

Positive Psychological Integration of Red Culture Activates the Spirit of Innovation and Entrepreneurship among College Students

Xiaolan Liang^{1*}, Bing Wei², Waxiu Liu³

¹Guangxi Vocational Normal University, Nanning 530007, China

²Guigang Jiangnan Middle School, Guigang 537100, China

³Guigang Senior High School, Guigang 537100, China

*Corresponding author: Xiaolan Liang, lx1202405@126.com

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Abstract: Positive psychology, as an emerging research field, emphasizes exploring individual positive qualities and strengths, stimulates internal drive and achieves a healthier, happier, and meaningful life. Red culture, as a unique cultural phenomenon in China, contains rich revolutionary spirit and historical and cultural connotations. Studying the heroic figures and revolutionary deeds in red culture provides positive psychological suggestions and role models for college students, which helps to stimulate their innovative consciousness and entrepreneurial spirit, enabling them to grow up healthy and contribute to the healthy development of society. This has become a common concern and solution for various universities today.

Keywords: Positive psychology; Red culture; Innovation and entrepreneurship; College student

Online publication: August 20, 2024

1. Introduction

College students are the backbone talents cultivated by the country and the new driving force for future social progress ^[1]. As a unique cultural heritage in China, red culture embodies values and spiritual connotations closely linked to innovation and entrepreneurship. In the context of the new era, red cultural resources should be integrated into the main channel of ideological and political education in universities, guiding college students to deeply understand the core of red culture in practice, fully utilizing the internet and new media to spread and promote red culture and fully leveraging the ideological and political education power of red cultural resources ^[2].

It can continuously improve educational methods, enhance educational effectiveness, and strengthen theoretical research and practical exploration of red culture, innovation and entrepreneurship education. Therefore, in cultivating an innovative and entrepreneurial spirit among college students, integrating red culture into the perspective of positive psychology is a topic worth exploring.

2. The intrinsic connection between positive psychology and red culture

Positive psychology is a science about human potential and virtues. Based on the concept of positive psychology, it advocates the integration of various elements of mental health education, which has become a new development trend ^[3].

Positive psychology holds an important position in psychology, focusing on studying human potential and virtues. From a functional perspective, pursuing positive psychology and ideological and political education in universities is consistent and committed to the comprehensive development of college students ^[4]. Although positive psychology and red culture belong to different fields, they share similarities in many aspects with the most prominent being their advocacy for a spirit of struggle, dedication and responsibility, emphasizing a positive attitude and values. Therefore, there is a close internal connection between them.

Positive psychology emphasizes the study of human psychological phenomena from a positive perspective, focusing on the study of a person's positive mindset and strengths, as well as how these positive factors promote individual growth and development. Advocating an open and appreciative perspective on human nature, believing that everyone has the potential positive qualities and abilities to achieve personal happiness and success by exploring and cultivating these positive factors. Red culture is of great significance in cultivating college students' patriotism and collectivism spirit, and practicing socialist core values ^[5].

Positive psychology and red culture both have a role in valuing a person's inner world and growth and development. There is a close connection between positive psychology and red culture, which is a prerequisite for both to provide solid support and good guidance for individual and social development. Although the fields and backgrounds of the two are different, they have inherent connections and complementary aspects. Mutual learning and integration can promote personal growth and development, thus promoting social progress and development. The two can coordinate and promote each other through continuous exploration and practice.

3. Red culture provides positive psychological implications for innovation and entrepreneurship among college students

With the development of society, innovation and entrepreneurship have become the engine driving economic prosperity and social progress. The innovation and entrepreneurship of college students is not only an individual's career development but also an important component of the construction of the national innovation system. Its coverage of technological, business, social innovation and other aspects directly affects the country's position in global competition ^[6]. Innovation and entrepreneurship education is the core guarantee measure for universities to carry out practical education work. Under the current overall development environment, relevant departments of universities must fully focus on promoting practical education measures for innovation and entrepreneurship ^[7].

In today's society, many college students face various pressures and challenges. The students need a positive and upward force to support and guide themselves. The heroic figures and revolutionary deeds in red culture provide positive psychological suggestions and role models for college students to learn from ^[8]. The integration of red culture into ideological and political education in universities helps guide college students to firmly hold political positions, enrich ideological and political education teaching resources, expand the forms of ideological and political education teaching, and promote the spirit of Chinese culture ^[9].

Red cultural resources are vivid teaching materials and important resources for ideological and political education in universities, playing a role in cultural education ^[10]. Therefore, by understanding and learning about the deeds of these heroic figures, college students can draw positive energy from them, stimulate their innovative consciousness and entrepreneurial spirit, and bravely pursue their dreams. The guidance and

education of positive psychology and red culture are of great significance to contemporary college students as they shoulder the historical mission of realizing the great rejuvenation of the Chinese nation as young people in the new era. By understanding human psychology and behavior, positive qualities and values can be cultivated to achieve a healthier, happier and more meaningful life. By tapping into their potential and strength, they bravely pursue their dreams and contribute to the realization of the Chinese Dream.

4. The integration of positive psychology and red culture stimulates the internal drive of innovation and entrepreneurship among college students

Integrating positive psychology into cultivating positive psychological qualities among college students is an actively explored and researched topic ^[10].

Positive psychology focuses on positive human psychological qualities such as optimism, resilience and ambition. These qualities are essential when college students encounter challenges and difficulties in innovation and entrepreneurship. Enhancing self-efficacy, that is, believing in one's ability to achieve innovation and entrepreneurship goals through cultivating positive and upward psychological qualities among college students. Positive psychology encourages people to focus on positive emotional experiences, such as pleasure, satisfaction and a sense of achievement. These emotional experiences can enhance college students' entrepreneurial passion and motivation and stimulate their creativity and creativity.

Combining positive psychology concepts with red culture's values can achieve complementary advantages. Under the influence of red culture, college students will pay more attention to social issues and people's livelihood needs, thereby promoting their innovation awareness and entrepreneurial motivation. Finally, the guidance of positive psychology helps college students tap into their potential and strengths, injecting endless motivation and support into innovation and entrepreneurship work.

As a special educational resource, red cultural resources have distinct characteristics of the times, the masses, the science and the nationality. Integrating them into the learning and education of college students is conducive to playing a value-oriented role, enriching teaching content, expanding educational careers and innovating educational methods ^[11]. Red culture is a precious treasure of the Chinese nation, containing a rich revolutionary spirit and historical and cultural connotations. Through the inheritance of the red gene, it inspires college students to enhance their sense of responsibility, mission, patriotism, and national pride ^[12].

Positive psychology and red culture jointly promote positive life values and attitudes, which can help college students face challenges and difficulties in life, as well as stimulate their internal drive and encourage them to fully devote themselves to learning and life. Integrating positive psychology with red culture can provide comprehensive and in-depth psychological health education and learning guidance for college students, enabling them to achieve greater growth and development while realizing their social values. From this perspective, positive psychology and red culture are closely related to the growth and development of college students.

The positive qualities and strength emphasized by positive psychology are similar in many aspects to the traits exhibited by heroic characters in red culture. These qualities include the core values advocated in red culture: courage, perseverance, resilience, patriotism, etc. College students have strong cognitive activity and receive systematic education when facing new things, significantly improving their understanding and acceptance abilities. Under the influence of red culture, college students are psychologically positive. They can fully utilize their professional skills and knowledge and further promote the healthy and stable development of entrepreneurial projects, opening up paths that are in line with their reality for entrepreneurship and wealth creation ^[13].

5. Red culture inspires the collective spirit of college students to explore and innovate for the future

Red culture is a natural carrier, vivid example and teaching material for the education of ideals and beliefs among college students in the new era. Fully tap into the contemporary educational value of red culture actively promote the creative integration of red culture into the education of college students' ideals and beliefs, inherit the red culture and focus on cultivating new generations who shoulder the responsibility of national rejuvenation by telling good stories and creating a red cultural atmosphere^[14].

Red culture focuses on cultivating people's patriotism and collectivism and is one of the important contents of the socialist core value system. It is also important for college students to establish a correct worldview, outlook on life and values. Positive psychology also values the collectivist spirit contained in red culture, which is determined by its emphasis on the harmonious coexistence between individuals and society and the cultivation of the collectivist spirit. The collectivist spirit in red culture provides individuals with a platform to practice and develop their collectivist spirit, which is of great significance and promotes their growth and development.

The collectivist spirit inspired by red culture plays a very important role in promoting college students' future exploration and innovation. By promoting the spirit of collectivism, education inject strong impetus into the innovative development of college students. The collectivist spirit in red culture is both a value system and a practical activity. Countless martyrs during the revolutionary period fought tirelessly for national independence and the happiness of the people, with the spirit of sacrificing their families for the benefit of the collective. This collectivist spirit, which sacrifices personal interests for collective interests, is the core of red culture and still holds great significance today.

The influence of red culture has enabled us to better understand and appreciate the connotation of collectivism, and to integrate it into daily life. The practical teaching of ideological and political courses in universities, which has always been highly valued by society for cultivating comprehensive qualities of college students, has important value. In recent years, universities have gradually attached importance to the educational role of red culture. Integrating red culture into the practical teaching of ideological and political courses can promote the effective combination of theory and practice, improve students' learning enthusiasm, achieve the goals of ideological and political classroom teaching, and enhance their personality qualities. By cultivating the collective spirit of students in red culture, their patriotism can be stimulated. Under the influence of red culture, contemporary Chinese people must contribute their efforts to the prosperity and strength of the country so that the people can better understand the responsibilities and missions they bear. From the perspective of positive psychology, research on how red culture can be integrated into cultivating innovative and entrepreneurial spirit among college students can provide new ideas and methods for reforming higher education in China, which is of great practical significance.

Guangxi has issued a series of preferential policies for college students returning to their hometowns for employment and entrepreneurship, including preferential policies for small loans, entrepreneurship training and subsidies, and value-added tax incentives^[15].

6. Conclusion

To promote the development of the local economy in Guangxi while encouraging college students to return home for employment and entrepreneurship, it is also conducive to promoting the development of new industries and formats in Guangxi. Through continuous exploration and practice, the study believes that more high-quality talents with innovative consciousness and entrepreneurial spirit can be cultivated, making greater

contributions to China's development. Therefore, the study encourages college students to return home for employment and entrepreneurship. Carrying out employment work for college students in Guangxi can not only contribute to the local economy but also inject new vitality into the development of Guangxi.

Funding

Guangxi Education Science "14th Five Year Plan" 2021 Higher Education Innovation and Entrepreneurship Education, Higher Education Internationalization Special Project "Research on the Integration of Red Culture into College Students' Innovation and Entrepreneurship Spirit Cultivation from the Perspective of Positive Psychology" (Project No.: 2021ZJY1525); 2021 Guangxi University Student Ideological and Political Education Theory and Practice Research Research Project "Research on the Construction of a Positive Psychological Health Education System for College Students" (Project No.: 2021SZ065)

Disclosure statement

The author declares no conflict of interest.

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