

Study on the Construction of the Integration Path of Red Culture and Students' Thinking and Political Education in the Context of New Media

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Abstract: Based on the background of the new media environment, this study discusses how to build a fusion path of red culture and college students' thinking and political education at present. By analyzing the educational value of the integration of the two, it is found that there is an important role in realizing the thickening of patriotic sentiments in the college student group. It then focuses on the dilemma of integrating red culture into college students' thinking and political education in the context of new media, pointing out that the lack of systematic teaching content settings for integrating red culture into college students' thinking and political education is the main factor affecting the value of red culture education. In this regard, a specific construction strategy for the integration path of the two is proposed.

1. Introduction

To promote the political literacy and ideological awareness of students in universities across the country, the Ministry of Education has issued the Work Plan for Comprehensively Promoting the Construction of the "Great Civic Education Course", pointing out that the current Civic Education should be actively innovative and constantly improve the effectiveness of Civic Education. The Ministry of Education has issued a work plan to promote the construction of a "Greater Civic Education Course", pointing out that the current Civic Education should actively innovate and continuously improve the effectiveness of Civic Education. Among them, the emphasis is on the need to fully explore the local red culture and integrate it into Civic Education. Based on this, to further grasp the physical and mental health of college students and improve their political literacy, and to promote college students to link their development plans with the construction of the socialist cause, this paper discusses how to achieve the deep integration of red culture and college students' thinking and political education from the background of new media.

2. The value of the integration of red culture and political education of students in the context of new media

2.1 Facilitate students' multi-level understanding of patriotism

The new media has facilitated the dissemination of information in multiple forms and at high speed, and provided convenience for students to obtain first-hand information on current affairs, while also driving the formation of "national entertainment". Although it has enriched the after-school life of university students, it has also caused a series of problems such as some university students being "too happy to think about what they are doing". The integration of red culture with the political education of university students is conducive to teachers' grasp of the dynamics of university students' thinking and the use of positive and upward-looking images of revolutionary figures to guide university students to trace their history and look back to their original hearts. At the same time, teachers can compare the historical background of red culture with the background of new media, guide students to look at the development of things critically and dialectically, lead them to self-reflection, and gain an in-depth understanding of the essence, content, and practice of patriotism from multiple levels, which can further realize the cultivation of patriotism in the university student body^[1]. For example, teachers can start from the high quality of living space brought to university students by the new media environment, and guide students to reflect on how the current achievements and achievements came about, and how it was our predecessors who paved the way for us to move forward, and how we should not just enjoy ourselves and remain stagnant, but give ourselves and society back based on patriotism.

2.2 It is conducive to guiding students to practice the core socialist values

Red culture contains a variety of inspirational educational resources. The integration of red culture and university students' education in the development and use of these inspirational educational resources will help teachers to innovate the way of educating students by the psychological characteristics of the university population, and design teaching methods for university students that are more acceptable to them. This further strengthens the centripetal force of university students towards teachers and their thinking and political education, so that teachers can guide them to practice the core socialist values. In particular, teachers can start with a retrospective on red culture, following the progression of "recalling the history of revolutionary struggle - reviewing the achievements of poverty eradication and rural revitalization - changes in people's lives in the context of new media", and analyze the inspirational value of red culture to university students, and explain the "socialist core values" in a comprehensive manner. The teacher can also explain that "socialist core values are the spiritual core of red culture". Teachers can also design inspirational education projects for students through the integration of red culture and Civic Education, and organize activities for students to practice their core socialist values.

2.3 It is conducive to bridging the spiritual needs of students to enhance their thinking and political literacy

New media technology has not only promoted the improvement of material living standards but also stimulated changes in the spiritual needs of the masses. In the context of the current environment and the development characteristics of university students, a group of "fashionistas" have emerged in the online world under the background of new media, pursuing "foreign brands", advocating "luxury" and exaggerating "money worship". This has a serious impact on the pursuit of values of contemporary university students. The teachers can convey the spirit of Jinggang

Mountain, the spirit of Long March, and the spirit of Yan'an to the students through Civic Education, which can not only provide spiritual food to the students but also guide them to set up correct values and value orientation, cure their spiritual consumption and provide them with additional motivation for their struggle. Red culture cultivates college students to develop pioneering, patriotic, enterprising, and other noble qualities, but also promotes the level of quality and education of college students.

3. The dilemma of integrating red culture into the political education of college students in the context of new media

3.1 Insufficient innovation in the way red culture is integrated into Civic Education

Although some teachers have made innovations in the work of Civic Education, taking into account the new media environment and the interests and orientations of university students, it is difficult to ensure the effectiveness of implementation and the effectiveness of the integration of red culture into Civic Education for university students. For example, although some teachers have used new media to innovate the way red culture is disseminated in the education of students, the content of the education is not attractive to the students, and there is still the suspicion of "changing the soup without changing the medicine". "The content of education is not as attractive to the students as it could be. Moreover, due to the lack of innovation in the way red culture is integrated into political education, the educational value and influence of red culture are not given full play, and some students only treat Marxist theory as a class assignment to complete.

3.2 Fragmented content of red culture integrated into Civic Education

The lack of systematic teaching content setting for the integration of red culture into students' thinking and political education is a problem that needs to be solved. The fragmented teaching content of the integration of red culture into political science education is not only unfavorable to the teachers' innovation of teaching means of political science education for college students but also causes influences the educational effectiveness of red culture. Some teachers do not actively develop and use the educational value of red culture in its material form^[2] and do not achieve a high degree of unity between the theory and practice of red culture so the integration of red culture into political education of students is not thorough enough.

3.3 There are idle resources in the integration of red culture into Civic Education

The problem of idle resources in the integration of red culture into political education is mainly manifested in the following two aspects: on the one hand, although China is rich in red cultural resources, the vast territory also makes some relatively special red material resources more scattered, so the systematic development of red cultural resources has not yet been realized, which is also the main reason why the integration of red culture into the political education of college students has not formed a perfect system structure. One of the main reasons why red culture has not formed a perfect system structure in the education of students. Some universities also have the problem of red resources being wasted and have not comprehensively promoted the construction of the second classroom and other aspects, resulting in a disconnect between theoretical teaching and practical teaching in the integration of red culture into thinking and politics education, etc. On the other hand, the intrinsic value of red resources lies in realizing the nurturing effect of the red spirit, but some teachers lack a correct and comprehensive understanding of the educational value of red resources and do not give full play to it in the thinking and political education of college students.

4. The new media background of the red culture and the integration of political education into students path construction strategy

4.1 Innovative teaching methods based on Red Culture, Civic Education, and Professional Education

Teachers can analyze the connection between red culture, thinking, and political education, and professional education in terms of educational values, educational objectives, and resource content, and then build a basic curriculum teaching framework based on the integration of thinking and political education, and professional education, and build a superstructure using red culture on this basis. In simple terms, it means that teachers can analyze the entry angle of Civic and Political Education through the content of professional education, to draw the attention and proper attention of university students, and then, use red culture to sublimate the teaching theme and students' emotions, so that university students can take the initiative to receive red culture and Civic and Political Education, relying on national emotions, responsibility, ideal ambition, etc. to promote university students to improve their cognition, and also further realize the red culture in the hearts of university students Emotional echoes, the sense of mission of the socialist cause. For example, for medical students, teachers can connect the responsibility and mission of medical and nursing work with the core values of socialism and the spirit of anti-epidemic, and then analyze the hot and difficult issues of concern to university students with the help of new media technology^[3], add the activity of posting and discussion to the theoretical classroom, promote the exchange between university students and social figures, and discuss and reflect with the information of others' replies.

4.2 Using the second classroom to promote deeper integration and articulation of campus culture

The first thing that can be clarified is that it is necessary to extend the position of Civic and Political Education to the network environment under the background of new media, so teachers should control the construction of the network environment of campus culture and make reasonable use of red culture to promote Civic and Political Education to fully penetrate the life of students. For example, teachers can set up "Daily Red News" through new media platforms, and organize university students to dig up events related to red culture together and push them out to all teachers and students. In addition, universities should make good use of the second classroom to further promote the integration of red culture into students' thinking and political education and to achieve a systematic set-up. Universities can design a semester of "treasure hunting activities", and issue task indicators for the second classroom, student associations, and student union organizations to promote red culture education, with the specific forms of activities designed by the students themselves, but need to link the campus cultural construction and political education work, with all students freely choosing sites to participate in the activities. The participation in the activities is fed back to the university student union daily for statistics, and the specific content is publicized through new media platforms such as microblogs, promoting the joint participation of university students in the development of red culture integrated into the innovative teaching content of Civic Education, and also contributing to the creation of a campus ethos with red culture as its underpinning.

4.3 Expanding new media communication positions by comprehensively developing red cultural resources

In terms of developing red cultural resources, the efficient use of different types of red resources

can be promoted through the joint development of red cultural bases in various regions. Led by the red culture bases in each region, the Marxist colleges of universities will be connected to carry out an all-round analysis of the red resources in the region, and then carry out a national seminar on the development and utilization of red resources, combining the new media background with the characteristics and needs of university student groups in a comprehensive study. At the same time, the construction of new media communication positions should be vigorously promoted to expand the space for the integration of red culture into the online education activities of Civic Education. The relevant departments can organize universities to cooperate with the objects of industry-education integration, open online discussion circles suitable for college students around new media, and make good use of the big social classroom to educate college students on thinking and politics. Some universities that have to cooperate and exchange with foreign universities can also open international versions of new media platforms such as "TIK TOK" and other public accounts, with the party branch of the university organizing and leading university students to record red culture learning activities and practical activities of ideological and political education, etc. By establishing the image of "university students' diplomatic spokesman" and "student spokesperson for diplomacy", university students will have a sense of responsibility and mission to promote red culture and socialist ideas with Chinese characteristics abroad.

5. Conclusions

To sum up, the construction of the integration path of red culture and college students' thinking and political education under the background of new media should focus on solving the problem of insufficient development and utilization of red resources. Then we should combine the characteristics and needs of college student groups and design educational and teaching activities in a way that college students are happy to accept.

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