it is difficult to form a full-staff, full-course, full-course education pattern, and achieve a quiet and silent education effect. Some colleges and universities have not incorporated the ideological and political requirements, concepts, and thinking of the curriculum into the talent training plan and integrated into the talent training process. It is difficult to demonstrate the importance of the organic integration of red culture, revolutionary spirit, and traditional virtues with various courses, and cannot cultivate students' richness imagination and sense of innovation help students improve their aesthetic quality, cultivate sentiment, warm the soul, and stimulate innovation and creativity.^[1]

4. The Effective Ways in Integrating Red Culture into Ideological and Political Education

4.1 Collect Resources to Build a Red Cultural Education Resource Bank

In the era of integrated media, colleges and universities can use the advantages of integrated media to integrate new and old media resources, open up the boundary between the media, play the role of media coexistence, promote the construction of the red cultural education resource library, and make colleges and universities an education base for cultural inheritance and innovation as well as radiant point. First, carry out research on red cultural resources of "sub-theme and brand building". Colleges and universities can carry out research on red cultural resources, encourage and guide student teams to choose corresponding themes, and study red cultural resources, especially the research on red cultural resources where the university is located, so that students can deeply understand the rich connotation of red culture. Research can range from the collection and integration of data to further research on related issues. Through continuous in-depth research and resource accumulation, a red cultural resource with the school's brand is gradually formed, which lays the foundation for colleges and universities to carry out red cultural education, inherit and promote the red spirit. Secondly, carry out red cultural theme resource collection activities to enrich the red cultural resource library. Colleges and universities can create digital multimedia terminals to encourage students to participate in a series of theme education activities such as "Aspiration, Self-cultivation, Knowledge, and Servicing the Country", including patriotism education practice activities, theme photography and video activities, red classic recitation activities, new media creative design activities, songs to praise Chinese activities, encourage students to upload photos taken from field trips, dramas, sketches, songs and dances and other red works to the digital cultural center on campus, continue to enrich and improve the red cultural digital resource library, and through works display, competition performances, etc. By such activities, they can improve the dissemination and influence of red culture.

4.2 Create Conditions to Enrich Red Cultural Practice Activities

Practice is the only criterion for testing truth. In the process of promoting the ideological and political construction of courses, colleges and universities should create favorable conditions, enrich the red cultural practice activities, and educate people through practice and action. First, carry out social practice activities during winter and summer vacations. During the winter and summer vacations, colleges and universities can organize students to conduct field investigations and research in old revolutionary areas, base areas, cultural preservation areas, museums, exhibition halls, etc., collect literati's anecdotes and historical events, and encourage students to apply their professional knowledge to social practice activities, highlighting the importance of practical activities stimulates students' ability to innovate, guide them to actively spread the red culture, remember the martyrs, and inherit the spirit of patriotism. Second, build a red tourism base. Colleges and universities can sign cooperation agreements with famous local red tourist attractions to jointly build a red tourism education base to provide convenient conditions for students to visit, learn and practice in the red base, help students understand the local humanistic feelings, learn traditional and revolutionary culture, and promote practice the organic combination of teaching and

theoretical study guides students to understand the red essence, so that they can learn and think often, so that students can learn in practice, think in study, and progress in thinking. Third, hold diversity red education practice activities. Relevant departments of universities should coordinate to organize various red education practice activities to promote the deep integration of red culture with various disciplines and courses. For example, red cultural salons, red classics reading, red story sketches, red book reading clubs, red song cantatas, red works creation, youth red dream building trips and other activities are held regularly, so that students can experience the colorful university life in the activities. In another way, exercise one's professional practical ability, oral expression ability and thinking ability.

4.3 Precisely Teach and Innovate the Ways of Spreading Red Culture

Nowadays, the channels and methods for college students to acquire knowledge are becoming more diversified, and traditional teaching methods are difficult to effectively spread the red culture. Colleges and universities should fully tap the red cultural resources, use new media and new technologies to transform history into courses, historical materials into teaching materials, and on-site into classrooms, so as to accurately teach and spread red culture. Specifically, one must select hot cases. In the teaching process, college teachers can select popular social cases that are close to life and easy to understand as teaching materials, such as the combination of the hardships of the revolutionary period and the current Chinese people's commitment to fighting the epidemic, and the use of epidemic prevention Live cases such as advanced ceremonies, heroes and touching deeds that emerged in the process of control set a good example for students. Second, we must promote curriculum ideology. Colleges and universities should incorporate curriculum ideology and politics into the talent training requirements, and require all teachers to deeply explore the ideological and political elements of each course and integrate them into the course teaching process. For example, computer teachers can introduce red classic cases to encourage students to use professional knowledge and existing materials, create comics, mini-games, micro-videos and other red works, inspire students' enthusiasm for learning, cultivate their creativity and generation ability, and deepen their understanding of red culture. Third, we must integrate new media and new technologies. Colleges and universities should closely follow the cognitive characteristics of college students, innovate the way of red culture communication, use new media such as WeChat, Weibo, Douyin and new technologies such as 3D and virtual reality to tell the red classic deeds, praise the revolutionary heroes, and share the red classic works by giving comment and analyzing red classic movies, sing red classic ballads, and inherit the red revolutionary spirit. It can see that facts have proved that the combination of new media, new technology and red culture can make the new and old elements collide, produce new works that cater to the times, and enhance the attractiveness and appeal of red culture. Take the *"Tang Palace Night Banquet"* of the Spring Festival Gala in Henan Province in 2021 as an example. It uses new technologies and new methods to restore the prosperous, open, tolerant, and atmospheric spirit of the Tang Dynasty over a thousand years in a way that audiences love to see. The aesthetic taste brings the familiar sense of strangeness to the audience, which has aroused a wide and strong resonance and has been sought after by hundreds of millions of netizens. Therefore, in the teaching process, college teachers must deeply understand the rich connotation and spirit of the red culture, integrate new media, new technologies and new ideas in a timely manner, and let the red culture come alive, move, and renew its vitality. So, it can actively learn and think. Fourth, we must create a good red cultural atmosphere. Colleges and universities can use classroom corridors, school roads, exhibition halls, etc. as the main propaganda positions to create a good educational atmosphere, and through works display, painting design, articles, poems, teacher and student messages, statues of great men, etc., subtly influence students' thinking and promote the red culture enters the eye, the brain, and the heart, highlighting the educational effect of the red culture.

5. Conclusion

Red culture is an important educational resource, and integrating it into ideological and political

education has its own important educational significance. However, the integration of red culture into curriculum ideology and politics still faces a series of problems. For this reason, colleges and universities need to integrate the trend of the times, analyze communication phenomena, explore the law of communication, reform teaching models and methods, innovate red culture communication methods, and continuously explore the curriculum ideology and politics. The way of educating people is to cultivate college students with coordinated development of knowledge, ability and quality.

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