

Research on the Value and Path of Integrating Red Culture into Higher Education Training

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Abstract: Red culture, as an important part of Chinese revolutionary culture, has important historical significance and contemporary value in contemporary society. It has become a necessary trend to station red culture in college education. The article carries out an in-depth discussion on the value and significance of red culture in college education. This article puts forward the integration development mode of red culture and modern education and the feasible implementation program. This article advocates taking red culture as the leader and modern education as the support, realizing the red culture's admission and inheritance in college education, and devoting itself to constructing a three-dimensional, in-depth, and extensive red culture education system.

Keywords: Red culture, Values, Realization path, Cultivating moral character and nurturing talents

1. Introduction

Red culture has a rich historical heritage and far-reaching practical value, which not only interprets the spiritual core of the Chinese nation but also reflects the characteristics and needs of today's times. The connotation of red culture is rich, including revolutionary history, heroic deeds, fine traditions, and values, all of which are important components of Chinese culture and have had a profound impact on the development and progress of the Chinese nation. It is not only a precious spiritual wealth of the Chinese people, but also a gem in the treasure trove of world culture. The inheritance and development of red culture are of great significance for promoting national spirit, enhancing the country's cultural soft power, and promoting social harmony and stability. Incorporating red culture into the ideological and political education in universities not only enriches the content and methods of teaching but also enhances the effectiveness of education^[1].

2. The connotation and characteristics of red culture

Culture is the soul of a country and a nation. Red culture is the sum of material wealth and spiritual wealth created by the Communist Party of China leading the Chinese people in the revolutionary, reform, construction, and new era process. It is an important theoretical achievement of the Sinicization of Marxism, reflecting the revolutionary spirit and national spirit of the Party and the people^[8].

2.1 International Aspect

In recent years, with more and more international people recognizing the unique role of the Communist Party of China in the rapid and healthy development of China, the image of the Communist Party of China has gained more recognition in the international community^[3]. The party and the state have always attached great importance to the dissemination of red culture. Currently, red culture is mainly promoted internationally by official or government entities. Few foreign media actively promote Chinese red culture, with most relying on Chinese English-language media such as CGTV and China Daily for dissemination^[4]. China Daily, founded in 1981, is China's national English-language daily newspaper, and also the most authoritative and credible English media in China^[3]. Its main purpose is to enhance China's cultural influence in the international community^[4].

In today's world, many people in some countries and regions still have outdated perceptions of our country. Some Western media reports on our country often come with arrogance and bias, and even resort to cherry-picking, distorting, and demonizing the image of China^[2]. Due to the rampant smearing by Western politicians, the exaggeration of the "China threat theory" and "China hegemony theory," the spread of red culture easily leads Western people to mistakenly believe it is political propaganda, making it difficult to enhance the dissemination effect of red culture in the international community^[4].

2.2 Domestic Aspect

The party and the country have always attached great importance to the protection and inheritance of red culture, especially in the new era when the thinking of young people is being eroded by foreign ideas. Learning about red culture is not only a continuation and promotion of China's revolutionary history, but also adds backbone, confidence, and spirit to China's development^[5]. The report of the 20th National Congress of the Communist Party of China stated, "Make good use of red resources, deepen the promotion of socialist core values, deepen education on patriotism, collectivism, and socialism, and focus on cultivating a new generation capable of shouldering the great task of national rejuvenation."^[6]

Red culture is an important part of the spiritual culture of socialism with Chinese characteristics. It is the spiritual bond of the Chinese nation and the source of strength for "not forgetting the original heart and continuing to move forward."^[6] Integrating red culture into patriotic education allows students to experience the essence of red culture up close, internalize this emotion in their hearts externalize it in their actions, and better achieve the goal of ideological and political education^[5].

2.3 The Current Situation of the Integration of Red Culture into Higher Education

Currently, the integration of red culture into higher education is only reflected in the ideological and political theory courses, while the exploration of red cultural resources in the teaching of ideological and political theory education in universities is insufficient, incomplete, and not systematic^[6]. Although the entire ideological and political education curriculum system is permeated with red cultural elements, there is no separate module specifically dedicated to red culture. This has led to the failure to establish a systematic and structured theoretical framework for red culture. Additionally, with different teachers responsible for various courses, there is no specific requirement on how to allocate the red cultural content integrated into the courses in ideological and political education teaching^[6]. In addition, there are some significant problems in the ideological and political education in universities, such as the content being too monotonous, the methods not diverse enough, and a lack of cohesion and centripetal force. These issues have affected the overall effectiveness of education, making it more rigid^[7].

3. The value of integrating red culture into universities

Red culture is a great achievement of the Communist Party of China leading the people in revolution, construction, and reform, and it is also a precious spiritual wealth of the Chinese nation. With the rapid development of society, the inheritance and promotion of red culture are particularly important. As an important base for cultivating future pillars of society, universities integrate red culture into education, which not only helps to inherit the red genes but also cultivates students' patriotism and sense of historical responsibility^[9].

3.1 Enhance a sense of historical responsibility and mission

3.1.1 In-depth Understanding of Knowledge

Red culture education provides college students with the opportunity to deeply study the great historical process of the Chinese Communist Party leading the people in revolution, construction, and reform. This kind of learning enables college students to have a more comprehensive understanding of national history^[10]. Profoundly understand the great sacrifices and relentless efforts made by the revolutionary martyrs for national independence and the happiness of the people. This historical awareness not only enhances the national identity of college students but also inspires in them a sense of historical responsibility and mission as the future pillars of the nation.

3.1.2 Firmly hold on to one's ideals and beliefs

Red culture education also carries a rich revolutionary spirit and fine traditions. By learning and

practicing these red spirits, college students will more consciously shoulder the historical responsibilities given by the times^[11]. Through the study of red culture, college students can deeply understand the correctness and scientificity of Marxism, socialism, and communism, so that they can take these concepts as their spiritual pillars and guides to action. This firmness of ideal beliefs will help college students keep a clear mind and a firm stance in the face of various difficulties and challenges, and enhance their sense of historical responsibility and mission.

3.2 Cultivate moral qualities and enhance moral and ethical standards

3.2.1 Inspiring Patriotism

Red culture education inspires college students' patriotism by showcasing the heroic deeds and selfless dedication of revolutionary martyrs^[12]. This kind of sentiment can encourage college students to love their country more, enhance their national pride and sense of historical responsibility, and thus consciously safeguard the interests of the country and the dignity of the nation.

3.2.2 Inheriting the revolutionary spirit and fine traditions

Red culture education represents a wealth of revolutionary spirit and admirable traditions, including collectivism, patriotism, and revolutionary heroism^[13]. These spirits and traditions are inherited and promoted through red cultural education, becoming an important part of the moral qualities of college students. These spirits and traditions help college students form correct worldviews, outlooks on life, and values and inspire them to have a sense of mission to make greater contributions to the country and the people^[14].

3.2.3 Guiding the Right Values

Red culture education guides college students to establish correct values by telling revolutionary stories and heroic deeds. These stories and deeds showcase revolutionary martyrs' noble qualities and selfless dedication, helping college students clarify their social responsibilities and historical missions, and forming a positive and proactive attitude towards life and behavioral habits.

3.3 Establishing the correct worldview, outlook on life, and values

3.3.1 Combining History and Reality

Red culture education combines history with reality by telling revolutionary history, heroic deeds, and revolutionary spirit^[15]. This combination enables college students to have a deeper understanding of the country's history and development of the nation, thereby enhancing their sense of identity and belonging to the country and the nation. This sense of identity and belonging helps college students form a correct worldview and realize the close connection between individuals and the country and the nation.

3.3.2 Guiding Values

Red culture education emphasizes the inheritance and promotion of revolutionary spirit, such as patriotism and revolutionary heroism. Red culture education guides college students to form correct values by telling revolutionary stories and heroic deeds. These stories and deeds show the noble quality and selfless dedication of the revolutionary martyrs, which help college students to clarify what is the real value and what is the life goal worth pursuing. At the same time, red culture education also emphasizes the social responsibility and historical mission of individuals, guiding college students to combine their personal development with the needs of the country and form positive values.

3.3.3 Provide opportunities for practical education

Red culture education usually combines social practice activities, such as volunteer services and field trips, to provide college students with opportunities for practical education. These practical activities not only help students to deepen their understanding of red culture, but also allow them to develop their worldview, outlook on life, and values through practice. Through practice, college students can gain a deeper understanding of the relationship between individuals and society, individuals and the country, and thus consciously establish correct worldviews, outlooks on life, and values.

Red culture, as a unique cultural heritage of the Chinese nation, has important value in its integration into higher education. By innovating the form of red culture education, enriching educational content, strengthening faculty development, and enhancing practicality, red culture can be better integrated into higher education to cultivate students' patriotism, sense of historical responsibility, and socialist core values, contributing to the training of qualified socialist builders and successors.

4. Integration of Red Culture into Higher Education Paths

The process of integrating red culture into higher education requires multi-faceted collaboration, emphasizing the complementary relationship between theory and practice. In the integration process, we need to adopt an educational philosophy centered on student cultivation, focusing on students' initiative and participation, and stimulating their enthusiasm and interest in learning. It is necessary to create a strong campus atmosphere, carry out distinctive practical activities, utilize a combination of online and offline methods, and subtly allow college students to fully appreciate the unique charm of red culture in classroom learning and daily life. By doing so, students can experience the influence and charm of red culture on campus and appreciate its uniqueness.

4.1 Inspire students to study red culture enthusiastically in the classroom

Classroom teaching is the main channel of ideological and political education in colleges and universities, and it is the main position of red culture forging souls and educating people. In college life, ideological and political class is an essential course for every college student, but in the past, the ideological and political class was often called 'water class' by the students. Teachers in the classroom theory and practice are relatively single, and old-fashioned, making it difficult for students to raise interest in ideological and political education. Our school has discovered the seriousness of this problem by randomly checking the situation of Civics and Political Science in each class. To improve this phenomenon and enhance the enthusiasm of students, our school proposes to integrate red cultural resources into the teaching content of specific courses and chapters in a targeted way and to carry out problem-oriented and inspiring-guided teaching in the teaching process^[17]. The idea of integrating red culture into ideological and political education can not only realize the inheritance of red thought but also give full play to the function of cultural education.

4.2 Entering the Red Patriotic Revolutionary Historical and Cultural Bases

In Yancheng, to let the students have a deeper understanding of the red culture, we chose the New Fourth Army Memorial Hall as the location of this visit among 248 red sites such as the New Fourth Army Memorial Hall and the Martyrs' Cemetery of Huazhong Luyi. The New Fourth Army Memorial Hall is a comprehensive and systematic reflection of the New Fourth Army's history of resistance, the collection of various types of cultural relics and historical materials more than 18,000 pieces, the basic display from the seven parts of the New Fourth Army eight years of resistance and ten years of the beacon years of the course. My group leader led the group members to conduct field trips, mobilizing the whole school teachers and students to visit the New Fourth Army Memorial Hall. Make full use of the revolutionary artifacts and historical documents in each museum, and lead students to feel the history and shock of red culture on the ground. Let the students personally enter the red culture and history base.

4.3 Carry out practical activities on the theme of red culture

Integration of red culture into university training is achieved by organizing several specific practical activities.

4.3.1 Conducting "Red Memory" Narratives

Schools can invite some old revolutionaries who were once personally involved in the revolution to share their stories, and use their unique perspectives in the flood of history to tell the heroic deeds and touching stories of the revolutionary martyrs so that students can have the opportunity to have close communication with the old revolutionaries and gain an in-depth understanding of those glorious revolutionary years. You can also use the Internet to shoot videos for these old revolutionaries and broadcast them as videos for students to watch, which can make students cherish our happy life today and strengthen our patriotic feelings and historical mission.

4.3.2 Creating a Favorable Red Atmosphere

They are spreading the red culture in the campus living environment and creating a good red campus environment for students. The school radio station can incorporate the broadcasting of red stories and red music into its daily content, and at the same time, add a column of red cultural resources in the school magazine, open a red forum, and update the latest scientific research results about red cultural resources; organize students to participate in red-themed activities, such as red-themed speech contests^[16]; the school's association departments carry out activities in combination with festivals and anniversaries, and make use of the founding of the Party Day, the National Day, and other important festivals and

anniversaries, carry out activities with distinctive themes, such as cultural performances, taking pictures with the national flag, etc., so that school students can feel the charm of red culture in the process of participating in the activities^[6]; organise some exchange activities, such as seminars and symposiums on red culture, etc., so that students can communicate with each other to exchange ideas and experiences, and share their knowledge and experience gained from practical activities on red culture, and at the same time, they can also invite some experts and scholars to guide and provide students with more professional advice and help.

4.3.3 Integration of local realities

Carrying out practical activities of red culture needs to focus on practicality and innovation, combining the actual situation of the local area and the interests of students, carrying out practical activities in various forms and with rich contents, so that students can deeply understand the connotations and value of red culture in practice, and enhance their sense of social responsibility and civic awareness. Through the methods and means of these student organizations, students can participate more actively in the study and inheritance of red culture, and promote the implementation of red culture into the training of colleges and universities. At the same time, these activities also help to improve students' innovation ability, teamwork ability, and sense of social responsibility.

5. Problems encountered in the integration of red culture into the training of colleges and universities and strategies to deal with them

Firstly, in promoting the integration of red culture into the training of colleges and universities, it is found that college students have a shallow understanding of red culture, and are unable to understand the historical and advanced nature of red culture. In today's media environment where various ideologies and cultures permeate the media, college students are easily influenced by external public opinion propaganda. This requires us to strengthen the leading work in the field of ideology when integrating the red culture into the training of colleges and universities. This requires us to strengthen the leading work in the field of ideology when integrating red culture into the training of colleges and universities. We will strengthen positive guidance, make in-depth interpretations of hot issues of concern to young people, and make timely analyses and clarifications in response to possible ambiguous understandings and erroneous views.

Secondly, because the era of red culture is far away from the good material environment in which college students live today, it is impossible or difficult for college students to empathize with the red culture as their forefathers did in the revolutionary era. This requires us to follow the psychological identity mechanism of college students, i.e., 'cognition-recognition-identification' when we cultivate the sense of identity of red culture among college students^[18]. The first step is to strengthen the theoretical teaching. Firstly, we should strengthen the theoretical teaching, so that students can learn the red culture thoroughly and have a rational cognition of the red culture; secondly, we should dig deep into the contemporary values and connotations of the red culture, so that college students can emotional recognition of the red culture; lastly, we should strengthen the value leadership, and use the socialist ideology of Chinese characteristics in the new era to condense and cast the soul, so that college students can have a value recognition.

Thirdly, the teaching content of Red Culture is boring, the teaching method is single, and the teaching evaluation is one-dimensional, which makes college students resistant to Red Culture education. This requires us to build up a multi-level and wide field of red culture teaching content and innovative teaching methods. In terms of teaching content, colleges and universities should strengthen the theoretical research of red culture, deepen the theoretical education of red culture, convince people with reason, and help college students truly understand the theoretical essence of red culture and its contemporary value^[19]. Regarding teaching methods, it is necessary to respect the subjective position of students in the classroom, design the classroom with students as the center, develop red cultural resources, and expand the classroom space. In terms of teaching evaluation, we should not only take students' assessment results as the evaluation standard but also build up a diversified evaluation system.

6. Conclusion

At present, the change and innovation of college education has become a general trend. Under such a background, red culture, as an important part of Chinese revolutionary culture, has significant historical significance and practical value. The study in this paper explores the necessity and feasibility of integrating red culture into a college education and proposes operable implementation strategies and paths. The presence of red culture in college education has a positive effect on the enhancement of

students' ideological and moral education and the comprehensive cultivation of physical and mental health. The presence of red culture on campus also requires the attention and support of the whole society, including the joint participation of the government, education departments, colleges and universities, and all walks of life. In this process, in-depth exploration is needed to summarise experience and promote the in-depth development of red culture education, thus contributing to the realization of the great rejuvenation of the Chinese nation.

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