

Research on the integration of red genes into daily ideological and political work of college students

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Abstract: As an ideal place to promote advanced socialist culture and a cutting-edge window to cultivate new talents of the times, universities shoulder the heavy responsibility of casting souls and educating people. The red gene, as an organic component of socialist advanced cultural life, has unique educational value. By creating a red campus education atmosphere, enriching red education practice activities, and promoting the daily life of the ideological and political discourse system, integrating red genes into the daily ideological and political work of college students is conducive to continuing the red bloodline, implementing the fundamental task of moral education, and guiding students to enhance political identity, strengthen the Four Confidences, help students strengthen their ideals and beliefs, and cultivate a sound personality.

Keywords: red gene; daily ideological and political work; college students

1. Introduction

Red, in a broad sense, serves as an auspicious color for the Chinese nation to celebrate reunion, express joy, and convey happiness. In a narrow sense, it symbolizes the historical background of the Party and the people's century long struggle. Genes are the fundamental unit of biological genetics, running through the entire process of life movement such as birth, growth, disease, aging, and death. They can transcend time and space limitations and faithfully record and store life information. With the development trend of interdisciplinary integration research, some scholars have introduced biological genes into the field of humanities. Starting from the concept of genes, the red genes record and contain the beliefs, values, fine traditions, and spiritual character formed by the Party leading the people in their struggle and practice in different historical periods.

2. Reasonable attribution of integrating red genes into daily ideological and political work of college students

The red gene is a basic cultural unit with Chinese characteristics formed by the combination of advanced Marxist cultural factors and excellent traditional Chinese cultural factors in the practice in adapting Marxism to the Chinese context [1]. Under the guidance of Marxist classical writer ideology, the Party united and led the people, rooted in the fertile soil of traditional Chinese culture, and formed a people-centered political party cultural form through the great practice of revolution, construction, and reform, as well as advanced worldviews, outlooks on life, and values [2], which together constitute the basic content of the political party cultural form of red culture. Inheriting the red gene in the daily ideological and political work of college students can fulfill the fundamental task of cultivating morality and talents, enrich the educational content of ideological and political work for college students, and actively guide students to enhance their confidence and consciousness.

2.1 The consistency between red gene education and daily ideological and political work of college students in educational goals

Adhering to the central link of moral education and cultivating people, and integrating ideological and political work throughout the entire process of education and teaching, to achieve full and all-round education, is the educational goal of ideological and political work in universities across the country. The red gene embodies the value orientation and spiritual pursuit of the Party and the people. Inheriting the

red gene in the daily ideological and political work of college students can not only educate people through history, but also play a positive role in guiding correct values. By reviewing the revolutionary deeds, revolutionary traditions, revolutionary spirit, and revolutionary history formed from 1921 to the present [3], it is beneficial for students to develop a correct value orientation, strengthen their sense of serving the country and mission responsibility, and consciously resist the disenchantment and deconstruction of social core values by erroneous ideological trends such as historical nihilism. The daily ideological and political work of college students takes undergraduate, master's, and doctoral students as the main education subject, closely connects with the daily learning, work, and life of college students, adheres to the principle of student-centered work, and achieves knowledge transmission and cultivation based on the laws of physical and mental development of college students. Essentially, the educational goals of red gene education and the daily ideological and political work of college students are interlinked, and both are unified in the development requirements of socialist modernization and national rejuvenation. In class society, the ruling class's use of their own ideological theories to shape and cultivate the people they need is the most direct and effective means or method to consolidate their social status [4]. Due to the national nature of our country, it is determined that we must cultivate reliable socialist builders and successors. Based on the fundamental goal of educating people for the Party and the country, conducting red gene education or doing a good job in daily ideological and political work for college students is to narrow the gap between the ideological and moral status of college students and the development needs of society and the country, guide college students to firmly believe, adhere to political positions, enhance cultural confidence, and consciously participate in the great practice of national rejuvenation, contribute their talents to the country throughout the entire process of personal growth.

2.2 Red gene education and daily ideological and political work of college students have commonalities in educational content

The red gene is an important spiritual force in the construction of a modern strong country, containing rich educational connotations. According to the perspective of systems theory, the red gene belongs to the spiritual form category of red culture. To fully utilize its educational significance, it is necessary to use educational mediators or find effective communication carriers. The daily ideological and political work of college students is a reliable carrier for achieving red gene education. Integrating red genes into their daily ideological and political work can subtly cultivate red emotions, solidify political identity, and enhance the infectivity and vividness of red gene education. At the same time, the red gene is also a high-quality educational resource for carrying out daily ideological and political work among college students. Integrating the red gene into the daily ideological and political work of college students can create a campus red atmosphere and achieve the integration of red education into the mind and heart. On the other hand, it can also enhance the effectiveness and pertinence of daily ideological and political work. Then, in a subtle way, cultivate the willpower and character of college students, and guard the main ideological front. Therefore, from the perspective of educational content, red gene education is closely related to the daily ideological and political work of college students. The use of red genes to infect, educate, and shape individuals is an important component of the daily ideological and political work of college students.

2.3 Red gene education and daily ideological and political work of college students have similarities in educational methods

The red gene originated from the great spirit of building the Communist Party of China. Red gene education is an educational practice that inherits and develops the political wisdom, ideals and beliefs, spiritual character, value pursuit, and other spiritual productive forces formed by the Party and the people through a century of struggle and practice. The daily ideological and political work of college students is an educational practice activity that corrects or guides the free behavior of educational objects in daily communication, learning, and life that does not comply with school and social norms. Both are positive educational practices that use common teaching methods such as indoctrination, example demonstration, and situational teaching. Unlike mechanical and metaphysical indoctrination, Marxist indoctrination methods pay more attention to the art of indoctrination education, which fully affirms the conscious initiative of the indoctrinated. Through the process of learning, thinking, and practicing, the educational content is internalized in the heart and externalized in action, truly achieving true learning, understanding, trust, and application. In addition to the "indoctrination" method, the model demonstration method is also more common. The model demonstration method is to promote the touching deeds, dedication, resilience, and other true, good, and beautiful ideas or behaviors of heroic role models such as Bethune, Qiaozhi Lin, and Sixun Peng, playing a role of model demonstration, thereby changing the ideological and behavioral behavior of the educated and enhancing their spiritual realm. The situational teaching method

is also one of the commonly used methods in red gene education, such as organizing students to visit red material culture such as Yuhuatai and the Renaissance Road exhibition, holding micro video competitions for inheriting red genes, and conducting red themed practical research activities. By increasing the experience and interactivity of red education resources, college students can truly see things, learn history, and increase credibility. In summary, there is a clear similarity between the methods used in red gene education and the daily ideological and political work of college students. Adopting specific teaching methods based on specific practical themes or activity content is a reliable guarantee for integrating the red gene into the daily ideological and political work of college students.

3. The Value Meaning of Integrating Red Genes into the Daily Ideological and Political Work of College Students

3.1 Continuing the red bloodline and implementing moral education to cultivate people

Inheriting the red gene is not only the core principle of carrying out red culture education activities, but also the fundamental principle of continuing the red bloodline. The red gene runs through the entire process of China's revolution, construction, and reform practice, with a value orientation of firm faith, excellent work style, loyalty to the Party, and patriotic dedication. It plays an important value guiding role in the growth and success of young people. To deeply explore the spiritual productivity of the red gene, we need to explore the educational value of the red gene from the perspectives of "people, things, and places". The perspective of "human" mainly focuses on exploring the personality and spirit of individuals or groups, such as interpreting the spirit of Zhimin Fang and the spirit of Red Medicine. The perspective of "events" mainly focuses on examining various historical events, such as analyzing the spirit of the Long March and the Red Flag Canal. The perspective of "place" mainly focuses on refining the red spirit of various regions, such as refining the spirit of Yimeng and Jinggangshan. By delving into the educational connotation of the red gene from multiple perspectives and integrating it into the daily ideological and political work of college students, it not only lays a solid foundation for implementing the fundamental task of "cultivating morality and cultivating talents", but also an important way to continue the red blood.

3.2 Enhancing Political Identity and Strengthening the Four Confidences

The confidence of the path of socialism with Chinese characteristics comes from practice, from the people, and from truth. Similar to the path of socialism with Chinese characteristics, the red gene is also a practical product nurtured by the Party's unity and leadership of the people in the process of in adapting Marxism to the Chinese context, condensing the ideal pursuit and value orientation of the Party and the people. To take the path of socialism with Chinese characteristics well, it is necessary to constantly review the history of the Party, the history of New China, the history of reform and opening up, and the history of socialist development, keep up with the times, inherit and carry forward the excellent traditions, style, spirit, and character formed in different historical periods, and absorb the spiritual strength that promotes the vigorous development of the socialist cause. Therefore, inheriting the red gene in the daily ideological and political work of college students can help them absorb spiritual motivation and strengthen confidence in the path. The development of culture cannot be separated from the guidance of scientific theory. Marxism is a scientific theory that has been tested by practice and the people, and it is also the theoretical core of the formation of red culture. As the spiritual form of red culture, the formation and development of red genes cannot be separated from the guidance of relevant Marxist theories. Integrating the red gene into the daily ideological and political work of college students and explaining the theoretical basis of the red gene to students can help them enrich their Marxist theoretical literacy and strengthen confidence in the theory.

The socialist system with Chinese characteristics is an institutional system that follows the laws of social and historical development, focuses on solving China's practical problems, and has the nature of a scientific socialist system. Its greatest advantage is the leadership of the CPC. Under the leadership of the CPC, a large number of revolutionary heroes have emerged, such as Bethune, Lianzhang Fu, Qiaozhi Lin, etc. These heroic deeds often have rich emotional value, and are an important part of the red gene. The excellent traditional Chinese culture also has indispensable nourishing and enlightening value for the formation and development of the red gene. Integrating the red gene into the daily ideological and political work of college students has positive significance for inheriting and promoting the excellent traditional Chinese culture. On the other hand, it can also enhance the infectivity and vividness of daily ideological and political work among college students, and guide them to strengthen confidence in the

culture.

3.3 Strengthening ideals and beliefs, cultivating a sound personality

The essence of human beings determines that they are inevitably influenced by the environment, and a positive and healthy environment will have a positive impact on individual personality shaping. The integration of red genes into the daily ideological and political work of college students can promote the construction of a red campus education atmosphere and shape spiritual personality. One is that red gene education is beneficial for cultivating a firm belief personality among college students. The vigorous development of socialism with Chinese characteristics cannot be separated from the adherence to Marxism. Only with a firm belief in Marxism can we contribute to the construction of socialist modernization. Secondly, red gene education is beneficial for cultivating the moral personality of selfless dedication among college students. The red gene has rich connotations. The spirit of red medicine and the spirit of Bethune all belong to the content category of the red gene. The revolutionary humanitarian spirit and dedication character contained in these individual or group spiritual personalities are in line with the goal orientation of cultivating the moral personality of college students in universities. Thirdly, red gene education is beneficial for cultivating the willpower and personality of college students to work hard. Hard work is a traditional virtue of the Chinese nation and the political essence of our party. To achieve the great rejuvenation of the Chinese nation, it is necessary to carry forward the spirit of hard work. Integrating the red gene into the daily ideological and political work of college students is an important way to cultivate their willpower and personality.

4. The Practical Approach of Integrating Red Genes into the Daily Ideological and Political Work of College Students

4.1 Creating a Red Campus Education Atmosphere

Adhering to the guidance of "cultivating virtue and cultivating people", guiding students to establish correct values, and achieving the educational goals of supporting the Party, the country, and socialism are the fundamental tasks of university cultural construction.

4.2 Enriching Red Education Practice Activities

The great spirit of party building is the source of red culture. The red gene, culture, and the spirit of party building should be a unified organism. To fully utilize the educational effectiveness of the red gene, it is necessary to deeply understand the value and significance of the great spirit of party building. To learn the great spirit of building the Party, it is necessary to combine the red culture, excellent traditional Chinese culture, and Marxism Leninism, and adhere to the principle of "integrating learning, thinking, application, and communication with practice". Red gene education cannot be separated from thick raw materials. At present, national or provincial level museums, party history museums, memorial halls, and martyr cemeteries all take the idea of revitalizing history and use holographic imaging technology to vividly reproduce the historical scenes of revolutionary struggle. These material resources are excellent materials for red gene education. By visiting the Red Memorial Hall, watching red dramas, conducting red essay and song competitions, conducting red social practice research, establishing red clubs, and designing red cultural creators, we integrate red genes into the daily ideological and political work of college students, guiding them to consciously accept the infection and shaping of red genes in interesting and diverse practical activities.

5. Conclusions

By creating a dual classroom, dual carrier, dual approach, and dual effectiveness teaching model for online and traditional classrooms, we guide students to participate rationally and accept fragmented information from the internet, consciously resist the impact of erroneous trends on knowledge, history, life, morality, and aesthetic values, and adopt mainstream values advocated by the state and society that are in line with the development laws of young people and positive values as the code of conduct. At the same time, the integration of red genes into the daily ideological and political work of university students also puts forward basic requirements for teachers. The essence of ideological and political education is the work of being a person. The integration of red culture into ideological and political work inevitably requires ideological and political workers to be proficient in the discourse system of ideological and

political education. In the process of interpreting some spiritual connotations, teachers transform academic ideological and political discourse into language that college students enjoy, concrete, life oriented, and more easily accepted, thereby maximizing the effectiveness of red gene education. Therefore, ideological and political workers should dialectically grasp the truth and interest of educational content, adhere to the principle of being close to students' actual life, guide students to have a red sentiment, firm ideals and beliefs, and provide solid talent support for national rejuvenation and modernization construction.

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