

# The Unique Role of Red Culture in Ideological and Political Education for College Students

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**ABSTRACT.** *Red culture is an important resource that differs from other cultures. It is divided into two parts: material culture and non-material culture. Red has a strong symbolic meaning. The entire Chinese nation over the past five thousand years is inextricably linked to red, which represents a certain degree of authority and courage. In addition, red is also a microcosm of the revolution. Some red songs, like “Red Flag Fluttering”, “The Red Army Misses Mao Zedong”, “The Sun is the Hottest Red and Mao Zedong Closest”, fully show that people in China love the color of red and even many Chinese call red the national color. Incorporating the element of red culture in the classroom of ideological and political education for college students has strengthened the patriotism of the learners and it also made the learners deeply understand that our blessed life today is not easy to come by.*

**KEYWORDS:** *Red culture; Ideological and political education; Unique role*

## 1. Introduction

The emergence of the red culture has made the ideological and political education classrooms of the university vivid and substantial, and the full use of the unique role of the red culture is conducive to promoting the physical and mental development and establishing the correct outlook on life and values for the learners. Red culture is unique historical heritage and spiritual wealth in China's education. Educators should implement red culture in the ideological and political education of college students and combine it with the great red spirit to lead learners to dedicate themselves to the realization of the Chinese dream. In the following is a brief analysis and introduction of the unique role of red culture in the ideological and political education of college students and the use of education to spread the red culture.

## 2. The Significance of Red Culture in Ideological and Political Education for College Students

### 2.1 Conducive to the All-Round Development of Learners

The use of red culture in the classroom of college students' ideological and political education is due to the improvement of the education system under the development of the times and the progress of society. It fully reflects the people-oriented education concept in the process. Making full use of the red culture in ideological and political education classrooms will help learners to extend the traditional virtues of our country, deeply appreciate our noble national integrity, develop good national habits, and correctly handle interpersonal, human and social, human and nature relationships, so as to develop patriotic, diligent, loyal, and filial piety and promote the all-round development of learners. Moreover, the inheritance of the red spirit in the red culture can enable learners to have a spiritual impact and spiritual sublimation. The Jinggangshan spirit of “Military and Civilian Unity and Hard Struggle” and the Long March Spirit of “Don't be Afraid of Difficulties” are the representative revolutionary spirits in China, which show the hard-working course of revolutionary soldiers for the learners and stimulate the learners' belief of hard work and promote the improvement and development of learners' abilities [1].

### 2.2 Enriching Ideological and Political Education Classes

During the university period, some learners lacked enthusiasm and initiative for ideological and political courses, which directly affected the teaching efficiency of ideological and political courses. So it would greatly reduce the students' correct ideological concepts and their physical and mental development. Facing this situation, educators can adopt the form of red culture education to attract students' attention, so that learners are

full of interest in ideological and political education classrooms, and unknowingly approach the classroom under the guidance of red culture. Red culture contains many revolutionary deeds and the great spirit that can make the learners experience the immersive feelings, as if the revolutionary deeds are repeated: the glorious process of the Chinese Communist Party leading people to revolt. Thereby the independent thinking of the learners is promoted, which makes the classroom atmosphere alive. The learners and educators will also have a soul resonance due to the red culture, so that they can talk to each other and go by the red elements that can promote harmonious coexistence between teachers and students. The use of red culture has enriched the originally boring ideological and political classrooms and has added new vitality, and each learner's thinking has become active. Keeping up with the pace of educators' teaching, the quality and efficiency of education have been improved and perfected [2].

### **2.3 Enhance Learners' Ability to Discern Correct Ideas**

With the upsurge of cultural diversification, many cultural ideas have emerged, some of which also contain many wrong ideas that will have a certain negative impact on learners. Learners in college lack the ability to distinguish the correctness of ideas, so they need a red culture to help themselves establish the correct ideas. On the basis of red culture, they can determine whether the ideas of foreign cultures are consistent with the correct outlook on life and values or not. The use of red culture in ideological and political classrooms gives learners a certain self-discrimination ability. When facing problems, they don't wander and perplex anymore, and they recognize the reality. And they make accurate judgments according to the red culture, so that their ability to identify correct thoughts have been strengthened.

### **3. Adopt Education Methods to Spread Red Culture**

The inheritance and development of the red culture also require educators to guide learners through various educational methods. Educators can use multimedia technology to share films about red culture with learners in ideological and political education classes. For example, a film, named *Gods of Hunting*, talks about the hunters in the northeast mountains who rose up against Japanese and saved the country and come back to the maintains when winning the war, so that learners can establish a good manner of advocating heroes, learning heroes, defending heroes, and remembering martyrs. Educators can also share the song "Run to the Sea and Land" with the learners to experience the majestic momentum of the revolutionary movement and the profound awakening and heritage of the red culture in the new era. Furthermore, educators can lead learners to visit museums of red culture, such as the Red Culture Museum of Hebei Province. With the help of red exhibitions and cultural products, educators can cultivate learners' patriotism and inspire learners to serve the country.

### **4. Conclusion**

Red culture has a unique positive impact on learners, especially for contemporary college students. The integration of red culture into ideological and political classrooms not only promotes the overall development and the red spirit of learners, but also makes the boring ideological and political classroom regain vitality and freshness. At the same time, the red culture also improves learners' ability to discern whether their ideas are correct or not. Therefore, educators should vigorously advocate red culture and encourage learners to carry forward and inherit the red culture by means of films, songs, and visiting museums.

### **References**

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