

# Research on the Dissemination Path of the Red Boat Spirit in China in the New Era

Xianting She, Lin Gong\*, Shubo Yang

Department of Japanese, Pinghu Normal School, Jiaying University, Jiaying, 314001, China  
\*Corresponding Author

**Abstract:** As the successors of the Chinese nation, college students' ideological and moral cultivation is related to the future and destiny of the country. The red cultural gene contained in the Red Boat spirit can lead college students to shoulder the great mission of the Chinese nation, and its value of the times has a very important inheritance role. However, it is currently found that with regard to the Red Boat spirit, university survival is low in recognition, interest, value, and behavioral recognition. This paper combines quantitative and qualitative analysis, and according to the relevant situation of the survey results, gives the inheritance subject, Countermeasures and suggestions with practical effects on the content and carrier.

**Keywords:** Red Boat Spirit, new media, communication path, college students

## 1. Introduction

In 2005, Comrade Xi published "Promoting the "Red Boat Spirit" and Walking in the Forefront of the Times". This article called the party-building spirit the "Red Boat Spirit" for the first time and systematically and comprehensively explained the meaning of the Red Boat Spirit for pioneering and pioneering. The pioneering spirit of the company; the firm ideals and the persevering spirit of struggle; the dedication spirit of building the party for the public and loyal to the people. In 2017, General Secretary Xi led a member of the Standing Committee of the Political Bureau of the CPC Central Committee to Jiaying to pay homage to the Red Boat and delivered a speech, "We must vigorously promote the spirit of the Red Boat in accordance with the characteristics of the times." The red boat spirit is the logical starting point and the beginning of the practice of the revolutionary spirit of the Chinese Communist Party. The red cultural genes contained in it can lead college students to shoulder the great mission of making the Chinese nation prosperous and strong. Therefore, it is of great significance to explore the propagation path of the Red Boat Spirit that demonstrates a century of history.

At present, from the current research situation, domestic and foreign scholars' research on the transmission path of the Red Boat Spirit started in 2014. Jin Jing (2014) combined with the situation of colleges and universities and wrote that a theoretical propaganda system should be constructed and the resources and advantages of Jiaying should be used to promote the spirit of the Red Boat. After this, Zhou Jue (2017) proposed that the spirit of the Red Boat and the core socialist values are of the same origin, and the connotation of the spirit of the Red Boat should be organically integrated with the education of the core socialist values. Chen Songyou (2018) explored the path of the Red Boat Spirit into the ideological and political education of college students, and proposed that the Red Boat Spirit should be added to the ideological and political classrooms and campus culture of colleges and universities. Based on this, Gao Minxia (2020) proposes to innovate communication media based on the obsolete problems of communication media, improve the quality of the people, and expand the social influence of the Red Boat Spirit. Li Xiaochun (2020) mentioned in the literature review on the Red Boat Spirit that the shortcomings of the existing research are the regionalization of Zhejiang Province and the need for in-depth academic research. Based on the recommendations of the above research, Xu Jihong (2021) added a new integration of online education and enriched the teaching mode in the communication strategy of the Red Boat Spirit mentioned by Xu Jihong (2021). Based on the above literature, it can be seen that domestic and foreign scholars have made fruitful research results on the theme of the transmission path of the Red Boat Spirit, and they have continuously improved the way of inheriting the Red Boat Spirit. Research on the issue of regionalization is the innovation of this article.

This article uses a questionnaire survey method. The questionnaire survey target is a typical college student group, which has the characteristics of time and necessity. The specific target is Jiaying, which is next to the Jiaying Nanhu Red Boat (the origin of the Communist Party of China) in Zhejiang Province. The college and the representative college students of Hebei Normal University (the location of Xibaipo Spirit) outside Zhejiang Province, the two schools of Jiaying University and Hebei Normal University have a strong atmosphere of red revolutionary culture, which has good reference significance and is convenient for forensic analysis.

On the basis of investigating the status quo of the identity of the existing red boat spirit, analyzing the deficiencies and problems of the red boat spirit in the domestic dissemination process under the background of the new era. Effective actions and suggestions for expanding the scope of transmission to other regions in the country.

## 2. The design and implementation of the survey

### 2.1 The design of the questionnaire

The questionnaire is formulated in accordance with national policies and related literature, combined with social reality and other aspects. The questionnaire is divided into two parts: the basic situation of the survey object and the investigation of the path to inherit the spirit of the Red Boat. There are 6 questions in the basic situation of the survey object, in order to analyze the impact of the differences in individual situations on the inheritance of the Red Boat spirit. And the setting; the path survey part includes four modules, a total of 19 questions, the first is the status quo of college students' perception of the spirit of the red boat, that is, the awareness of the concept and connotation of the spirit of the red boat; the second is the status quo of interest identification, college students' interest in the spirit of the Red Boat; the third is the degree of recognition of the value of the spirit of the Red Boat; the fourth is the current status of behavior identification, the motivation and practice of the college students' learning of the spirit of the red boat, among which college students' the question type of countermeasure research adopts the form of single-choice-multiple-choice.

In order to obtain more in-depth information, the questionnaire is combined with the Likert scale. The scale uses 5 grades. The data analysis adopts the methods of quantitative analysis and qualitative analysis. The samples from Jiaying and Hebei are carried out. Split analysis to avoid subjective results, and to show the status quo of communication in a more in-depth and scientific manner.

### 2.2 Specific information of the questionnaire sample

Table 1 Reliability and validity analysis results of the scale

Dimension	Cronbach's $\alpha$ value	Item	Factor load
Cognitive identification	0.901	Have you heard of the spirit of the Red Boat	0.758
		Understanding of the spirit of the Red Boat	0.752
		Understanding of the specific connotation of the spirit of the Red Boat	0.704
Interest identification	0.756	Interest in the spirit of the Red Boat	0.676
		Whether to read articles or videos related to Red Boat Spirit	0.653
Value identification	0.857	The Red Boat Spirit's help for self-growth	0.685
		The Red Boat Spirit's Contribution to Social Development	0.533
		The Necessity of Carrying Forward and Developing the Red Boat Spirit in the New Era	0.550
		Do you agree to include the spirit of the Red Boat in the scope of the examination?	0.759
Behavioral identification	0.813	Have you visited the revolutionary sites and red attractions	0.667
		Willingness to attend lectures on the spirit of the Red Boat and attractions	0.604
		In daily life and study, can it be done as hard as the revolutionary martyrs?	0.581
		Have you participated in volunteer activities, Internet+ and other competitions	0.729

The questionnaire is chosen to be distributed through the questionnaire star applet that does not limit the time and place, which is closer to the behavior of college students in the new era. A total of 355 questionnaires were collected from the survey results. After excluding invalid data such as filling time below the normal threshold and multiple fillings in the same Ip, there were 324 actual valid questionnaire data, and the questionnaire effective rate was 91.24%. This questionnaire uses SPSS25 software for data analysis. The first is reliability analysis. In order to test whether the sample response results of this questionnaire are reliable, that is, whether the sample has actually answered scale items, the final overall reliability coefficient is 0.86. A common factor is used for reliability analysis. Since the classical scale is used, confirmatory factor analysis is directly performed in the validity analysis. The results show that the KMO value is 0.736 and the sig value is 0.00, indicating that this questionnaire is suitable for factor analysis.

In the valid sample of this questionnaire, there are a total of 125 people in Shijiazhuang, Hebei, and 199 in Jiaxing, Zhejiang. The gender ratio is evenly distributed. Languages are the most popular, followed by science and engineering. The number of students who have never served as a cadre is 189 and 135 have served. Based on this, the basic situation of the sample meets the requirements of this questionnaire.

### 2.3 The status quo and factor analysis of the identity of the Red Boat Spirit

In the analysis of the current situation of the questionnaire data, the sample data of college students from Jiaxing University and Hebei University of Foreign Languages was split and analyzed. The results showed that the average value of the cognition of the spirit of the Red Boat in the two regions was between 3 and 4. According to the five-level assignment of the scale (1 very agree, 2 more agree, 3 generally 4 disagree, 5 very disagree), it can be seen that undergraduates in the two regions are in a general to relatively disagree situation in the above-mentioned degree of recognition. Value recognition is in a more general situation, and it is found that the average value of Jiaxing area is smaller than that of Hebei area, that is, Jiaxing area's recognition of the Red Boat Spirit is higher than that of Hebei area. The basic current situation of the sample population reflected in the questionnaire is shown in the table shown in table 2 .

Table 2 Basic status of the samples

	Minimum	Maximum	Mean	Standard Deviation
Cognitive identification	1.00	5.00	3.22	0.95
Interest identification	1.00	5.00	3.77	0.93
Value identification	1.25	5.00	2.63	0.63
Behavioral identification	2.00	5.00	3.86	0.50

By using independent sample t-test and one-way variance test for the difference analysis of the demographic variables of a sample of college students, it is concluded that there is no significant difference in the recognition of the red boat spirit in the two aspects of gender and grade of college students. There are significant differences in the four aspects of academic qualifications, political outlook, profession, and cadre status.

In the correlation analysis of the data, it is found that there is a significant positive correlation between the four dimensions, as shown in Table 3.

Table 3 Correlation analysis of samples

		Cognitive identification	Interest identification	Value identification	Behavioral identification
Cognitive identity	Pearson correlation	1			
Interest identification	Pearson correlation	.377**	1		
Value recognition	Pearson correlation	.312**	.289**	1	
Behavioral identification	Pearson correlation	.237**	.242**	.203**	1

Note:\*\*Express $P < 0.01$

In the investigation of the route, it was found that most of the people in the two regions studied the spirit of the Red Boat to complete the requirements of the school, and a small number of college students were to understand the meaning and value of it and to cherish the memory of the revolutionary history. More than half of the school's problems in the communication process chose boring content, old-fashioned education methods, and only cared about taking exams or competitions.

In the multiple-choice question of the way college students understand and learn the spirit of the Red Boat, 72.84% of them choose new online media (WeChat public account, Tiktok, Weibo, Bilibili, etc.), followed by watching movies and TV series. 29% of people choose class or lecture. Among the ways in which college students can accept and learn the spirit of the Red Boat, it is found that nearly half of them choose to visit the red scenic spots because they can be on the scene; secondly, the new media on the Internet, because the new media methods are novel and more attractive.

### **3. Problems in the spread of the spirit of the Red Boat in the new era**

#### ***3.1 The degree of recognition of the Red Boat Spirit is inconsistent with the research enthusiasm***

Although the number of research articles published in recent years and scholars from outside Zhejiang Province has been increasing, college students' cognition of the Red Boat Spirit is still not well understood. The overall average cognitive identity is 3.3, which is assigned by the scale. It can be seen that the general to the less agree, which shows that in real life, the vast majority of college students have fewer opportunities to come into contact with and understand the spirit of the Red Boat.

#### ***3.2 The Red Boat Spirit has a high degree of value recognition, but a low degree of interest recognition***

From the analysis of the status quo, it can be seen that college students have a certain recognition of the value of the Red Boat Spirit to individuals and society, but their interest in the Red Boat Spirit is generally low. In the question of interest in the spirit of the Red Boat, nearly 67% of the people chose to be less interested, 12% chose to be very uninterested, 18% chose general, and only 3% chose to be more interested.

#### ***3.3 College students have a low degree of practicing the spirit of the Red Boat***

Whether the spirit of the Red Boat can last forever will ultimately be attributed to the degree of practice. Only by internalizing this spirit in the heart and externalizing it in action can it be passed on to a greater extent. However, data shows that college students generally believe that they can't live and study, work hard and persevere like revolutionary martyrs, and only 27% of college students participate in innovation and entrepreneurship competitions, SRT, and summer social practice. The willingness to visit revolutionary attractions is strong, but the practical power in real life is low.

### **4. The cause of the students' present situation of the spirit of the Red Boat**

#### ***4.1 Insufficient attention from the main body of inheritance***

The school's emphasis is not high enough, and students think that the school's teaching process or activities are just a cutscene, and they have not gained any substantial gains from it, so naturally they will not participate in the next activity.

In the preliminary investigation, it was also found that how to integrate the spirit of the Red Boat into the curriculum is a difficult point. There are also articles published on this issue, but due to various differences in real life, progress has been slow. In addition, among the students, Communist Party members and cadres have a higher understanding of the spirit of the Red Boat than other students, but there is a certain percentage of becoming Communists. Most of the students are members of the Communist Youth League. The coverage of the red culture is relatively small, and the school does not pay attention to it. Feedback from students.

#### ***4.2 The content and method of inheritance are too single***

In the suggestions on the dissemination of the Red Boat Spirit, many students reported that the

current explanation of the Red Boat Spirit is too politicized, boring, and some even showed resistance. The reason for this problem is that in addition to the limitations of the spread of the Red Boat Spirit itself with political elements, the content of the spread stays at the explicit level, that is, the superficial conceptual definition, while the spread of connotation and value of the times has not reached a level. Good results, and secondly, because of the difference in lifestyle and times between the communicator and the receiver, the generation gap has been caused, and the communication method has not been innovated. The content of the communication is classified into the category of politics, which makes the students less interested in it. The spirit of the Red Boat automatically brings in ideas that are too theoretical and politicized.

#### ***4.3 The transmission carrier has not been innovated in time, and the scope of the audience is small***

In the preliminary research, it was found that there are related columns in the Jiaying Nanhu newspaper that continuously convey articles about the spirit of the Red Boat. However, when searching for the spirit of the Red Boat on the popular APP, the number of videos, the number of views and comments are very few. Observing these videos, you will find that they are all in the photocopying department, shooting and production are as blunt as a PPT. Searching for traditional and emerging media carriers, we can find that the number of new media related to the spirit of the Red Boat is relatively small, and the media for dissemination has not been innovated to a certain extent. Traditional books, newspapers and magazines are still used, while short videos, movies, and TV dramas are still used. There is basically no show. Now is the era of new media, Tiktok, Bilibili, Weibo and other software have billions of installation times, among which college students account for one-fifth. The era of traffic symbolizes more exposure and the speed of information dissemination. To speed up, if we want to carry forward the spirit of the Red Boat to the national dimension, we must choose a good new communication carrier.

### **5. Suggestions on the effective propagation path of the Red Boat Spirit**

#### ***5.1 The main body of inheritance should be more cleverly integrated into the connotation of the spirit of the Red Boat***

##### ***5.1.1 Schools should pay attention to the importance of the spirit of the Red Boat and make it consistent with the meaning at the national level***

Carrying out theme education is an important work arrangement made by the party. As an occasion for educating and teaching people, schools should pay attention to the promotion of the spirit of Red Boat. However, compared with Jiaying, Zhejiang, where the birthplace of Red Boat, college students in other regions are unfamiliar with the spirit of Red Boat. It is even more difficult for them to practice the spirit of the Red Boat. Facing such problems, schools in various regions should pay more attention to methods and methods, and pay attention to local conditions. In addition to explaining the concept of the spirit of the Red Boat and integrating the Red Boat into the construction of campus culture In addition to the spirit, the interpretation should be based on the local humanistic characteristics. Schools can follow well-known cases of local figures. For example, schools in Hebei can tell public welfare figures Liu Miaoran, battle hero Liu Li, and anti-Japanese hero Dong Cunrui; schools in Guangdong can narrate examples of the era model Peng Shilu, labor model Wang Jian, etc., through lectures, Stage performances and short video broadcasts are used for publicity and inheritance.

The combination of Red Boat's spiritual connotation and positive energy figures allows people to gain a sense of identity. In addition to insisting on this, the school should also continue to innovate and promote methods, such as first in skills competitions, innovation and entrepreneurship competitions and other competitions. The construction of campus culture and various organizational activities incorporate the spirit of the Red Boat to develop together with the times. Second, do a good job of propaganda work for party members and Communist Youth League members, and increase the preaching of the party's history. Finally, you can learn from Jiaying university to establish the Red Boat Research Center and the Red Culture Database to deepen college students' awareness of the Red Boat spirit through these forms.

##### ***5.1.2 Incorporate the elements of the Red Boat spirit into the teaching of professional courses***

Many scholars have proposed that the spirit of the Red Boat should be integrated into the ideological and political education of colleges and universities, and that the spirit of the Red Boat

should be included in the preaching plan, indicating that the teachers of the ideological and political course can explain to teachers and students in accordance with the latest domestic and foreign situations and the latest policies of the party. In addition to ideological and political classrooms, it is also vital that the teaching courses of other professional courses incorporate the spirit of Red Boat. Research has shown that 56% of students can accept classroom reforms. It can be seen that college students have a certain sense of identity with the path of classroom explanation and professionalism. The time proportion of the course is relatively large. Therefore, if college students can experience the spirit of the Red Boat in the classroom of professional courses, it will be more conducive to the college students to deeply understand the connotation of the spirit of the Red Boat, and build a moisturizing and silent education environment.

### ***5.1.3 Teachers should improve their ideological, political and cultural literacy***

The Ministry of Education pointed out in the "Guiding Outline for Curriculum Ideological and Political Construction in Higher Education Institutions" that it is necessary to comprehensively promote the curriculum ideological and political construction, and the outline also clarifies the status of teachers as the main force in the process of educating people. However, the heavy classroom tasks of professional courses make it difficult for teachers to consider the integration of the spirit of the Red Boat. This question is a test of teachers' grasp of the spiritual connotation of the Red Boat, that is, the teachers' ideological, political and cultural literacy needs to be improved.

Teachers can effectively integrate the elements of the Red Boat Spirit into the teaching content according to the characteristics of the teaching content, such as group tasks, guiding and motivating students to study inside and outside the curriculum. Take the Japanese major of Jiaying University as an example. When explaining specific Chinese characters and their origins, teachers can guide students to analyze the differences between Chinese and Japanese vocabulary, and complete the analysis in the form of group cooperation. In the translation course, choose the spirit of the red boat. Elements articles are used as materials to build up students' cultural self-confidence.

### ***5.1.4 The feedback effect of the student's role should be emphasized***

When it comes to the inheritance of spirit or theory, scholars always mention the responsibility of teachers, but ignore the feedback of students. The interactive communication between students and teachers is academically called the cyclical interaction model. The original proponents were Osgood and Schram. This model mainly emphasizes the equality of the two parties in the communication, and there is no distinction between the instructor and the receiver. Both parties of the communication subject have their corresponding missions. An effective communication is to encourage students to express their doubts, thereby creating a beneficial interactive cycle. The roles between the two parties are transformed and fed back to each other and shared with each other. Based on the school's emphasis on the inheritance of the Red Boat spirit and various propaganda, and support for students to express their views, it is conducive to the formation of an upsurge of discussion about the Red Boat spirit within the school.

## ***5.2 Inheritance content and methods should combine explicit and invisible education***

The dissemination of the spirit of the Red Boat in the new era should advance with the times, change the communication strategy, enrich the content of the communication, move from a simple definition of values to spreading the story, expand the value of the times of the spirit of the Red Boat in the story, and gradually abandon the boring elements of the spirit of the Red Boat. Add a strong and charming color to it. The relationship between the Red Boat Spirit and the socialist core values, scientific development concept and other national policies should be deeply explored to realize the combination of explicit and invisible education.

## ***5.3 The transmission carrier should keep pace with the times and carry out supervision and management***

### ***5.3.1 In the era of new media, the carrier for inheriting the spirit of the Red Boat should be innovated***

In the Internet age, a variety of new media software is also being updated and iterated, such as WeChat, Tiktok, etc., compared with traditional communication media such as books, newspapers, newspapers, television, radio, etc., it is simpler and more diversified. College students generally use emerging software more frequently. If they choose to update the dissemination carrier, it will bring

unexpected effects to the promotion and inheritance of the Red Boat spirit. At the same time, new opportunities mean new challenges. If the dissemination speed of the user population increases exponentially, the content of users' discourse is not supervised, and the information is fragmented. These conditions lead to mixed information of emerging software, full of negative speech and commercial marketing and other problems. The speed of information dissemination of these new carriers is fission, and bad information will have a certain negative effect on the thinking of college students. Therefore, if you choose a new carrier to inherit the spirit of the Red Boat, the first thing you need to do is to strengthen the supervision and supervision system. Regulate the bad information of the software.

### **5.3.2 The film and television works that should play the main theme of red culture can play an excellent role in spreading the spirit of Red Boat**

On the centenary of the founding of the party, a hit TV series "The Age of Awakening" aroused enthusiastic discussions among the people. The work described the history of the Chinese New Culture Movement to the establishment of the Communist Party, which makes it deeply rooted in the hearts of the people, and also explains the connotation of the spirit of dedication, struggle and initiative in the spirit of the Red Boat. The success of the TV series "The Age of Awakening" shows that interpreting major revolutionary historical themes through images is an effective way of education for youth values. The use of new media film and television works including animation to convey the spirit of the Red Boat is more popular among young college students. For this, we should strengthen cultural self-confidence, attach importance to the storytelling ability of film and television works, play the role of positive energy red melody film and television works for the inheritance of the red boat spirit, and shape the atmosphere of red cultural discussion and sharing in the society.

## **6. Conclusions**

As the source of the Chinese revolutionary spirit, the spirit of the Red Boat is vital to every link in the stage of inheritance and promotion. Regarding the inheritance of the Red Boat Spirit, there are problems such as politicization and insufficient attention in some areas. Through enriching and interesting inheritance content; strengthening the importance of inheritance subjects and improving the exchanges of teachers and students and ideological and political cultural literacy; innovation transfer carrier, use new online media for dissemination, and promote the red theme of the film and television works for emotional rendering. Good implementation of the above countermeasures will enhance the overall recognition of the Red Boat Spirit, strengthen the faith of college students, correct some spiritual errors, and inherit the Red Boat Spirit and the core socialist values.

## **References**

- [1] Xi J P. Carry forward the "Red Boat Spirit" and walk in the forefront of the times [N]. *Guangming Daily*, 2005-06-21.
- [2] Jin J. Thoughts on ways to enrich the contemporary value of "Red Boat Spirit" in colleges and universities[J]. *Wit*, 2014(09):44+46.
- [3] Zhou Y. Exploration of the path of integrating the "Red Boat Spirit" into the education of college students' socialist core values[J]. *School Party Building and Ideological Education*, 2017, (11):32-34.
- [4] Chen S Y. Analysis on the Path of Incorporating the Spirit of the Red Boat into the Ideological and Political Education of College Students in the New Era[J]. *Ideological and Political Education Research*, 2018, 34(04):112-115.
- [5] Li X C. Research on the Spirit of the Red Boat: Literature Review and Prospective Examination[J]. *Journal of Jiaying University*, 2020, 32(04):54-59+136.
- [6] Mu J H. Research on the ideological and political construction of Japanese majors under the framework of the new national standard—Taking the Japanese majors of Beijing Union University as an example[J]. *Educational Teaching Forum*, 2021, (23):149-152.
- [7] Gao M X. The path exploration of the inheritance and practice of the "Red Boat Spirit"—Taking Jiaying City, Zhejiang Province as an example [J]. *Leadership Science Forum*, 2020, (05): 57-60.
- [8] Lv Y Q. A multi-dimensional investigation of the spirit of the Red Boat[J]. *Journal of Jiaying University*, 2021, (04): 43-48.
- [9] Li W N. An analysis of the way that contemporary college students internalize the spirit of Red Boat from their hearts and from their actions[J]. *Taste Classics*, 2021, (04):108-110.
- [10] Lin Y l. The interpretation and expression of the spirit of the Red Boat in the main melody film and

*television works[J]. China Radio and Television Journal, 2021, (05): 48-50.*

[11] Zhang K. *How can the spirit of the red boat be integrated into the ideological and political courses[J]. Reference for Middle School Politics Teaching, 2021, (23): 74-76.*

[12] Xu J H. *An analysis of the value and path for colleges and universities to practice the "Red Boat Spirit" in the new era[J]. Journal of Minnan Normal University (Philosophy and Social Sciences Edition), 2021,35(01):129-133.*