

Integrating Red Culture into College Ideological and Political Education

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Abstract: *In the process of revolution, construction and reform, the Communist Party of China has continuously cultivated a great spiritual force, which is not only an excellent traditional culture, but also an era color in the new historical period. In view of the problems existing in the current ideological and political education in colleges and universities, such as single form, single content and low enthusiasm of students, we should take the integration of red culture and ideological and political education in colleges and universities as the starting point, establish a perfect system management system, enrich the form of practical teaching, expand the content of practical teaching, strengthen the teaching staff in colleges and universities, attach importance to the positive value of education, develop and disseminate the network platform of red culture for innovation, so as to maximize the effectiveness of red culture in ideological and political education in colleges and universities.*

Keywords: *red culture; college ideological and political course; path exploration*

1. Introduction

In the process of revolution, construction and reform, the Communist Party of China has continuously cultivated and formed a great spiritual force, which is not only an excellent traditional culture, but also an era color in the new historical period.^[1] The theory of ideological and political education is the main way to carry out ideological and political education for college students, which is responsible for cultivating qualified socialist successors. The red culture is an important resource for ideological and political education in colleges and universities. As a university in Xi'an, it is deeply influenced by the red culture of northern Shaanxi. In view of the problems and deficiencies in the current ideological and political education theory courses in colleges and universities, it is urgent to integrate the red culture into the ideological and political education work in colleges and universities. In the new era, how to organically integrate the red culture of northern Shaanxi into the ideological and political education theory course in colleges and universities to make it an integral part? In this paper, the integration of red culture and ideological and political education as a starting point, give full play to the role of red culture incentives to further enhance the effectiveness of ideological and political education theory.

2. The definition of the concept of red culture

Since the 18th National Congress of the Communist Party of China, it has been repeatedly emphasized that the traditions left by revolutionary martyrs should not be discarded at any time. We should do a good job in the effective utilization of red resources, constantly carry forward the excellent red cultural traditions, and pass on the red gene from generation to generation.^[2] Red culture is an important resource for ideological and political education in colleges and universities. Red culture education in colleges and universities must enable students to have a clear understanding of the concept of red culture. There are several views on the concept of red culture.

2.1. Advanced cultural theory

In the definition of the concept of red culture, some scholars define red culture as advanced culture, and think that red culture is an advanced cultural system and an excellent culture. For example, Qin Yiqing and Wang Jiahong think that red culture is an advanced cultural system created by the Chinese Communists leading the Chinese people in the glorious course of seeking national independence and

liberation, people 's freedom and democracy, Chinese rejuvenation and prosperity.

2.2. *Material-spiritualism*

Some scholars define red culture as a kind of material wealth and spiritual wealth. They believe that red culture is a great spirit formed by the party leading the people in the period of revolutionary construction and reform and opening up in order to achieve national prosperity and rejuvenation. It is a spiritual culture and material heritage.

2.3. *Double meaning theory*

Some researchers believe that red culture has broad and narrow sense. As Xue Yan said : ‘ The broad sense of the red culture is the conceptual level, refers to the Marx doctrine as the guidance of the proletarian party unite and lead the masses of the people to overthrow capitalism, communism and engaged in various objective material activities, and in the process of the formation and accumulation of the sum of the various achievements ; the red culture in the narrow sense is the specific conceptual level, which refers to the practical activities of the Chinese Communists guided by the Sinicization of Marxism in uniting and leading the Chinese people to realize the great rejuvenation of the Chinese nation and the lofty ideal of communism, as well as the sum of various achievements formed and accumulated in the process.

Red culture is an advanced socialist culture with Chinese characteristics formed with Marxism as the core. It is an advanced cultural system.

3. The Urgency and Necessity of Integrating Red Cultural Resources into College Ideological and Political Courses

Under the background of great changes that have not been seen in a century, how to better integrate red culture into ideological and political education in colleges and universities in combination with the development trend of China and the world is a new topic in the new situation of colleges and universities, which is related to the cultivation of socialist successors and builders. The major task has great theoretical and practical significance.

3.1. *The Role and Advantages of Red Culture in College Ideological and Political Courses*

Putting education first must be the right political direction' [3]Ideal faith is the spiritual pillar of college students. Red culture is the most real and vivid material for ideal and belief education. [4]With the development of globalization, the spread of some foreign cultures has caused a huge impact on China 's excellent traditional culture, which makes it easy for college students to have curiosity, so as to promote foreign culture, contradict China 's excellent traditional culture, and have no firm ideals and beliefs. Red culture contains rich theoretical content, which can help college students clarify their political beliefs and establish firm ideals and beliefs. Some red films and televisions in the red culture, such as ' Zhou En 's coming and going back to Yan 'an ', ' Blood Battle Xiangjiang ', ' Hundred Regiments War ', etc.all reflect the indomitable red spirit. Some red sites in red culture, red songs can also resonate with people. These red cultures have Chinese characteristics, which can help college students identify foreign cultures, love their excellent traditional culture and clarify their political beliefs. Can make college students more in-depth understanding of Marxist theory, so as to correctly understand the world and transform the world, the formation of the correct values, and further strengthen their ideals and beliefs.

Red culture contains rich patriotism and collectivism education. After the founding of the Communist Party of China, it insisted on seeking happiness for the people and rejuvenation for the country. The red culture can inspire college students to establish strong patriotism and collectivism, and stimulate the spirit of selfless dedication for the country. First of all, the red culture contains the traditional spirit of patriotism. Some red stories such as ' Liu Hulan 's story ' and ' Dong Cunrui 's story ' all reflect strong patriotism. These red stories can inspire college students to learn from some heroic models, thus establishing a strong patriotism. Secondly, the red culture also contains collectivism education, which can make college students play the spirit of collectivism and set an example.

Red culture is an advanced socialist culture with Chinese characteristics formed with Marxism as the core, which can help college students enhance their party spirit. Red culture enhances college

students' party spirit cultivation through thought, behavior and style. First of all, red culture can enable college students to establish correct values, convey some positive energy in life and learning, carry forward social integrity, and adhere to the guidance of socialist core values. Secondly, red culture can enable excellent college students to set an example in daily life, help some students who are difficult in study and life, and strive to implement Lei Feng spirit. Finally, the red culture can also enable students to create a good atmosphere in the study and life, heritage red culture thrifty, hard work style.

Red culture is the material and spiritual carrier to encourage college students to keep moving forward. Since the founding of the Communist Party of China, red culture has followed. The red culture contains the rich connotation of pursuing truth and progress. These connotations can enable students to continue to practice and innovate in their study and life. In order to enhance college students' learning motivation for red culture, learning motivation is the endogenous driving force for students to learn. Under the premise of having learning motivation, college students can further deepen their learning of the connotation and spirit of red culture, so that they can continue to learn and make progress.

3.2. Problems and Defects of Red Culture in College Ideological and Political Courses

First of all, colleges and universities use the red culture to carry on the ideological and political education of college students, just take the traditional theory teaching, courseware display way, but not in the community, student groups to promote. And with the advent of the era of self-media, college students are open-minded and like to study and explore some new things. The traditional form of theoretical teaching has not adapted to the development of college students' thoughts. Secondly, the use of red culture in the ideological and political education of college students become a mere formality, not combined with practice. At the same time, colleges and universities only pay attention to the teaching of theoretical knowledge, but ignore the practical education of red culture. Finally, the use of red culture in the ideological and political education of college students is only the use of some well-known red case, while ignoring the red culture of college students in the region. It does not make college students have a sense of identity and intimacy. It is precisely because of the single form of red culture that college students are not interested in, which leads to college students' lack of understanding of red culture, low interest in learning red culture, and resistance. Therefore, it is impossible to play the advantages of red culture in the ideological and political education of college students.

Red culture is an advanced socialist culture with Chinese characteristics formed with Marxism as the core. In the process of using red culture to carry out ideological and political education for college students, colleges and universities only focus on the explanation of surface theoretical knowledge, but do not deeply explore the connotation of red culture. On the one hand, colleges and universities ignore the red culture of party spirit education. Red culture contains rich party spirit and party rules education, such as the party's 'three disciplines, eight attention'. On the other hand, colleges and universities ignore the red culture contains all the truth from reality, the pursuit of the profound meaning of progress. Red culture teacher is simply to explain some red stories, red characters. And ignore these red stories, red characters contain educational content, resulting in college students less understanding of the profound connotation of red culture, lack of professional theoretical knowledge, the emergence of low professionalism.

In colleges and universities, most of the teachers of red culture are ideological and political teachers, teachers are very weak. In this case, teachers will lack enthusiasm when lecturing, and will feel boring about the content explained. Teachers' enthusiasm for teaching is low, the content will be boring, and the classroom atmosphere will decline, which will directly affect college students' enthusiasm for learning red culture. College students' enthusiasm for learning will decline, and their understanding of red culture will be even deeper. At the same time, the teaching staff of red culture will also have a low knowledge reserve of some teachers. The number of teachers majoring in red culture in ideological and political theory courses in colleges and universities is relatively small. Most teachers only have a one-sided understanding of red culture. Therefore, teachers only choose their familiar content to explain to college students in the teaching process, or they are unfamiliar to themselves. The content is only a shallow explanation. This leads to the fact that college students only understand the content explained by teachers in the process of learning red culture, while ignoring other connotations contained in red culture. The lack of understanding of red culture leads to the confusion of college students in the learning process, thus reducing their enthusiasm for learning.

4. Research on the Path of Integrating Red Cultural Resources into Ideological and Political Courses in Colleges and Universities

There are still many problems in the integration of red culture into the practical teaching of ideological and political courses in colleges and universities. In view of these problems, specific solutions need to be put forward. Taking red culture as an example, it is necessary to establish a perfect system management system, enrich the form of practical teaching, expand the content of practical teaching, strengthen the construction of teachers and attach importance to the educational value of red culture.

4.1. Establish a sound system management system

When colleges and universities carry out ideological and political practice teaching, there is no perfect system management system, it will lead to practice teaching becomes a mere formality. When integrating red culture into the practical teaching of ideological and political course, we must formulate strict reward and punishment system, innovate management mechanism and strengthen the construction of teaching staff.

When the red culture is integrated into the practical teaching of ideological and political courses in colleges and universities, it is necessary to formulate a strict reward and punishment system, so as to stimulate students ' learning motivation and teachers ' teaching enthusiasm. For the units and individuals who integrate the red culture in practical teaching, the reward system should be implemented. For units and individuals who ignore the value of red culture education and make ideological and political teaching a mere formality, strict punishment system should be implemented.

The practical teaching of ideological and political courses in colleges and universities is a difficult task. A special management group should be established to optimize the application of red culture in practical teaching. Each class should arrange a special management personnel, and the school should attach great importance to the formulation of practical teaching. The implementation plan and rules, and provide financial support, so that the red culture has a perfect system guarantee in the practical teaching of ideological and political courses in colleges and universities, and plays its advantages in ideological and political education for students.

4.2. Enriching the form of practical teaching and expanding the content of practical teaching

The integration of red culture into the practical teaching of ideological and political courses in colleges and universities can help students establish a firm political position and cultivate students to form correct socialist core values. When the red culture is integrated into the practical teaching, the teaching form is single, the teaching content is boring, and the students are not interested in the red culture. Therefore, colleges and universities should enrich the form of practical teaching and expand the content of practical teaching.

First of all, 'To comply with the instructions, first of all, we should give full play to the advantages of resources and intelligence, rely on the academic research platform of ideological and political education in colleges and universities, keep pace with the times, and lose no time to innovate and study red culture, and carry out continuous and systematic research '[5]the practical teaching of ideological and political courses in colleges and universities can adopt the way of in-class practice, and can also adopt the way of extracurricular practice. In class, you can discuss the development of red culture, and personal results show, the practice teaching to each student. Extracurricular can use associations, student unions and other groups regularly held some practical activities, such as : red song contest, poetry reading, blackboard newspaper. At the same time, should also pay attention to the role of the dormitory, college career, students are most exposed to their roommates, colleges and universities can dormitory as a unit for practical teaching. Secondly, off-campus practice activities should require each student to participate. In the process of visiting the red culture base, professional teachers should be arranged to explain, so as to help students integrate theory with practice, so that the red culture can be deeply rooted in the hearts of the people and transformed into their own driving force.

Red culture contains rich educational resources, and the resources are widely distributed. Students only understand individual revolutionary sites, and cannot deeply learn the teaching content contained in red culture. When colleges and universities use red culture for practical teaching, they should expand Yulin 's red culture from all angles and in all aspects, and give full play to its educational value, promote students ' overall development. To create a campus culture atmosphere of striving, daring and striving

among college students, and to promote college students to establish a correct world outlook, outlook on life and values^[6]

4.3. Strengthening the Teaching Staff of Colleges and Universities and Attaching Importance to Educational Value

Most of the teachers in the practical teaching of ideological and political courses in colleges and universities are teachers of ideological and political courses or departments, and the teachers are very weak. At the same time, the ideological and political practice teaching too much emphasis on credits, ignoring the educational value of red culture. Therefore, it is necessary to strengthen the teaching staff of colleges and universities, attach importance to the value of education, enable students to accept professional learning, and then improve students' professional quality.

In order to give full play to the educational value of red culture, the practical teaching of ideological and political courses in colleges and universities must be equipped with professional teachers. First of all, colleges and universities should introduce professional knowledge personnel, pay attention to the professional quality of teachers. Secondly, colleges and universities should pay attention to cultivating teachers' scientific research ability and improving teachers' ability to analyze and solve problems. Finally, colleges and universities should regularly arrange teachers to exchange learning, broaden the horizons of teachers.

When colleges and universities use red culture for practical teaching, students only pay attention to the credits of practical teaching, but ignore the educational value of red culture. Therefore, colleges and universities should attach importance to its educational value, carry out core values education for students, enable students to deeply understand red culture, and then teach them to attach importance to the educational value of red culture, and build a student-centered practical teaching.

Red culture is an advanced culture. As a part of red culture, red culture is integrated into the practical teaching of ideological and political courses in colleges and universities, which is conducive to deepening students' understanding of theoretical knowledge, enhancing students' recognition of red culture, helping students establish firm ideals and beliefs, strengthening students' ideological and political literacy, and promoting students' all-round development.

4.4. Actively developing a network platform for spreading red culture

As the network is closely related to the daily life of college students, college students are becoming more and more dependent on the network. The network has not only changed the living habits and ways of college students, but also changed their thinking and values. To make full use of information network platform as the ideological and cultural and ideological and political struggle position, 'strengthen management, draw on advantages and avoid disadvantages, for our use'. In order to let the red culture occupy the new heights of ideological and political struggle, we must do the following three aspects. First of all, firmly establish the main position consciousness of the network, and use the Internet and big data to promote red culture education. We should disseminate red cultural information to the majority of students through the Internet, carry out red cultural education, guide students to abandon the decadent ideas of dross, and establish a positive and healthy attitude towards life and 'three views'. The specific work should be done to build a good red culture website and the main campus website, to provide students with ideological, intellectual, interesting and close to the actual, close to life, close to the students as the body of the red cultural knowledge.

Secondly, actively strive for cooperation with the whole society, so that all kinds of social networks at all levels to bear the red culture education fees. The network is open, and the content published by social websites has a subtle influence on students. Therefore, all kinds of websites should adhere to the socialist core values. Yingzhe positive red culture network atmosphere, for the majority of students to provide inexhaustible spiritual food.

Finally, the integrated use of various means to strengthen the site management, master the network public opinion, guide the network public opinion. The relevant departments of the network should increase network supervision and network legislation, establish and improve the network security prevention and control system, and improve the ability to prevent and deal with Internet emergencies.

5. Conclusion

The revolutionary culture and socialist advanced culture forged by our party in the process of revolution, construction and reform have provided profound strength for the construction of ideological and political courses.^[7]Rejuvenating talents is the priority of politics. Education is an important cornerstone of national rejuvenation and social progress. It is a moral project that contributes to the present and benefits the future. It is of decisive significance to improving the overall quality of the people, promoting the all-round development of people, enhancing the innovative and creative vitality of the Chinese nation and realizing the great rejuvenation of the Chinese nation. Integrating red culture into ideological and political education in colleges and universities is still a long-term project, which needs the joint efforts of people from all walks of life.

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