

Research on the strategy of integrating red cultural resources into ideological and political education in colleges and universities

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Abstract: *Under the background of the new era, how to combine red cultural resources with ideological and political education in colleges and universities to make it an important content and means of ideological and political construction of college students is an urgent problem to be solved at present. This paper, from the theoretical level, analysis of red culture resources and the significance of ideological education integration, and value, and combined with the plight of the fusion and attribution, put forward the corresponding practical measures, aims to promote the ideological and political work in colleges and universities to the socialist core values education, to provide the useful reference for the cause of socialism with Chinese characteristics.*

Keywords: *red cultural resources; ideological and political education in colleges and universities; integration; measures*

1. Introduction

In the contemporary society, with the continuous development and progress of China's economy and society, the ideological and political work of college students has been paid more and more attention. The core of ideological and political work is to guide students in socialist morality, law, discipline and other aspects. Therefore, how to integrate the red cultural resources into the ideological and political work in colleges and universities is particularly important.

2. Interpretation of the necessity of integrating red cultural resources into ideological and political education in colleges and universities

2.1. It can awaken the red emotion of college students and strengthen their sense of responsibility of home and country

The red culture is one of the precious historical wealth of the Chinese nation. It contains a rich spirit of patriotism and revolutionary spirit, has a strong era and realistic significance. By introducing the content and development process of red culture to the students, it can help them better understand the history of the motherland and enhance the identity of Chinese history and country. By understanding the heroes and their deeds, they can resonate and respect in the learning process, thus stimulate their patriotism and national pride; let students know some important events and historical stories in red culture, and then improve their sense of home and responsibility^[1]. In addition, red culture also contains many stories and lessons about revolutionary struggles, which can help college students establish a correct world outlook and outlook on life, so as to strive more firmly for the realization of the Chinese dream.

2.2. It can reshape the cultural confidence of college students and fight against the invasion of network nihilism

With the continuous development of the Internet and the global integrated economy, more and more bad cultures on the Internet erode the hearts of students, affect the formation of students' values and outlook on life, and the network nihilism prevails. Internet nihilism is a common psychological problem, which is manifested as dissatisfaction with the real life and a sense of confusion about the future, which will not only affect the quality of life of students, but also affect their academic

performance and career development. Therefore, it is particularly important to strengthen the correct ideological values of college students and improve their cultural confidence consciousness. By integrating red culture into ideological and political education, students can better understand the core values of socialism with Chinese characteristics and the development process of the country; By learning the content of red culture, students can have a deeper understanding of the development process and law of Chinese society^[2]. At the same time, the red culture also emphasizes the importance of patriotism and collectivism spirit, which helps to cultivate students' patriotic enthusiasm and teamwork ability, so as to enhance their cultural confidence. In addition, the red culture also has rich artistic value and aesthetic taste. Through the appreciation of the artistic works of the red culture, students can also feel the excellent cultural tradition and aesthetic pursuit of the Chinese nation.

2.3. It can play the role of inspirational education to cultivate the social adaptability of college students

In today's society, college students are facing many challenges and pressures. These problems include the difficulty in finding jobs, the high cost of living, and the heavy academic burden. In this case, how to improve the social adaptability of college students is particularly important. As an ideological system with profound historical deposits, the ideological connotation of red culture can provide important spiritual support for college students^[3]. Therefore, the introduction of red culture into the ideological and political education in colleges and universities is helpful to improve the social adaptability of college students. First of all, the thought of patriotism in red culture can stimulate college students' love for the motherland. By learning the historical background and development process of red culture, students can better understand the development process of the country and the significance of social progress. Secondly, collectivism in red culture can enhance the cohesion among college students. By participating in volunteer activities and organizing public welfare activities, students can learn the importance of teamwork and how to establish good interpersonal relationships with others in practice. Finally, the idea of hard struggle in red culture can inspire college students to overcome difficulties and pursue excellence. By learning the stories of the Red Army's Long March and its heroic deeds, students can learn how successful people face setbacks and adversity. In short, red culture is a very important spiritual support force for college students.

3. The dilemma and attribution analysis of integrating red cultural resources into ideological and political education in colleges and universities

3.1. The lack of targeted content selection, making it difficult for students to generate "red resonance"

In ideological and political education in colleges and universities, red cultural resources, as an important means of ideological and political education, have wide application value. At present, many universities have some problems in the application of red cultural resources, such as red cultural resources, lack of in-depth and targeted mining, the selection of cultural resources content does not consider the learning needs and learning habits of students of different ages, leading to students' low interest and participation in learning. It is difficult for the students to have a strong "red resonance"^[4].

3.2. The lack of interest in teaching methods leads to students' inability to develop interest in learning

At present, the teaching level and innovation consciousness of ideological and political teachers in some colleges and universities are not high, and they cannot provide students with rich and colorful red cultural knowledge and materials according to their learning needs, and the teaching method is single, rigid and lack of interest, which makes the classroom atmosphere dull and boring, and it is difficult for students to have a strong interest and enthusiasm for red culture.

3.3. Practical education is often absent, resulting in students' inability to use the red culture

First of all, the content of the red cultural resources is too abstract. Many theoretical concepts in red culture are difficult to be directly applied to real life. For example, although the basic principles of Marxism are widely publicized and promoted, in fact, many students do not deeply understand the essence and meaning of these basic principles. Secondly, the historical background of red culture also

brings some obstacles to its popularization. The development process of red culture spans many historical periods and involves many political events and social changes. Therefore, for some students without relevant professional knowledge, it may be difficult to understand the historical background of red culture^[5]. Finally, the insufficient link between red culture and real life is also a problem. Red culture emphasizes the essential attributes and development direction of human beings, while the real life is often influenced by many factors. If the knowledge of red culture can not adapt to the needs of real life, then it is difficult for students to put the knowledge they have learned into practice and use it effectively.

4. The basic principle of integrating red cultural resources into ideological and political education in colleges and universities

4.1. Unswervingly uphold the common ideal of socialism with Chinese characteristics

Socialism with Chinese characteristics is the crystallization of the unremitting efforts of the Chinese Communists, the common goal of the people of the whole country, and an indispensable part of China's socialist process. We must unswervingly advance socialism with Chinese characteristics, unswervingly follow the path of socialism with Chinese characteristics, and strive to realize the great rejuvenation of the Chinese nation. Therefore, in the process of integrating red cultural resources into ideological and political education in colleges and universities, we must bear in mind this important principle in mind. Only in this way can we better guide students to establish a correct world outlook and outlook on life, and enhance the spirit of patriotism and national pride. At the same time, it is also helpful to improve the students' awareness of social responsibility and moral level, and to make greater contribution to the prosperity and development of the country.

4.2. Adhering to the guiding position of Marxist theory and thought

Marxism is a scientific ideological system, with a wide range of historical and practical significance, can not only provide students with a correct world outlook and outlook on life, but also can help students to understand the nature and regularity of social phenomena. At the same time, Marxism is also the fundamental political position of our Party and the foundation of the socialist core values. Only by firmly establishing the Marxist consciousness can students better understand and practice the socialist core value orientation, so as to promote the sustainable development of our society. Thus, the importance of Marxism for ideological and political education in colleges and universities is self-evident. By learning Marxism, students can have a deep understanding of the historical process and development trend of contemporary China, so as to better grasp the national policies and regulations and the ability to deal with various complex problems. Therefore, adhering to the guiding position of Marxism is the key to integrate the red cultural resources into the ideological and political education in colleges and universities.

4.3. Adhere to the student-centered value orientation

The so-called student-centered means that the starting point of all work is the interests and development needs of students. In the ideological and political education in colleges and universities, this idea should be used throughout. Only by truly paying close attention to the needs of students and social development can the red cultural resources be better used and inherited. Specifically, to adhere to the student-centered value orientation, it is necessary to start from the following aspects: one is to pay attention to practical teaching. Guide students to understand and understand the meaning and value of red cultural resources; second, to attach importance to emotional experience. Through vivid stories and touching scenes to stimulate students' interest and identity of red cultural resources; third, strengthen interaction and communication. Through the communication and cooperation between teachers and students, as well as the contact and communication with all walks of life, students' understanding and cognitive ability of red cultural resources are enhanced.

4.4. Adhere to the teaching concept of combining theory with practice

Adhering to the principle of combining theory with practice means that thought and practice should be closely combined, and it should not only stay in theory but cannot be implemented. To be specific, it is necessary to combine the Marxist thought with the reality, and to carry out the party's line, principles

and policies into the specific teaching work. Only in this way can students really truly feel the value and significance of red cultural resources. Teachers need to dig deep into the historical origin and development process of red culture resources, and better understand the essence and connotation of red culture, so as to express the spiritual essence of red culture more vividly in the teaching process. Teachers should also pay attention to the interaction between theory and practice, and guide students to think and analyze according to the actual situation. In terms of specific problems, we can learn from the historical experience and social reality, and put forward specific solutions, so as to better cultivate students' political consciousness and social responsibility. Teachers also need to pay attention to the application value of red cultural resources. By analyzing the application scenarios and effects of red cultural resources, they should actively carry out classroom interactive activities and extracurricular expansion activities, and better explore their potential value and make use of them.

5. The strategy of effectively integrating red cultural resources into ideological and political education in colleges and universities

5.1. Combine local resources to use historical stories to guide students to have emotional resonance

Combine the active use of the history of local resources Story is an important way to realize the effective integration of red culture into the ideological and political education in colleges and universities. Specifically, students can inspire emotional resonance by telling local historical events, celebrity stories and other related content. For example, some representative figures can be selected as cases to explain, such as MAO Zedong, Deng Xiaoping and others. At the same time, some historical and cultural sites or natural landscapes with regional characteristics can also be selected as the background, so that students can have a deeper understanding of the historical and cultural deposits of these places. In this way, students can not only enhance their sense of belonging and identity to the region, but also deepen their understanding and understanding of red culture. Ideological teachers in colleges and universities should fully grasp the role of classroom teaching, by fully excavating the unique characteristics of the "red landmark" culture, for the students about a real and touching revolutionary story, the story of the party, guide the students to know and focus on local red culture, recall red history, feeling red feelings, red gene, let the students learn from the local red gene endeavour energy and faith power, consciously do communism broad ideal and socialism with Chinese characteristics, the common ideal of firm believers and faithful practitioners.^[6]

5.2. Innovate the education mode of red culture and comprehensively deepen the integration of red culture

Tall schools should strengthen the training and development of teachers, improving their professional quality and ability level. This will help teachers better understand the content and connotation of red culture and enable them to use different teaching methods effectively. Teachers should ensure that teaching content is diverse and interesting, allowing students to understand the meaning and value of red culture from multiple perspectives. For example, teachers can incorporate historical literature, literature, movies, and other forms of red culture information to provide students with a more comprehensive understanding of the historical background and social significance of red culture. This will also stimulate their thinking and creativity. Ideological and political teachers in colleges and universities can also make full use of Internet information technology to adopt various education modes such as cooperative exploration, situational experience, online and offline mixing, so as to better stimulate students' learning enthusiasm and subjective initiative, and further deepen the integration of red cultural resources in ideological and political teaching. For example, education teachers in colleges and universities can use anniversary, important festival node, with the Internet as the carrier, to carry out online theme activities, such as the red army long march scene, let the students in the process of role-playing, the perception of revolutionary hardships, deepen students' understanding and understanding of red culture and understanding, to further deepen the blend in the ideological education of red culture.^[7]

5.3. Develop the channels of red culture practice and education, and strengthen the feelings of family and country in practice

Strengthening the consolidation and strengthening of red values in practice is of great significance for the effective integration of red culture into ideological and political education in colleges and

universities. Practical exercise refers to the process of transforming theoretical knowledge into practical actions. Through practice, students can have a deeper understanding of the connotation of red culture and the value system they represent, so as to form their own red belief and firm political stand. Therefore, schools should pay attention to expanding the channels for red practice education. This will allow students to participate in more meaningful activities such as volunteer service, social investigations, and public welfare activities. Through these experiences, students will have a deeper understanding of the core values of red culture, including patriotism, collectivism, scientific development, democracy, and the rule of law. These experiences will also help guide students in establishing a correct worldview, outlook on life, and values. Ultimately, this will promote their development into qualified ideological and political workers and builders. Ideological teachers in colleges and universities, for example, can strengthen and social forces and the depth of the red culture museum, revolutionary war memorial, field research activities, or to "red memory", "youth to the party", "the long march" as the theme of the play, speech, painting, encourage college students out of the classroom, out of the textbook, in the experience to feel the great spirit of revolutionary ancestors, better cultivate college students home feelings, let the red culture take root in college students^[8].

6. Conclusions

In short, in the ideological and political education of colleges and universities, red culture, as an important importance and value of ideological content, cannot be ignored. By combining local resources with historical stories, schools can improve teaching methods and adopt a diversified teaching strategy. This will help to develop red practice education channels and effectively integrate red culture into ideological and political education in colleges and universities. Deepening the foundation of red values and cultivating a cohort of college students who love the motherland are loyal to the party, and are committed to serving the people in the new era, these efforts will be built upon.

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