

# The Ideological and Political Education Function of "Red Music" and Its Development Path in Colleges and Universities

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**ABSTRACT.** *In the ideological and political education of colleges and universities, the wide use of "red songs", instrumental music, musical drama, film and television music and other forms of "red music" resources can make the ideological and political education teaching more ideological, interesting, targeted, vivid and profound. First of all, this work mainly researched on the ideological and political education function of "red music" from different perspectives. Besides, it also used "red music" resources, the carrier, to give full play to the value of culture guidance in the moral education of college students. Finally, it aimed to enhance the ideological and moral quality of college students and train contemporary college students to be qualified builders and successors of socialism.*

**KEYWORDS:** *"Red music"; Ideological and political; Educational function; Development path*

## 1. Introduction

"Red music" is an important part of the "red culture", which can educate modern people to form an excellent character of hardship and simplicity, dedication, courageous and grateful, making them more appreciative of the moment. Using "red music" for ideological and political education has some advantages that other ideological and political education methods do not have. The "red spirit" has been well known to the masses in various literary and artistic propaganda as well as mass communication activities. In this era of advocating struggle and encouraging change, it is more able to stimulate people's spirit and wash some bad thoughts. Therefore, in the current process of ideological and political education in colleges and universities, it is necessary to use "red music" to enhance students' ideological and political understanding and form a correct outlook on ideology, life and values, so as to

achieve an overall improvement in the quality of ideological and political education in colleges and universities, achieving more productive results.

## **2. Ideological and Educational Function of "Red Music"**

### ***2.1 "Red music" resources pass on the profound national virtues***

In the course of its development, the Chinese nation with a long history has accumulated profound cultural deposits and humanistic feelings, forming excellent traditional virtues. Moreover, these excellent traditional virtues are infiltrated and presented in different carriers, which has played a positive role in promoting the development of human civilization. Therefore, the "red music" resources also contain profound national virtues and become the spiritual wealth in college students' ideological and moral education.

"Red music" is a special form of music, which contains rich emotional connotations and national virtues. It plays a non-negligible role in the ideological and moral construction of colleges and universities, exerting a positive impact on the morality of college students. For example, many outstanding "red songs" display the long-standing national virtues vividly, which inspire and guide the public to maintain the spirit of exploration and hardship, the revolutionary spirit of defending the country, the indomitable fighting spirit, the dedication spirit without regrets, the lofty patriotism and a strong sense of national pride and confidence in national renewal. From "red songs" such as *The National Anthem of P.R. China* and *I Love You China*, people can feel the power of thought, the feelings of the nation and the greatness of the motherland. These rich "red music" all inspire the morale of contemporary college students, and make their collectivist consciousness and the sense of responsibility of building the country more intense. In the influence of the "red music" culture, they can get the baptism of thought and the accumulation of national virtue.

### ***2.2 "Red music" resources highlight a profound moral concept***

College students are in a critical period of concept formation, so various factors can infiltrate the ideological and moral concepts of college students. Certainly, this infiltration may be positive or negative. For college students whose colleges and minds have not yet formed, the open information age has provided them with more information channels and exerted many influences on the formation of their ideological and moral concepts.

Obviously, as a positive energy information element, "red music" resources can positively guide students' moral concepts and enable college students to feel deeper enlightenment in music art, optimize their own ideological and moral concepts, and improve themselves. Therefore, they can independently carry out moral norms, distinguish between right and wrong, correct their thoughts and conduct, form a more correct moral consciousness, and put into more standardized moral behavior.

Nowadays, with the continuous enrichment of "red music" creation forms, more and more music works have been given profound moral education functions, showing the artistic and ideological nature of these music works. These contents are not only reflected in the revolutionary songs, but also in the modern music works, making college students deeply inspired and also leading college students to make more outstanding contributions to China's socialist cause with more lofty moral ideas and ideological sentiment.

### ***2.3 "Red music" resources set a typical example of public morality***

Social morality is one of the basic qualities that every citizen should have. It also enables college students to be disciplined and maintain a good public order in their future work and life. Therefore, in the ideological and moral education work of colleges and universities, the cultivation of social ethics is also an important content. The integration of ideological work and "red music" resources in colleges and universities can further stimulate the social morality factors implied in "red music", making college students more civilized and polite.

The content of the "red music" resources related to the social morality model is also richer. The most typical song is *Learning from Lei Feng*, which allows college students to deeply feel the charm of the characters with catching music melody, simple and profound lyrics, sincere emotions and infectious theme of thoughts. College students can deeply feel the charm of characters in music's works, draw more positive energy from the example of public morality, and have a positive impact on their own growth.

Obviously, the "red music" resources are no longer just a simple art form, but have more vivid moral education function, so that students can feel the power of social morality from their role models, and their own thoughts and consciousness are also sublimated.

## **3. The Development of Ideological and Political Education of "Red Music" in Colleges and Universities**

### ***3.1 "Submerging method" is an important way to integrate "red music" into ideological and political education***

In the spread of "red music", the "submerging method" should be vigorously promoted. Based on the advantages of "red music", the integration of "red music" into the ideological education of colleges and universities should be vigorously promoted. A wide range of hidden "red music" events should be organized, such as the competition of "singing red music and telling the heroic stories", which can give play to the educational function of "red music". The characteristics of young students who are good at emulating should be used, so as to infiltrate "red music" into all aspects of ideological and political education and play the role of "red music" imperceptibly, such as the anti-Japanese national salvation memorial

activities and the chorus competition of "anti-Japanese salvation songs".

"Red music" is an important part of the ideological and political education of innovating students. Making full use of traditional media and new media, combining dance, competition, poetry and other literary communication styles related to the theme of "red music", and vividly reproducing the touching stories and model figures of the revolutionary era in "red music" works can infect, motivate and educate the majority of young people. Letting students transfer from the audience learning "red music" at their desks to the protagonist who are into the "red music" can give full play to the subjective initiative and creativity of students. For example, the concert "do not forget the original intention and live up to the young time" and the chorus of *Yellow River Boatman's Song* and *Azalea Red* can be held, which can combine the "red music" elements with the students' campus activities.

### ***3.2 The "practical exercise method" based on the unity of knowing and doing as well as personally practice***

The "practical exercise method" based on the unity of knowing and doing as well as personally practice is an important way to enrich the ideological and political education function of "red music". Adhering to the unity of theoretical study and social practice can constantly promote the all-round development of people. Grasping the opportunity, rationally using the "red music" resources and carrying out "red music" practice can strengthen value leadership. Based on the theme of "participating in red music and practicing the model of martyrs", the practice taking "red music" as the core can be held for students to enhance their sense of social responsibility, historical mission and social service. Effective attempts of spreading "red music" can combine major festivals and anniversaries to pass on "red songs", especially *The National Anthem of the People's Republic of China* and *Singing the Motherland* in the National Day, *The March of the Chinese People's Liberation Army* in the Army Day, and the *No the Communist Party, no the New China*. It is necessary to establish the off-campus "red music" activity demonstration base, continue strengthening the brand building of western volunteer education and other social practice related to "red theme", and organize students to carry out "red music" education social practice.

In the conscious and extensive social practice, colleges and universities can enhance students' emotional cognition of "red music", edify their thoughts and feelings on "red music", promote the spirit of "red music" practice, enrich students' minds, improve students' ideological and political realm, and increase their knowledge and talents.

### ***3.3 "Modern communication method" with scientific guidance and regulations***

"Modern communication method" with scientific guidance and regulations is an important method to improve the effectiveness of educating people, which needs to construct a "red music" network and strengthen the construction of "red positions".

It is necessary to firmly grasp the right to speak in the new era of network education, explore the online education resources of "red music", and build a new media matrix and website cluster of ideological and political education based on the theme of "red music". For example, the Shanghai Conservatory of Music regularly conducts practical performances in the Heluting Concert Hall based on the hot focus of students' concern at present and combined with the development of "red music". It uses the popular communication form which can be easily accepted by young people to refine, package and arrange the content of "red music", so as to enrich the communication mode of "red music" and promote "red music". Promoting the main theme of the "red son" and carrying forward the positive energy of "red music" can constantly enhance its influence, attraction and cohesion.

In addition, colleges and universities should also do a good job in the construction and selection of the "red music" network communication path. It can set up a special studio based on the network construction of the "red music" made by college students, so as to provide "professional packaging" for the construction of "red music" content and explore the network packaging system of "red music" based on college students characteristics. Therefore, students can become the main body of "red music" communication, which enables them to communicate better and enhance the communication benefits of "red culture". Some applications that are usually used by students, such as WeChat, Weibo and QQ, can be used to display concerts, propaganda songs and hold other activities online, which enables students to participate in the "red music" competition anytime and anywhere. As a result, students can be stimulated to learn "red music", achieving the productive effect. "Red music" websites can also be used to carry out ideological and political education propaganda. The "red music" website should adhere to the correct cultural opinion orientation, enhance the ability of going down to the earth and improve the ability to accurately grasp the rhythm.

#### **4. Summary**

All in all, with the continuous deepening of the ideological and political education of college students, the participation value of "red music" resources has gradually been affirmed, highlighting its profound moral education function for college students. The "red music" resources not only show the artistry of music creation, but also show the rich morality. Particularly, it plays a significant advantage in the ideological penetration and behavior guidance of young college students based on the ideological and political teaching platform of colleges and universities. Therefore, teaching staff should deeply explore the function and value of moral education in "red music" resources, and create a characteristic ideological and political education form that is more in line with the ideological needs and interests of college students based on the development status of ideological and political teaching in colleges and universities. Therefore, the significance and role of "red music" resources in the ideological and political work of colleges and universities can exert a significant effect on the formation of ideological and moral values of college students.

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