

# The Integration Value and Path of Red Culture in Ideological and Political Education in Colleges and Universities

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**Abstract:** With the deepening of education reform, ideological and political education in colleges and universities should be further optimized. Teachers should actively introduce new education concepts and teaching methods, so as to better arouse students' interest, strengthen their understanding and application of the knowledge, and improve the education effect. Red culture, as a popular educational auxiliary resource, can greatly enrich the content of ideological and political education in colleges and universities, broaden the path of education, and greatly promote the more comprehensive development of students. In view of this, this article will analyze the integration of red culture in ideological and political education in colleges and universities, and put forward some strategies for your colleagues' reference.

**Keywords:** Red culture; Colleges and universities; Ideological and political education; Value; Path

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## 1. The orientation of red culture in ideological and political education in colleges and universities

### 1.1. Red culture is the source of power

In order to enable college students to get better development in their later life and work, so that they can make contributions in the society, in addition to mastering certain professional knowledge and technology, they should also help them establish a clear belief and ideal, and constantly improve their personal quality and moral literacy, so as to better meet the needs of the society for talents<sup>[1]</sup>. By integrating red culture into ideological and political education, college students can be promoted to get a long-term and comprehensive development, so that they can create more value for the society. Red culture contains many high-quality ideas and spirits, and these elements are also the main driving force for college students to achieve long-term development.

### 1.2. Red culture is the key to development

College students are in a critical period of life development, but their self-control ability and cognitive level

are relatively insufficient, and their world outlook and outlook on life are not finalized <sup>[2]</sup>. By carrying out ideological and political education and integrating red culture into the education process, college students can get a more long-term and comprehensive development. Through the in-depth analysis of the current college students, teachers find that many students have not established a scientific and correct world outlook, outlook on life and values. Especially in the pursuit of material, money, happiness and other core areas, there are obvious biases. What is particularly alarming is that in the era of the Internet information explosion, college students are exposed to complex types of information, which is easy to be eroded by bad information, and then breeds negative concepts such as money worship and hedonism. Through careful selection and introduction of a series of educative red cultural stories, college students are guided to deeply understand the connotation and value of the red spirit, to help them firmly establish correct values, consumption and outlook on life <sup>[3]</sup>. This will not only help college students resist the erosion of bad information but also stimulate their positive and energetic spiritual outlook, making red culture an important spiritual driving force to promote the comprehensive development of college students.

## **2. The integration value of red culture in college ideological and political education**

### **2.1. It is conducive to guiding college students to establish correct values**

College students usually have a strong curiosity about the surrounding things, however, they often lack lasting attention, which constitutes a significant feature of college students. When carrying out ideological and political education for this group, teachers should flexibly adopt the guiding teaching method, to help the college students gradually shape the correct values <sup>[4]</sup>. Red culture, as a spiritual treasure jointly created by advanced elements, Communists and the broad masses of the people during the revolution, has far-reaching historical significance. Integrating red culture into the ideological and political education in colleges and universities can not only make college students more deeply and intuitively feel the fearless spirit of the revolutionary pioneers, but also significantly enhance their patriotic feelings. In this way, college students will consciously practice the fine tradition of remembering hardships and striving hard in their daily studies and life <sup>[5]</sup>.

### **2.2. It can help college students cultivate a noble national spirit**

The national spirit is a powerful spiritual driving force for the sustainable development of the Chinese nation. It still shines through the vicissitudes of life. As the spiritual pillar of the struggle led by the government over the past century, the national spirit has profound connotations, embodies the great strength of the Chinese nation, and demonstrates the firm conviction of the Chinese people to be united as one. From this perspective, red culture and the national spirit are closely linked and reflect each other. As a vivid manifestation of the glorious course of the government, red culture and the national spirit are highly in line with each other's spiritual core and promote each other <sup>[6]</sup>. Integrating red culture into ideological and political education in colleges and universities can not only help college students form a firm national spirit but also guide them to deeply understand and comprehend the rich connotation of red culture.

### **2.3. It is conducive to guiding college students to practice socialist core values**

Socialist core values, as college students' daily study, life code of conduct and moral benchmark, in the process of ideological and political education, teachers should exert great importance on its deep penetration, to ensure that college students have a deep understanding of its spiritual essence. This can not only significantly improve

college students' discrimination ability and thinking level, but also help them to form positive and positive fine qualities. Because of the general experience of college students is still shallow, the ability to judge right and wrong needs to be improved, and teachers need to organically integrate red culture into the ideological and political education system <sup>[7]</sup>. Through the edification of red culture, college students should be guided to clearly judge their behavior and establish correct moral and value concepts.

### **3. The difficulties of integrating red culture into ideological and political education in colleges and universities**

#### **3.1. Ignoring the ideological and political education value of red culture**

At present, some teachers do have some formalization problems in the process of organically integrating red culture into ideological and political education. The root cause of this phenomenon lies in the fact that many teachers still follow the traditional education and teaching mode, which restricts the effective integration and in-depth development of red culture to a large extent. In addition, in the process of promoting the integration of red culture and ideological and political education, colleges and universities lack a stable and long-term mechanism guarantee. Many schools have not yet explored a suitable way to publicize red culture, resulting in unsatisfactory effects of red culture communication <sup>[8]</sup>. At the same time, there are obvious shortcomings in the construction of teaching staff, which makes it difficult to meet the actual needs of red culture education. More importantly, some ideological and political teachers do not have a deep understanding of the connotation and value of red culture, which directly affects their ability to effectively integrate red culture into teaching. Although some schools will organize teachers to conduct relevant training, the lack of training platforms and conditions has seriously affected the quality and effect of training, and thus restricted teachers' in-depth understanding and grasp of the educational value of red culture.

#### **3.2. The mining of red resources in colleges and universities is not enough**

At the current stage, the exploration of red cultural resources in colleges and universities is still insufficient, and many valuable resources have not been fully developed, which will undoubtedly form obstacles to the integration of red culture into the ideological and political education work in colleges and universities in the future <sup>[9]</sup>. At the same time, teachers have noticed that some teachers still have a shallow understanding of the value connotation of red culture when carrying out ideological and political education, which will harm their effective integration into red culture in future education activities. As a cultural resource with profound historical deposits and strong vitality, red culture can actively adapt to the needs of social change through continuous publicity and promotion <sup>[10]</sup>. However, at present, there are still obvious deficiencies in the in-depth exploration of the characteristics and connotations of red culture in colleges and universities, which will also restrict the integration of red culture in ideological and political education in colleges and universities.

### **4. The path analysis of the red culture into the ideological and political education in colleges and universities**

#### **4.1. Create multiple situations to stimulate college students' interest**

In order to further improve the integration effect of red culture in ideological and political education in colleges and universities, teachers should exert great importance on the construction of high-quality teaching situations.

Through carefully created teaching situations, teachers can create a more high-quality and efficient learning atmosphere for students, stimulate their learning initiative and enthusiasm, and then improve the overall teaching effect <sup>[11]</sup>. When carrying out ideological and political education, teachers should actively explore diversified ways to create situations, attract students' attention to the classroom, and then stimulate their enthusiasm for learning. In the process of situation design, teachers must pay attention to the close combination of situation content and students' actual lives to avoid situations that is divorced from reality and not to cause students' resistance psychology, thus affecting the improvement of the teaching effect.

Therefore, before creating the teaching situation, teachers need to conduct an in-depth analysis of students' cognitive ability, knowledge reserve and interest tendency, and combine the development characteristics of students to carefully create a series of interesting and educational situations to provide students with better teaching services <sup>[12]</sup>. For example, in the course of teaching, teachers can make full use of network resources to download video materials related to red culture. Through multimedia equipment, students can construct a vivid and diverse audio-visual situation, so that they can intuitively feel the charm of red cultural resources. After watching the video, teachers can guide students to link what they have learned with the video content and think deeply about the connotation and value of red culture to enhance their sense of cultural identity and historical mission, achieve the education goal of ideological and political class, and encourage students to participate more actively in the learning of ideological and political class.

#### **4.2. To carry out practical activities and cultivate good habits**

In ideological and political education work, if teachers only use the way of full teaching, it will be difficult to effectively attract the attention of college students, and then affect the improvement of the teaching effect. In addition, when some teachers integrate red culture into ideological and political education, they fail to pay full attention to the main position of college students and often adopt the one-way teaching method, which leads to a dull classroom atmosphere and seriously restricts the enthusiasm of college students to explore ideological and political knowledge <sup>[13]</sup>. In view of this, teachers should actively explore new teaching methods, organize a variety of practical activities, stimulate college students' interest in learning, and guide them to take the initiative to participate in knowledge exploration to improve the effectiveness of ideological and political education and help them develop good learning habits. At the same time, teachers should also realize that the simple teaching of language may seem inadequate in ideological and political education. Therefore, the school can organize college students to carry out red culture practice activities, so that they can fully appreciate the unique charm of red culture through personal experience and experience. In the long revolutionary history, many valuable physical red cultural resources have been left, such as martyrs' cemeteries, relics of martyrs, old revolutionary sites and revolutionary museums. In the implementation of ideological and political education, the colleges can extend the classroom to social practice, leading college students to visit these revolutionary holy places, so that they feel the heroic deeds and lofty spirit of the revolutionaries.

In the practice activities of red culture, teachers should give full play to the guiding role, and do a good job of explaining the work, so that college students from the body to the mind are deeply touched and shocked <sup>[14]</sup>. Through such practical activities, college students can not only deepen their understanding and mastery of ideological and political knowledge but also internalize what they have learned into their ideological and political accomplishments and moral quality. In addition, the colleges can also organize college students to visit the old Red Army and other revolutionary predecessors, through their words and deeds to carry out more vivid and high-quality ideological and political education for college students. By organizing red culture practice

activities and other ways, the colleges can effectively improve college students' comprehensive ideological and political literacy and promote the continuous development of ideological and political education.

### **4.3. Carry out speech activities to improve the ideological and political level**

As an important channel for college students to penetrate red culture in ideological and political education, speech activities are of positive significance for promoting the inheritance and development of red culture. In ideological and political education work, teachers make full use of speech activities as a carrier to break the shackles of traditional education, so that college students can examine red culture with a broader vision and in-depth understanding, to stimulate their enthusiasm and sense of mission to inherit red culture, and make red culture glow more brilliant in the new era <sup>[15]</sup>.

Taking the speech activity "Inherit Red Genes, Aspire to Serve the Motherland" as an example, college students actively participated in the process, dug deep into red cultural resources, and showed their deep understanding and high respect for red culture by consulting relevant materials, writing speeches and giving speeches in class. In the activity, some students took Comrade Zhou Enlai as an example, and talked about his noble ambition and unremitting pursuit of "studying for the rise of China." Some students took Mr. Qian Xuesen as a model and praised his spirit of struggle to climb the peak of science without fear of difficulties. Some students chose the heroic deeds of revolutionary soldiers, such as Comrade Dong Cunrui's heroic spirit of sacrificing life and courage, and the old monitor's selfless dedication and loyalty to the Party on the Long March. Through these speech activities, college students can perceive the rich connotation and profound significance of red culture from multiple dimensions, and further enhance their patriotic feelings and ideological and political literacy. At the same time, these activities also effectively promoted the inheritance and innovative development of red culture among college students and laid a solid foundation for training new people to take on the great responsibility of national rejuvenation.

## **5. Summary**

To sum up, if the colleges want to improve the teaching effect of integrating red culture into ideological and political courses in colleges and universities, the colleges can create multiple situations to stimulate the interest of college students. To carry out practical activities and cultivate good habits, teachers can carry out speech activities, improve the ideological and political level and other aspects of the analysis to virtually promote the red culture into the level of college ideological and political courses to a new height.

## **Disclosure statement**

The author declares no conflict of interest.

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