

Analysis of the Communication Value and Communication Strategy of Red Culture from the Perspective of Moral Education

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Abstract: With the increasing globalization of the world economy, various ideological and cultural trends are stirring each other, and cultural communication is permeating human society and human life in all directions. Chinese red culture refers to the revolutionary tradition formed in the process of Chinese revolution and construction under the leadership of the CPC (Communist Party of China), which is the organic component of China's advanced culture. The dissemination of red culture is a process in which the disseminators of red culture use various carriers, means and methods to effectively disseminate red culture. The degree of realization of culture in a country depends not only on its own value, but also on its satisfaction with the needs of a specific country. This paper analyzes the dissemination value of red culture from the perspective of moral education from the perspective of communication, and then puts forward relevant dissemination strategies to further improve the present dissemination of red culture and enhance its effectiveness and systematicness.

1. Introduction

With the continuous intensification of world economic globalization, various ideological and cultural trends are surging each other, and cultural communication is infiltrating human society and human life in an all-round way [1]. The depth and breadth of the spread of a country's advanced culture has increasingly become an important way of its national cohesion and creativity, and an important factor in the competition of comprehensive national strength [2]. Chinese red culture refers to the revolutionary tradition condensed from the revolutionary theory, revolutionary experience and revolutionary spirit formed in the process of Chinese revolution and construction under the leadership of the CPC. It is an organic part of China's advanced culture. Red culture is the product of the Chinese Communists inheriting and carrying forward the excellent national traditional culture and actively absorbing human advanced civilization, which has high inheritance value [3]. A country's culture is the symbol and soul of a country and nation and the spiritual home of people. Any country or nation should always think and pay attention. Otherwise, the country or nation will be lax and listless, and may disintegrate and perish in serious cases. It is a historical topic of far-reaching significance to study and explore how to effectively inherit and spread the red culture. Vigorously carrying forward red culture is not only a re examination of national culture, but also an exploration of the internal value of red cultural resources, carrying forward the moral education function of red cultural resources, and providing spiritual support for cultivating talents and building a harmonious society [4].

Red culture is formed by the Chinese people on the basis of constantly promoting Chinese and foreign cultural ideas in the long-term revolutionary practice [5]. Its culture guided by Marxism is the natural composition of national culture, and its basic content is the memorial sites, symbols and revolutionary history, revolutionary deeds and revolutionary spirit left over during the revolutionary war and peace building period [6]. The realization of culture in a country depends not only on its own value, but also on the degree to which it meets the needs of a specific country. The combination of red culture and college students' moral education practice in Colleges and universities is conducive to the inheritance of red culture, the enhancement of the effectiveness of

College Students' moral education and the improvement of College Students' moral level [7]. Inheriting, highlighting and excavating the spiritual connotation of red culture and constantly cultivating new national spirit can enable people to absorb rich spiritual nutrients, feel strong spiritual shock from the great achievements of revolutionary martyrs, and obtain profound spiritual enlightenment from the moving deeds of advanced models, so as to always maintain an upward mental state [8]. From the perspective of communication, this paper analyzes the communication value of red culture from the perspective of moral education, and puts forward relevant communication strategies to further improve the current communication of red culture and enhance the effectiveness and systematicness of communication.

2. The value of red culture inheritance from the perspective of moral education

If red culture is to be recognized, understood and accepted by the broad masses of the people, it is inseparable from its effective dissemination. The red culture needs disseminators, making comprehensive use of traditional media and new carriers to disseminate the values and moral principles in the red culture, so as to enable the audience to establish correct values and behaviors. With the tide of informationization sweeping, it is more direct and convenient for college students to contact with information, but the overwhelming and varied information has different influences on college students' moral education, which may become indifferent and alienated due to its lack of real perception. The spread of red culture not only makes the red spirit passed down from generation to generation, but also makes the people accept education. The value mainly includes its political value, economic value and cultural value [9]. In the new historical period of building a harmonious socialist society, as the ruling party, it is especially necessary to unite and inspire the will of the whole party and the people of the whole country and arouse the spiritual power of the people to build the country. Nowadays, college students' love for the Internet makes them the most extensive audience on the Internet, and the speed and amount of information on the Internet are unmatched in classroom teaching. Red culture, as an advanced cultural form, will inevitably become the main position of ideology, and build the cultural atmosphere of the CPC in power in the new period. Therefore, in the historical process of building a harmonious socialist society, vigorously spreading the red culture can enhance citizens' patriotic feelings, cultivate citizens' strong beliefs and strengthen and improve the leadership of the Party.

In the process of spreading the red culture, by revisiting the history of the red revolution and visiting the ruins of the red revolution, people can make a comparison between the old and the new, feel the hard-won happiness of life, and thus firmly feel the faith of the party's kindness, listening to the party's words and following the party. Red culture can provide strong support for college students' moral education. Colleges and universities make full use of red cultural resources, carry out various activities, step out of moral education classes, and walk into real scenes such as revolutionary sites and martyrs cemeteries. With the improvement of people's living standards and awareness of home and country, the economic value of red culture is reflected through red tourism. At present, red culture has become an industry, providing new economic growth points for many areas, especially the old revolutionary base areas. The economic value of red cultural resources does not refer to its own endogenous value form, but to the value form derived under the condition of market economy. Red cultural resources are fresh teaching materials for educating people, especially young people, and are unique carriers for moral education in the new period. Under the new situation, the old revolutionary base areas have become holy places to publicize scientific theories, spread advanced culture, shape a beautiful soul and promote social integrity. The functions of intelligence development, aesthetic education and personality cultivation of red cultural resources are irreplaceable. Red culture stimulates the patriotic feelings of the broad masses of the people and the national spirit of unity and forge ahead through the dissemination of red classics and red spirit. The spread of red culture not only increases the intrinsic attraction to the people of our country, but also further expands the influence of red culture in the international world and enhances the reputation of Chinese red culture through the strategy of letting culture go abroad.

3. The propagation path of red culture in college students' Moral Education

3.1. Innovate the communication content of red culture

To enhance the spreading power of red culture, we can also innovate the content and enhance the persuasiveness and appeal of red culture. Red culture is based on social reality and reflects the main theme of society. At the same time, it can enrich the red theme and add fresh and fashionable red cultural elements, so as to shorten the psychological distance between red culture and the broad masses of the people. The combination of moral education and red cultural resources can not only carry forward the spiritual value of red culture, but also constantly innovate moral education forms, create a strong atmosphere for educating people in red culture, innovate the educational mechanism of red culture, and enable people to accept revolutionary traditional education in a subtle way. The innovation of the red cultural form needs to make comprehensive use of traditional media and new media, and spread it in a form popular with the masses. Only when people really participate in the dissemination of red culture can they have a deeper understanding of red culture. As a special social spiritual value entity, the red film and television culture artistically reflects the great spirit formed by the CPC leading Chinese people of all ethnic groups in the revolutionary struggle and construction practice, and has the function of ideological and political education. This function is shown as the guiding function and the cultivation function of harmonious personality.

3.2. Enrich the communication forms of red culture

The spread of red culture can not be separated from interpersonal communication and organizational communication. In the era of globalization, it is even more necessary to use the mass media as the main channel. In the process of spreading red culture, it is mainly spread in one direction, lacking effective communication and interaction. However, in communication, feedback is a particularly important link in the process of communication. Red cultural resources are rich in content, intuitive and vivid, strong in appeal, widely distributed and wide in education, which provide rich and powerful spiritual support for the development of moral education. No matter how advanced the culture is, it can exert its powerful strength only by combining with the people, and how to combine with the people lies in its dissemination value and strategy [10]. Therefore, the research on the value and strategy of red culture communication still has broad academic space and practical needs. Facing the feedback from the audience, communicators need to analyze the opinions and suggestions of the audience in time. When the opinions put forward by the audience are pertinent, communicators should adopt them, and adjust the contents and forms of red culture communication according to the feedback from the audience, so as to meet the requirements of the audience. In the dissemination of red culture, to avoid the boring sermon and empty propaganda of metaphysics, we must adopt vivid facts, vivid materials and various forms of expression that the masses like to see and hear, so as to spread the red culture and make the audience willing to accept it and actively be edified in it.

3.3. Realize three-dimensional communication

Traditional media, such as newspapers, magazines, television, radio and so on, have been playing an important role in the dissemination of red culture, which cannot be ignored. Traditional media has formed a complete communication system with a fixed audience in the continuous development. In the process of red culture communication, it is necessary to select suitable media for different red culture contents. The rebellious psychology of the red culture receiver refers to the psychological tendency of the red culture receiver which is contrary to the communicator's expectation due to the influence of some original position, mindset, life customs and other reasons. In the process of spreading red culture, we should make full use of new media resources and optimize the spreading of red culture. New media has good interactivity. In the dissemination of red culture, communicators can interact with audiences in time, understand feedback information, and solve problems encountered by audiences when they are exposed to red culture. Red cultural communication should scientifically distinguish the levels of the recipients, adhere to the unity of advancement and extensiveness, and strive to minimize the rebellious psychology of the recipients.

In fact, the platform integration of new and old media is also expanding the audience coverage, which makes the red culture spread more widely and the dissemination effect is more deeply rooted in people's hearts. In the process of spreading red culture, it is necessary to construct a mimetic environment conducive to the audience's understanding, construct different mimetic environments with the audience as the object, and conduct an all-round and three-dimensional evaluation of the audience's environmental response, so as to accurately grasp the factors affecting the effect of cultural communication.

4. Conclusions

Red culture stimulates the patriotic feelings of the broad masses of the people and the national spirit of unity and forge ahead through the dissemination of red classics and red spirit. The spread of red culture not only increases the intrinsic attraction to the people of our country, but also expands the influence of red culture in the international world and enhances the reputation of Chinese red culture through the strategy of letting culture go abroad. As the ring of moral education activities, red culture provides a realistic and vivid environment for the development of moral education activities, and finally makes the moral education activities achieve the best results. The significance and function of moral education of Chinese red culture has been basically carried out from all levels, and preliminary results have been formed. On the whole, however, the study of red culture from the perspective of moral education is characterized by fragmentation, sensibility and superficiality. Red culture provides new teaching resources and vivid teaching materials for college students' moral education. The combination of the two can not only promote red culture and red spirit, but also innovate the forms of college students' moral education. In the dissemination of red culture, to avoid the boring sermon and empty propaganda of metaphysics, we must adopt vivid facts, vivid materials and various forms of expression that the masses like to see and hear, so as to spread the red culture and make the audience willing to accept it and actively be edified in it.

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