

The Value Implication, Realistic Dilemma and Optimization Path of College Red Culture Education in the New Era

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Abstract: Under the background of the new era, the spiritual quality contained in red culture is a “fresh textbook” that shapes and cultivates the outstanding quality and tenacious personality of contemporary youth. Colleges and universities should accurately understand and grasp the standards of talent cultivation, and fully implement and promote the red culture education on campus, so as to strengthen the ideals and beliefs of college students, cultivate their inner character, and enhance their cultural self-confidence and national pride. However, in reality, there are still some problems in the red culture education in colleges and universities, such as insufficient case mining, insufficient practice coordination, and insufficient publicity coordination. In this regard, red cultural education in colleges and universities should be multi-dimensional excavation of red cultural education cases; Improve the practice activities of red culture education at multiple levels; Multi-subject expansion of red culture education propaganda positions, and constantly improve the quality of red culture education in colleges and universities.

Keywords: New era; Red culture education; College students

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1. Introduction

China has nurtured its precious red culture in different historical stages of revolution, construction and reform. It is a symbol of China’s century-long struggle. Therefore, colleges and universities make full use of the innovative ideological and political education elements contained in red culture, inherit and carry forward the cultural essence with Chinese characteristics, and inspire and guide college students to assume the new mission entrusted by the era.

2. The value implication of red culture education in colleges and universities in the new era

“Culture is a way of life formed by civilization”^[1], in essence, it is the crystallization of human social practice, it shapes people’s way of life, and is committed to promoting the comprehensive development of people. China’s red culture, as an advanced cultural form with Chinese characteristics, stems from a specific historical process and the

internal needs of the people ^[2]. In the new era, as an important place to train talents, colleges and universities need to make use of the power of culture to educate people, strengthen the influence of red culture, shape the belief foundation of college students with the red spirit, stimulate their will to work hard, enhance the sense of national belonging of college students, and ensure the fresh inheritance and continuous innovation of red culture in the new era to encourage college students to move forward firmly and energetically on the new road.

2.1. Strengthen the ideals and beliefs of college students in the new era with red culture

So far, Marxism is the most scientific theory of human society. Based on the standpoint of the people, it is committed to exploring and clarifying the laws of the development of human society, aiming to promote the historical process through the power of the people to achieve a vision of a society without class oppression and exploitation, freedom and equality ^[3]. Nowadays, in the face of all kinds of new possibilities and challenges brought by the new era, it has become an important mission of higher education culture to help college students shape unswerving ideals and beliefs and integrate individual dreams into the ideals of the public. Therefore, with the help of red culture, colleges and universities guide the new generation of college students to deeply understand the essential law and scientific value of Marxist theory, so that they can examine history and people's choices from an objective perspective to consolidate their ideals and beliefs in the deliberation of history and reality.

2.2. Nourish college students' spiritual temperament with red culture

Red culture plays an important role in shaping the spirit of contemporary college students and motivating them to move forward. This generation of college students shows excellent adaptability, quick thinking, and broad vision, but at the same time, they also have a self-centered personality tendency, a lack of a strong sense of responsibility, a lack of dedication, and a lack of resilience in the face of setbacks. They may lack executive power in action, and there is often a disconnect between theory and practice. The courage to take responsibility, perseverance and indomitable struggle spirit carried by red culture can deeply touch the hearts of college students and bring them profound emotional resonance. Therefore, universities should give full play to the education function of red culture and skillfully integrate the instructive, inspiring and practical elements of red culture into all aspects of comprehensive education. This will help to cultivate college students' positive emotional experience of red culture and gradually promote their transformation from explicit identification to implicit identification to condense their enterprising motivation to undertake the heavy responsibility of the era ^[4].

2.3. Improve college students' cultural self-confidence with red culture

As the continuation of excellent traditional Chinese culture and the beginning of advanced socialist culture, red culture maintains the lifeblood of ancient civilization, records China's historical changes, and breeds cultural prosperity in the new era. Therefore, the core of making full use of the education function of red culture in higher education is to highlight the spiritual quality of perseverance and perseverance of the Chinese nation by reproducing real historical scenes and events to improve the cultural discrimination ability and decision-making ability of college students and stimulate their deep sense of national belonging.

3. The realistic dilemma of red culture education in colleges and universities in the new era

In the new era, college students show their unique personality characteristics. They are active in thinking, pursue efficiency, have a strong sense of self, expect to be recognized and belong, and exert great importance

on communication and interaction at the spiritual level. These characteristics bring new opportunities and challenges to the main body of college education. Adaptation to the educational environment, situation and characteristics of students in the new era, following the growth law of teenagers, and making use of the guiding function of red culture education are the key tasks to improve the ideological and political education in colleges and universities ^[5]. However, when carrying out red culture education in colleges and universities, there are still some problems: the excavation of red culture education cases is not strong, the participation of red culture education practice is not strong, and the coordination of red culture education publicity is not enough. These factors weaken the effectiveness of red culture education to a certain extent.

3.1. The excavation of red cultural education cases is not strong

Ideological and political theory courses in colleges and universities play an important role in cultivating talents and carrying forward red culture education ^[6]. As a key teaching method, case teaching is very important to enhance the attraction of ideological and political theory courses and deepen the understanding of theoretical knowledge. Red culture is often widely used in classroom teaching by ideological and political teachers because of its rich and vivid red cases. However, at present, the red culture case teaching has encountered the dilemma that teachers' teaching enthusiasm is not high and students' interest in learning is low. Nowadays, college students have entered the youth period, their way of thinking and psychological identity mechanism has developed and changed, and they are no longer satisfied with the familiar stories of "the Red Army Long March" or "the hero Huang Jiguang," and may even feel bored. This situation not only reveals the lack of mining of revolutionary historical stories in red culture education, resulting in too single and limited classroom cases, but also exposes the lack of innovative cases in colleges and universities paying attention to the new connotation of red culture in the new era, failing to effectively combine educational content, goals and real life, and losing the huge potential influence of red education cases.

3.2. The practice of red culture education is not highly participatory

Ideological and political education practice courses in colleges and universities benefit from the vivid material carrier form of red culture and profound historical precipitation. However, at present, colleges and universities still encounter many difficulties when trying to innovate off-campus practice education, such as the randomness and superficiality of red culture education activities ^[7]. It is manifested in the random choice of practice base, the single practice method, the lack of depth of practice activities and the sloppy and perfunctory evaluation mechanism. The root cause of these problems lies not only in the lack of attention to the practical education of red culture but also in the failure to give full play to the synergy between the various responsible subjects. At present, ideological and political teachers are limited in activity planning and execution, and the student work team familiar with activity design lacks comprehensive planning oriented to teaching goals. In addition, the practice of red culture education fails to fully integrate college students' personal development with their actual needs. College students in the new era have a strong sense of self-development and expect to improve their self-ability through practice, but the current practice of red culture education focuses more on the perspective of educators. This weakens college students' sense of participation and experience in practice, thus affecting the effect of red culture practice teaching ^[8].

3.3. The overall planning of red culture education propaganda is not enough

With the rapid advancement of information technology, the mode of red culture communication in colleges and universities is gradually moving towards informatization, modernity and diversification. In addition to

the traditional physical places, such as campus squares and bulletin boards, red culture has been spread to the virtual world, including new media such as WeChat platform, online forums and campus official websites. However, the current communication channels generally have the problem of weak cooperation and low integration, which is manifested in the frequent propaganda of red culture in the physical state carrier, while the invisible penetration and dissemination on the Internet are relatively weak. The content of each platform is often repetitive and single, lacking cross-platform collaborative innovation. Although daily cultural activities are frequent, iconic and constructive red cultural activities are rare, this is mainly due to the lack of in-depth research and innovative exploration of publicity strategies in the virtual environment, and the lack of maturity in the strategic foresight and system construction of the integrated development of red culture online and offline. At the same time, the concept and pattern of “big publicity” still need to be strengthened^[9]. There is still room for improvement in the systematic layout of universities in different propaganda subjects, education stages and dimensions, and the organic linkage and complementary advantages of various communication platforms have not been fully brought into play. Therefore, it is difficult for college students to effectively stimulate their learning autonomy and effectiveness of red culture, and to achieve the best communication effect.

4. The optimal path of red culture education in colleges and universities in the new era

In the new era, colleges and universities need to accurately connect with the talent needs of the country, fully respond to the national strategic orientation, and strive to improve the quality of education, which is an inevitable choice for colleges and universities to conform to the trend of the era and adhere to the original intention and mission of education^[10]. In view of this, activating the educational potential of red culture, fully promoting the in-depth and innovative development of red culture education in colleges and universities, and closely integrating it with the education system have become the core approach and strategic choice for colleges and universities to fulfill their educational mission and enhance the educational effect in the new era. Therefore, colleges and universities need to explore the cases of red culture education from multiple perspectives, optimize the practical activities of red culture education from multiple levels, and broaden the publicity platform of red culture education through multiple participation.

4.1. Explore the cases of red culture education in multiple dimensions

In the current era, the connotation of red culture should be continuously enriched. Colleges and universities should seek fresh examples of red culture from the breadth of history and explore its new significance from the depth of history so that the red story can be better integrated into classroom teaching and enhance its educational effect in ideological and political theory courses and various courses. Ideological and political educators in colleges and universities play a key role in leading the education of red culture, and they must firmly stand in the core position of the concentric circle of red culture education. To achieve this goal, teachers need to use the historical wisdom and spiritual power of red culture to condense the spirit of struggle of college students. This can help students understand the main line of red history by connecting important red events. Through the innovative construction of the narrative framework of character interaction, it can activate students' enthusiasm for the pursuit of heroic models, excavating and integrating the rich local red heritage, and constructing detailed examples of red culture education to make up for the blank area in their cognition of red culture. At the same time, teachers should actively explore the modern interpretation of red culture, analyze social hot spots with the help of current vivid red cases, and improve their ability to understand and interpret

red culture to solve practical problems ^[11].

4.2. Improve the practice of red culture education at multiple levels

Dialectical materialism holds that practice is the source of knowledge, and any knowledge or theory must be tested and revised by practice ^[12]. Therefore, the education of red culture requires not only rigorous and profound theoretical education but also vivid and concrete practical experience ^[13]. In the development of education in the new era, colleges and universities should focus on the current education issues, seize the main contradictions, and create an innovation pattern that is both internal and external and driven by both directions.

- (1) Strengthen team cooperation, close integration of ideological and political teachers and students' union teams to form a synergistic effect.
- (2) Colleges should build a research network of red culture that spans both inside and outside the university to promote the deep integration of red education and academic research.
- (3) Colleges should dig deep into the red education resources on campus, such as the use of archives and school history museum, and design theme activities such as "Tracing the roots of red memory," so that college students can enhance the sense of identity and honor of the university during the exploration of red history.
- (4) Relying on the professional advantages of colleges and universities, the strength of think tanks and human resources and promote the protection and development of local red heritage can achieve "co-construction, co-promotion and sharing," stimulate the enthusiasm of teachers and students for the study of red culture, and improve the educational efficiency.
- (5) Practical teaching methods can be broadened, and red practical education and community service can be closely combined ^[14].

4.3. Multi-subject development of red culture education propaganda positions

Under the influence of the trend of diversified thoughts, it is crucial to consolidate the publicity field of red culture, and it must be effectively carried out ^[15]. Colleges and universities, as the key places to influence the concepts of contemporary college students and lead the direction of campus public opinion, bear the heavy responsibility of red culture education. Therefore, colleges and universities should always maintain the "coordination and dynamic complementarity" among various propaganda platforms in the publicity of red culture, make full use of the unique advantages of various platforms, and optimize the strategy of red culture education. The first thing to do is to plan the overall situation of red culture publicity and promote the strong coordination of red education. With the help of the interdisciplinary research strength of colleges and universities, it is necessary to deeply understand the law of red culture transmission, and design multi-level and diversified publicity and education programs according to the characteristics of various students. Moreover, efforts should be made to create influential red-themed activities to build an all-round penetration of red education. Encourage and support the distinctive red culture team on campus. As the leader, they will subtly embed the red spirit in various student activities and make it an integral part of daily study and life. For example, through reading letters home, lectures on red themes, reading red classics and other activities to stimulate students' enthusiasm for participation and improve their red culture quality. Finally, colleges should be committed to building a new field of online publicity to ensure the "comprehensive coverage" of red education by building a complementary, authoritative and efficient red culture publicity position.

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