

Analysis of the Path of Chongqing Citizens' Urbanism Promotion through the Extraction of Red Culture-Rich Minerals

Jinying Zhao*

College of Marxism, Zhaoqing University, Zhaoqing 526061, China

*Corresponding author: Zhao Jinying, 1227431113@qq.com

Abstract: Chongqing's red culture can be thought of as a historical accumulation of social existence, with time, space, and value three dimensions serving as the primary line of reproduction and survival. Chongqing inherits and develops its red culture from the perspectives of cultural memory, cultural identity, and derivatives of new culture as a rich and concentrated red cultural resource in southwest China. On this basis, Chongqing citizens' "urbanism" promotion path is created through the trinity of economic guidance, ideological and political education guidance and cultural publicity and promotion, which has important era value.

Keywords: Red culture; Urbanism; Chongqing Citizens

Publication date: June 2021; **Online publication:** June 30, 2021

1. Introduction

Due to the accumulation of blood and fire in the revolutionary war era, Chongqing is rich in red cultural resources. As the only municipality in western China, Chongqing should actively use and develop its superior red cultural resources to enhance the patriotic spirit of Chongqing citizens, thereby enhancing the urban absorption and urban influence of Chongqing, and promoting the rapid development of economy, culture and society in Chongqing.

2. Analysis of the Concept of Red Culture and Urbanism

2.1. Analysis on the concept of red culture

Red culture is fundamentally different from other cultures in that it is red. China has had crimson worship rituals since ancient times, including traditional celebrations used in spring festival couplets, fireworks, and red windows. Culture is divided into three layers according to cultural structure theory: The first is the material level, such as mountains, rivers, monuments and other landscape objects. The second is the spiritual level, such as thought, will, concept and other psychological consciousness. The third is the unity of the two, namely materialized psychology and conscious material, including behavior, theory, system, etc. ^[1]. As the carrier of red culture, objects are used by revolutionary volunteers and related objects, including revolutionary war sites, monuments and other objects. They are the material carriers of revolutionary spirit and soul, carrying the unique cultural heritage and rich era value of red culture, and are indispensable precious cultural resources to enhance people's political identity.

As an important address for the cooperation between the Kuomintang government and the second

Kuomintang-Communist Party during the Anti-Japanese War, Chongqing was rich in red cultural resources. Among them, the representative red cultural resources in Chongqing's main urban area were the Monument of Liberation, the Hongyan Revolutionary Memorial, the Goeleg Mountain Revolutionary Memorial, the Chongqing People's Hall, the Chongqing Great Bombing and Missing Site, and the former residence of Song Qingling. Among them, the red cultural resources of the Emancipation Monument and the Red Rock Spirit series have become the red business card of Chongqing, especially in the most prosperous area of Chongqing. The People's Liberation Monument in the Central Business District of the Yuzhong Peninsula has become the synonym of the people's spirit of Chongqing and the mountain city, and has become the holy place of Chongqing's tourism.

2.2. An analysis of the concept of “urbanism”

The concept of urbanism was first proposed by Canadian scholar Benin. He believes that what makes urban residents proud is not only that they have a more comfortable and convenient life in the city than in the countryside, and that they yearn for modern urban fashion culture in general, but also that the city in which they live is distinguishable from other cities and special places. This unique sense of pride in a specific urban citizen group, is called “urbanism.” Benin also pointed out that Aichengism originated from the recognition that the city in which he resided was special. It was difficult to generate Aichengism based on a city that simply demonstrated consistency with other cities in the wave of globalization and modernization [2].

There are many elements of urbanism, including urban attraction, cohesion and leadership. However, the core element is the unique charm of a city, which is the guarantee and cornerstone of the city to enhance its attraction, cohesion and leadership. Most of China's first- and second-tier cities have developed in terms of urban attraction, cohesion, and leadership in the new era, thanks to rapid economic and social development. However, due to the rapid development of China's cities after the reform and opening up, the uniqueness of cities has received insufficient attention. The similar appearance of Chinese cities has covered the common pursuit of uniqueness and community in human nature. In China in the new era, it is of great significance and urgency to build a modern city based on the pursuit of community on the basis of uniqueness.

3. The Important Value of Red Culture in Promoting Chongqing Citizens' Urbanism

The connotation of Chongqing's red culture is mainly reflected in three aspects: red cultural memory, red cultural identity and new cultural derivation, which is of great significance to enhance Chongqing's urban leadership, cohesion and attraction, and to enhance the patriotic spirit of Chongqing citizens.

3.1. Red cultural memory helps to improve Chongqing's urban leadership

In the 1990s, Jan Asman put forward the theory of cultural memory, pointing out that cultural memory with words and rituals as the main media has a direct impact on the formation of national subjectivity. He focuses on explaining the law of civilization development from the perspective of cultural inheritance. The content of cultural memory is usually the history shared by social groups. It is an absolute time structure, which is usually not limited by the memory of the three or four generations, and can often be traced back to ancient times. In the form of communication, cultural memory depends on public and organized collective communication, and its inheritance includes two categories: “ritual-related” and “text-related” [3]. As long as cultural memory remains valid, any culture can continue. On the contrary, the disappearance of cultural memory means the disappearance of cultural subjectivity. Chongqing's red culture is profound and rich in resources. It has a red tourism boutique line, five national red tourism classic scenic spots, 18 national patriotism education demonstration bases, and 95 red cultural memorials and memorials. Therefore, in the

development of these red cultural resources, to resolve the relationship between red culture and cultural memory, Chongqing will undoubtedly help to promote further development of Chongqing red resources, enhance the Chongqing citizens of Chongqing red culture identity, as a result of its revolutionary history and the accumulation of excellent cultural memory.

3.2. Red cultural identity helps to enhance the cohesion of Chongqing

Cultural identity is a positive acknowledgement of the nation's most important things as shaped by peoples long-term shared life. It refers to a type of individual who is impacted by the group's culture. The core is to identify the nation's basic ideals, which serve as the spiritual foundation for the nation's survival. The red cultural identity of Chongqing is the result of the collision, blending, and comparison of various cultures. It's a cultural response to maintain one's self-identity in the face of others' existence and challenges. In the process of rapid development this red culture can naturally be absorbed by Chongqing's foreign population and become an important factor in the integration of foreign population into Chongqing following Chongqing's direct control. Due to the extreme family similarity idea, persons who have been socialized in a cultural background that corresponds to this template will naturally exhibit cultural family similarity. Just as tourists from all over the country will take photos of the people's liberation memorial "cards" in the main city of Chongqing, which is the behavior expression of Chongqing's red cultural identity. Such red cultural identity greatly improves the urban cohesion of Chongqing.

3.3. The derivation of new culture helps to enhance Chongqing's urban attraction

Chongqing red culture, as a kind of social existence, has its unique awareness of time and space, narrative and change, which constitutes the axis of Chongqing red culture derived from the new culture. The first is the time and space awareness of Chongqing red culture development. Culture is closely related to people's specific way of life. To better maintain the vitality source of contemporary Chongqing red culture relying on new culture, Chongqing red culture must rationally evaluate history and reality, maintain the necessary tension on the two axes of respecting history and reality, and create a new culture with both contemporary national personality and universal humanity. The Chongqing red culture development narrative awareness comes next. Every material representation that accumulates red culture has the precipitation of revolutionary spirit of blood and fire, and has a deep imprint of the times and traces of years. In modern Chongqing, with the rapid development of economy and society, the interpretation of these red cultures from the perspective of a new era can make us better understand the past vicissitudes and the hardships and difficulties of today's rapid development. For this reason, the development of Chongqing red culture narrative awareness, can be considered into the diversified cultural expression style, through red rock spirit drama performance and other artistic forms of red culture expression, it enhances the attractiveness of Chongqing red culture, and then shape the Chongqing citizens with red culture as the link of loving city spirit home. Finally, is Chongqing red culture development change awareness. On one hand, the development of Chongqing's red culture originates from the development of economy and society; on the other hand, Chongqing's red culture is influenced by various foreign cultures.

4. An Effective Way to Promote Chongqing Citizens' Urbanism Based on Red Culture

From cultural memory and identity to Chongqing's red culture, which is developed from the new culture, its heritage and development are woven into the multicultural color, leaving a lasting impact on the times. Building a coordinated development route for Chongqing red culture government, ideological and political education, and media is critical in light of this.

4.1. Economic leading drive is fundamental

Chongqing municipal government should provide positive financial and policy support, and vigorously develop Chongqing's red cultural resources, so that Chongqing citizens feel the economic benefits based on Chongqing red cultural development. The economic effects of red cultural resources include economic growth and poverty alleviation functions. The vigorous development of red tourism in old revolutionary areas such as Fujian and Jiangxi have not only improved the quality of life and employment competitiveness of local residents, but also promoted the construction of modern infrastructure in old revolutionary areas and accelerated the pace of socialist modernization. Chongqing is rich and concentrated in red cultural resources. The municipal government should learn from the excellent experience of other provinces in the development of red resources, increase the development of red resources in Chongqing, thus stimulating economic growth in Chongqing and achieving the purpose of strengthening the city and enriching the people, to enhance the urbanism spirit of Chongqing citizens.

4.2. Ideological and political education guidance is the key

The ideological and political education work covers a wide range of subjects for various groups, including the teacher group, which primarily provides ideological and political education to students, and the community party branch propaganda organization, which provides ideological and political education to community members. Chongqing's organizations at all levels should pay attention to the publicity of its red culture in the ideological and political education work. Especially the ideological and political education work in colleges and universities. In his speech at the symposium between teachers and students at Peking University, General Secretary Xi Jinping pointed out that "modern youth is a generation moving forward with the new era," "we must understand the history of the Chinese nation, uphold the gene of Chinese culture, and have a sense of national pride and cultural confidence." There are many colleges and universities in Chongqing. Promoting Chongqing red culture through ideological and political education can help college students not only develop cultural confidence and internalize socialist core values, but also cultivate a love for Chongqing, facilitate the introduction of talents to Chongqing, and promote the city's rapid economic, political, cultural, and social development.

4.3. Cultural promotion is the focus

In the new era of China, network information technology has developed rapidly, and new media platforms based on the internet have emerged endlessly. Chongqing red culture must follow the law of communication in the new media era, and use the concept of media integration to guide the development of all media. On this basis, the concept, ideas and methods of red culture communication are innovated to grasp the development pace of the new media era to meet the development needs of the new era. In the context of communication to promote the network of Chongqing red culture narrative discourse and the transformation of life, change the past Chongqing red culture communication discourse obscure reality. In terms of the mode of transmission, it is necessary to promote the transformation of the mode of transmission of Chongqing's red culture from static to dynamic, also vigorously develop new media channels for transmission, as well as give full role to the strong public opinion guidance ability of the new media platform for the publicity of Chongqing's red culture, so as to change the single reality of Chongqing's red culture transmission. In order to strengthen the spirit of urban love among Chongqing citizens, content is disseminated through red culture comics, micro video, and other popular forms of Chongqing red culture advertising.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Pang P, 1986, Nationality and Times of Culture, Beijing Social Sciences. (02)
- [2] Bei DN, Wu WW, 2013, Patriotism and Identity, Culture. (04)
- [3] Assmann J, (eds) 1992, Das kulturelles Gedchtnis Schrift, Erinnerung Und Politische Identitt in Frühen Hochkulturen, C.H.Beck, München.