

Research on Values and Applications of Red Culture in Ideological and Political Education

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Abstract: The innovative development of ideological and political education needs to absorb red culture. Red culture can make the ideological and political education of college students more intuitive and vivid. It also can firm ideal faith, raise patriotic feeling and cultivate innovative ideas of college students. College teachers can integrate red culture into ideological and political education by enriching classroom teaching, building network platform and carrying out practical activities to enhance the effectiveness of ideological and political education.

1. Introduction

Culture is a historical phenomenon, which always roots in certain social existence and changes with the change of social existence [1]. To understand the red culture, we should look at the world and the long-term, and grasp its profound connotation from the whole historical process of communism. Red cultural resources mainly refer to the great revolutionary spirit and its carrier formed by the Chinese people of all nationalities under the leadership of our Party in the revolutionary struggle and construction practice. It is an important part of advanced socialist culture and plays an important role in China's revolution and construction. Red culture includes spiritual and material aspects, such as the spirit of the Long March, the spirit of Jinggangshan and the spirit of Leifeng, articles and memorials reflecting these spirits. In the new historical period. Education based on red cultural resources not only inherits the fine tradition, but also conforms to the requirements of the times, and constantly opens up new ways and diverse and effective forms, which play an important role in Ideological and political education in Colleges and universities. Therefore, ideological and political workers should resolutely do a good job of ideological propaganda in Colleges and universities, and take the initiative to occupy the forefront of the ideological field. Red culture, as a proletarian political culture with profound ideological connotation and precious spiritual wealth created by our Party leading the broad masses of the people in the bloody age, is the flower of red culture formed on the soil of China. In the past, it provided a strong spiritual impetus to promote the development of our revolution and to achieve victory. Today, it is in the process of realizing the great rejuvenation of the Chinese nation. The National Dream provides important contemporary values. Therefore, we should vigorously tap the connotation of red culture, combine it with ideological and political work in colleges and provide excellent talent resources for building a well-off society in an all-round way [2].

2. Values of Red Culture in Ideological and Political Education of Colleges

2.1 Firm Ideal Faith

In today's era, ideas from all sides flow into the ideological field of our country. College students are still young. Faced with the complicated social environment, they are inevitably impacted by the uneven ideas. The phenomenon of lost ideals and beliefs and dilution also appears. As the core content of Ideological and political education, ideals and beliefs education is essential to help students solve such problems as lack of political beliefs and ambiguity of ideals and beliefs. As an excellent natural culture, red culture is full of ideals and beliefs of socialism and communism. During

the revolutionary war, countless revolutionary party members threw their heads and blood at the expense of their lives in order to realize their ideals and beliefs. Although they knew that they might not be able to witness the realization of their ideals, they still believed that through the efforts of generations, their ideals would be achieved. Therefore, ideological and political workers should dig deeply into the connotation of red culture and rely on it to help college students establish firm geographical ideals and beliefs. An important task of Ideological and political education is to carry out education of ideals and beliefs and to build up the spiritual pillars of revolutionary soldiers. Only by strengthening the ideals and beliefs of officers and soldiers can we cultivate strong spiritual strength. During the Revolutionary War, countless Communists were willing to throw their heads and blood into the great revolutionary practice because they had firm ideals and beliefs. They firmly believe that only the Communist Party can save China, only the Communist Party can realize the emancipation of the poor, only the Communist Party can lead the people to achieve national independence, prosperity and strength of the country. It is precisely because of such firm ideals and beliefs that they are selfless, fearless and regretless. Red culture provides rich educational resources for ideals and beliefs. Making full use of red cultural resources in Ideological and political education is intuitive, vivid and appealing. It is conducive to arming the mind with advanced theories and strengthening revolutionary ideals and beliefs [3].

2.2 Raise Patriotic Feeling

Red culture well interprets the patriotism of revolutionary martyrs. Patriotism has strong vitality and cohesion. After the reform and opening up, after forty years of development, China has leaped into the world's second largest economy, and its international status and influence are increasing. However, we should also be aware that China is facing the challenge of ideological infiltration from Western countries. In this context, the promotion of red culture is conducive to inspiring the spirit and potential of contemporary college students and helping them establish the concept of patriotism and power. Patriotism is deeply rooted in the hearts of the Chinese nation. It is the spiritual gene of the Chinese nation. It closely unites all the nationalities in the land of China and inspires generations of descendants to work tirelessly for the prosperity and development of the motherland. For more than five thousand years, the reason why the Chinese nation has been able to endure countless hardships and grow more prosperous is inseparable from the firm patriotic tradition in the blood of the Chinese nation. In today's society, in the process of actively accelerating the pace of building socialist modernization and striving to realize the Chinese dream of national prosperity, national rejuvenation and people's happiness, we cannot do without the influence of patriotism. Red culture is a political culture full of patriotism. It reflects the deep connotation of patriotism whether it is the consciousness of serving the people, the concept of collectivism or the spirit of fearing hardships and advancing bravely. Deeply tapping the patriotic material in red culture is bound to play an important role in cultivating college students' patriotic feelings. Patriotism education is the focus of college students' ideological and political education. Red culture embodies countless Chinese sons and daughters' deep love for the motherland, which is embodied in the noble feelings of loving the motherland and peace in the red cultural resources [4].

2.3 Cultivate Innovative Ideas

Innovation is an important part of red culture. During the period of the New Democratic Revolution, according to the development of the revolutionary situation, our Party has taken a revolutionary road to victory; during the period of socialist construction, our Party put forward the policy of "one country, two systems" according to the actual national conditions, which has made great contributions to the peaceful reunification of the motherland. All these reflect the thoroughness of our Party's implementation of the concept of reform and innovation. Of course, reform and innovation are also the core of the spirit of the times. A country that dares to break down the solidified barriers and bring forth new ideas through the old can possibly be in the forefront of the world. In the new period of reform and opening up, college students are bound to establish the concept of reform and innovation more firmly by inheriting and developing the red culture, and turn it into real action to

promote the great development and prosperity of socialist cause. Ideological and political education in colleges must adhere to the guidance of Marxism, strengthen patriotism education for college students, and guide the moral construction of college students with socialist concept of honor and disgrace. The red culture is the embodiment of the socialist core value system in the ideological and political education of colleges and universities. Red culture education is the origin of innovation. It can arm the minds of colleges and universities with scientific ideological and political theory and clarify the direction of development. Expanding the educational foundation of the core value system, innovating the content of education, widening the educational space, deepening the patriotic education and integrating the national spirit into the blood will help college students to become the pillars of the country with patriotic beliefs as the support in their future study and work. Red culture helps people internalize the common ideals and beliefs of socialism with Chinese characteristics into their own beliefs, cultivate people's ability of reform and innovation, and always maintain the style of arduous struggle and uplifting spiritual state.

3. Application Strategies of Red Culture in Ideological and Political Education of Colleges

3.1 Strategy in Classroom Teaching

In the process of Ideological and political education, colleges and universities should systematically integrate and enrich the content of red culture education. Teachers introduce spiritual culture, material culture and institutional culture into the classroom through various ways and forms, and integrate them into the campus red culture system to enhance the effectiveness of Ideological and political education in Colleges and universities. In the process of carrying out ideological and political education, red culture should pay attention to the combination of history and reality, the combination of red spirit and the spirit of the times, the combination of traditional display and modern science and technology, enhance the appeal of red culture, provide new ideas for ideological and political education in Colleges and universities, and more effectively promote the development of Ideological and political education in Colleges and universities. Diversified, intuitive and vivid features. On the one hand, red culture can be integrated into the classroom teaching of Ideological and political theory. In this way, it is helpful to avoid the problems of dull content and single form in the teaching of Ideological and political theory. In teaching, we should find out the combination of history and reality, combine the red culture with the latest theoretical achievements of Sinicization of Marxism, study the theoretical system of socialism with Chinese characteristics, and carry out the education of core values of contemporary revolutionary soldiers, so that the teaching content has excellent cultural foundation and sufficient red arguments, and enhance the attraction of ideological and political theory teaching. Power, appeal, persuasion. On the other hand, we can introduce the red culture into the regular ideological education and thematic education according to the current ideological situation of the educational objects and the outstanding problems. Colleges and universities should comb and integrate the red cultural resources according to the local reality, and set up the special topic of red culture combined with the ideological and Political Curriculum system. Teachers can incorporate the local red culture into the ideological and political theory curriculum to enhance the persuasion of the theory.

3.2 Strategy in Network Teaching

With the continuous progress of science and technology, the continuous development of information technology, network and other emerging technologies have become the focus of attention of College students, network culture is increasingly flourishing. The network has given college students new antennas, which can receive all kinds of information in the network, but how to distinguish the good from the bad, people of different opinions. In colleges and universities, students' thoughts are easily influenced by bad information. However, what is important is how to help students establish correct world outlook, outlook on life, values and self-discrimination. In order to meet these challenges and better carry out ideological and political education of red culture, we need

to establish a red website, red micro-blog. Make full use of student Party members, Party branches and other organizations to actively guide college students, through the way they like to carry out red education. Today's society has entered the era of network media. Colleges and universities should make full use of the advantages of network media, build a red culture network communication platform, infiltrate the red culture education, and inherit the red culture. Teachers should cultivate talents who are familiar with the red culture and the operation of the network platform, actively promote the red culture on the network platform, and carry out the interaction of the red culture. Teachers should classify and summarize the red cultural resources, and timely report and interpret them in accordance with national policies. On the red network platform, we should carry out activities such as Red Essay Collection and Red Knowledge Competition, so as to shape college students with advanced culture and improve their ideological quality. Effective integration of red cultural resources into the network, and constantly promote the network of red cultural boutiques. In the new media era, although terminals and carriers are very important, content is the kingdom. In order to meet the needs of young college students, we should combine the latest achievements in the development and research of red cultural resources with the concerns of college students and constantly create network works with both high ideological level and emotional temperature.

3.3 Strategy in Practice Teaching

Practice is the basis of knowledge. In order to enable students to understand abstract rational knowledge deeply, one of the most effective ways is to arrange students to participate in some necessary practical activities personally, and guide them to acquire enough perceptual knowledge in practice. Therefore, it is necessary to carefully organize educational practice activities with rich content, diverse forms and strong attraction, so that they can feel and summarize in practice, in order to achieve the purpose of Ideological and political education. Rich red resources, including revolutionary relics, old sites, Memorial buildings, celebrity residences and so on, can play a great role in practical teaching. We can organize students to lay wreaths in the cemetery of revolutionary martyrs, and help them learn to understand the spirit of revolutionary martyrs who are not afraid of sacrifice and selfless dedication through on-the-spot lectures on their glorious deeds. Combining with the army's camping and training, we can go back to the Red Army Road, visit the revolutionary relics, experience the revolutionary ancestors' spirit of unrelenting struggle for ideals and beliefs, and cultivate the students' strong will to overcome difficulties and challenges. We can use winter and summer vacation to arrange research topics, visit red scenic spots, visit future generations of the Red Army, help the poor and other activities to enhance our firm determination to serve the people wholeheartedly and serve the country, and write research papers and experience, so as to raise perceptual knowledge to rational knowledge. Teachers organize students to visit the local revolutionary memorial hall, exhibition hall and other on-site probation, and encourage students to use the holidays to conduct voluntary explanations at the Red Base. Colleges can invite the old Red Army, veteran soldiers and other revolutionary martyrs of that year to come to school to tell about the red deeds of the revolutionary era, so that students can experience the magnificent integrity of the red culture. These activities can stimulate college students' enthusiasm for learning and enhance their ideological and moral awareness.

4. Conclusion

Red culture is an indispensable and important part of our culture. In the revolutionary era, red culture plays an important role in the development of our country, which is still the case today. Integrating the red culture into the ideological and political education of college students is conducive to cultivating the socialist core values of contemporary college students and helping them to establish a correct outlook on life and values. College teachers should attach importance to the important value of red culture in ideological and political education, so that red culture can play a role in educating people.

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