

# *A Probe into the Path of Integrating Red Culture into Ideological and Political Education in Colleges and Universities*

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**Abstract:** The integration of red culture into ideological and political education is feasible and important. The integration of the two can combine theoretical education related to the relationship between national conditions and society, such as "clarity", "vividness", "profundity", "knowledge", "interest", and "ideological". Based on this, a set of ideological and political education directed by advanced educational concepts can be established for college students, gradually achieving a process from "cognition" to "identification" to "internalization", And further improve the theory and methods of ideal and belief education for college students. Based on this, this article analyzes the significance and problems of integrating red culture into ideological and political education in colleges and universities, and proposes effective ways to integrate red culture into ideological and political education in colleges and universities, with a view to providing reference and reference for ideological and political education in colleges and universities.

Red culture is a culture that is guided by Marxism, integrates excellent traditional Chinese culture, and focuses on distinctive revolutionary cultural characteristics. From the perspective of connotation, there are material, institutional, and spiritual levels. Firstly, the specific manifestations of red culture at the material level include revolutionary war sites, conference sites, and red former residences; On the institutional level, it is mainly manifested as an organized normative system created by the country in accordance with the development needs of China's national conditions on the road to national liberation and people's happiness, in the specific form of national institutional mechanisms, policy provisions, legal provisions, folk village agreements, and other cultural reflections with guidance and constraints; The third aspect is mainly manifested in the spirit, thoughts, values, concepts, etc. contained in the red historical culture.

## **1. The significance of integrating red culture into ideological and political education in universities**

### **1.1. Red culture can enhance the cultural self-confidence of college students**

Red culture is an important focus for enhancing cultural confidence, and its integration into ideological and political education for college students is conducive to showcasing the unique charm

of Chinese culture. Inheriting and developing the revolutionary culture with red characteristics and advanced mountain culture can help college students establish a correct worldview, outlook on life, and values, strengthen their confidence in the country, and effectively enhance their cultural confidence. [1]

### **1.2. Red Culture Can Improve the Patriotic Emotion of College Students**

Red culture is an excellent culture with great positive energy that is worthy of continuous promotion and inheritance. The effective integration of red culture into college students' ideological and political education can innovate the practical path of college students' ideological and political education, enhance the inner recognition of red culture, and stimulate patriotic enthusiasm. Thus, college students can establish lofty aspirations in their hearts, persist in striving every day, combine personal development with the future of the country and the destiny of the nation, and achieve the goal of serving the country and achieving comprehensive development.[2]

### **1.3. Red culture can enrich the content and form of ideological and political courses**

Ideological and political education for college students is an important component of the educational curriculum in universities, and the teaching of ideological and political content cannot be limited to the cases in the book. Among the forms of education in which teachers teach and students take exams, teachers should use red cultural resources to enrich their own educational content and forms. Red culture can provide a healthy educational environment. For ideological and political teachers, red culture can provide rich educational resources. Building an important environment for ideological and political education with the rich material, spiritual, and institutional cultures of red culture can not only shape students' personality, but also promote their spiritual development.[3]

### **1.4. Red culture can enhance the pertinence and effectiveness of ideological and political education for college students**

In the current period of social transformation, people's value orientations are also diverse, which requires people's thoughts to develop in a positive and healthy direction. Red culture, characterized by "rich content, strong appeal, and extensive education," has played a timely role in guiding people's thoughts towards positive health. This also coincides with the basic function of ideological and political education to "guide theft, guidance, and guidance." It ensures the socialist nature of ideological and political education. Standardized the direction of ideological and political education. By creating a good atmosphere of public opinion to regulate and standardize people's thoughts and behaviors, a strong binding force is gradually formed, thereby playing a good guiding role. As a vivid teaching material for ideological and political education, red culture is an important carrier of ideological and political education in the new era.

## **2. Problems in integrating red culture into ideological and political education in universities**

### **2.1. "Passive" injection into ideological and political education in universities**

This teaching model, for contemporary college students, does not have a strong sense of substitution, is really dull and unattractive. It remains to be seen whether universities can combine boring theoretical indoctrination with actual situations to enhance their enthusiasm for learning. The education of red culture for college students is mostly based on theoretical indoctrination methods such as lectures, reports, and conferences, lacking moving and profound understanding, and moving

emotions and experiences, which to some extent restricts the flexibility of educational activities.

## **2.2. "Dragonfly Skimming the Water" Exists in Ideological and Political Teaching Practice in Colleges and Universities**

According to the current situation, there are few teaching practices in conducting red culture education in universities, generally in the form of on-site visits to revolutionary sites, memorial halls, and other red resources, as well as watching revolutionary themed video materials.[4] The former is often limited to tourism, with a tourism based surface perception, while teaching practice is often a leg running tour rather than a summary and reflection of practical activities, let alone a deep understanding of the inner world of college students. The latter is freed from the respective charms of entertainment and education, which depend on the participation and acceptance of students.

## **2.3. There is a red culture in the teaching team, and the awareness of cultivating people is weak**

Under the examination-oriented education system, driven by the traditional teaching philosophy of emphasizing theory over practice, teachers have a subtle tendency to use scores to quantify theoretical education, while relatively few education efforts are difficult to quantify the formation of student personality. Regarding the teaching of red culture, teachers emphasize the concept, connotation, and theoretical significance of red culture, but provide little practical and ideological guidance to students, making it difficult to fully exploit the educational nature of red culture. In the process of education, educators only emphasize the revolutionary spirit, revolutionary tradition, and important historical significance of red culture, which makes it difficult for college students to resonate and greatly reduces the effectiveness of ideological and political education.

## **2.4. Red culture education and practical activities are not included in the long-term mechanism**

The combination of red culture education and practical activities has not yet formed a complete system. Red culture education enters university classrooms. However, red culture education basically only stays on special red commemorative days, with less comprehensive publicity and relevant practical measures, and insufficient influence on students. In the field of ideological and political education, the relevant evaluation system formulated by universities is not perfect. For red culture education, there are no textbooks, syllabuses, and clear and reasonable goals. Colleges and universities do not have a complete operational guarantee mechanism and supervision system in teaching and management, and the teaching of red culture is not in place.

## **2.5. College Students' Forgetting of Red Historical Memory**

Red culture is an indelible memory in Chinese history. College students should inherit and carry forward the excellent red culture of the Chinese nation. Red culture can strengthen the patriotic consciousness of college students, make them realize the important task of building the motherland, and continuously improve their sense of social responsibility. Currently, China's Zhengshan Mountain is in a period of comprehensive development. The improvement of material living standards and the ease of life have led to college students' forgetting about the red history.

## **2.6. College students lack red values**

In the context of economic globalization and political multipolarization, multiculturalism emerged as the times require. Currently, there is a mixture of good and bad, especially the overall invasion of

Western culture, which has had a negative impact on college students. Therefore, the values of college students have been severely impacted and distorted today. The positive values such as patriotism and diligence contained in red culture have been ignored. After being infected by Western extremism, utilitarianism, and individualism, college students become overly enthusiastic about and admire Western culture, and their values have changed. There are problems such as a weak collective concept, ignorance of excellent national culture, and a lack of national pride and sense of belonging, which are often due to the deviation of college students' current thinking from the red values.

### **2.7. Some college students do not have strong initiative in learning red culture**

Some college students put meeting their own needs first, ignoring social interests. Some college students ignore red culture and its valuable spirit, do not actively learn red culture, cannot correctly establish their world outlook, outlook on life, and values, and cannot become a qualified "helmsman" for the future of the motherland. In a multicultural context, it is not conducive to the dissemination and popularization of red culture, nor is it conducive to enhancing the subjectivity of college students in learning red culture.

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

Through discussions on how to integrate red culture into the teaching process, students' actual lives, as well as building a red network platform, integrating campus culture, and other aspects, I hope to better integrate red culture into ideological and political education in universities and provide some reference for ideological and political educators in practice.

### **3.1. Construction of a long-term mechanism for red culture practice activities**

Schools should conduct long-term planning and clear arrangements for social practice, and incorporate social practice into the comprehensive evaluation scope of college students. In principle, the organizational leadership mechanism of red culture education needs to be consistent with the organizational leadership mechanism of ideological and political education for college students. In addition, social practice should be implemented for all students, so that students can generally participate in and exercise social practice. After practice, discussions should be organized to summarize their experiences. Reward outstanding performers, fully mobilize students' enthusiasm and initiative, and enhance their participation.

### **3.2. Strengthen the construction of teachers' team for ideological and political education in universities**

Teachers should change their concepts and innovate teaching models. On the one hand, strengthen the study of Marxist theory and the theoretical system of socialism with Chinese characteristics, increase knowledge reserves, improve ideological and political quality, and grasp the necessity and urgency of integrating red culture into ideological and political education in universities. On the other hand, integrating red culture into ideological and political classrooms in universities can not only enrich the classroom, but also enrich the emotions of college students. Through rich theoretical knowledge of red culture, it becomes more convincing, allowing students to perceive the charm and cohesion of Chinese culture, and improving their moral education literacy.

### **3.3. Integrate red culture into campus cultural construction**

Carry out purposeful activities to internalize the red culture. Firstly, carry out purposeful and planned academic reports on red culture, invite relevant teachers and experts to teach and promote the theory of Yan'an red culture, and create a learning atmosphere for red culture. For example, through reading conferences and academic forums, the research results of red culture will be transformed into educational resources; The second is to carry out various forms of campus cultural activities around "red culture". For example, organize students to visit the school history museum, the ruins of Southwest United University, and the Red Scenic Area. In addition, the activities of student unions and associations should actively "embed" the connotation of red culture, carry out speech competitions, debate competitions, draft competitions, and organize red song competitions with the theme of red culture. Combining red culture with college students' learning and activities through campus culture to form a good training environment and build correct and positive values for college students is to externalize red culture through campus media and the Internet.

### **3.4. Establish an off-school red culture practice teaching base**

Combine classroom learning with extracurricular practice to expand the space for red culture to enter the classroom. Among them, establishing a red culture practice base can bring strong visual and listening effects and spiritual impact to the educated through on-site practical teaching in the red base and immersive on-site influence. Many practice bases such as the Army military academy and Zhu De's Former Residence have modern technical conditions. The various images, videos, and physical materials in the museum, through the use of modern scientific and technological means, have exposed college students to various sensory stimuli such as visual and auditory stimuli, internalizing the Yan'an Red Culture into their own ideological and moral qualities, and making it more conducive to achieving sublimation in the realm.

### **3.5. Guide college students to enrich their knowledge of red culture**

To guide college students to deeply understand and learn about red culture, one is to connect with current social hotspots, identify the intersection of red culture from social practical events, and use these events to learn red culture. The second is to change from passive acceptance to active acceptance. Learn about China's revolutionary history through different learning contents, experience the broad spirit of struggle and struggle, and inspire patriotism. Third, you can read more books about red culture. Fourth, use advanced communication methods and technical means to broaden the way to learn red culture knowledge, so as to learn more rich red culture knowledge.

### **3.6. Guide College Students to Cultivate Their Personality with Red Culture**

Red culture is beneficial to the personality education of college students, and has important significance in improving their willpower, moral, psychological, and belief personality. University is an important period for the formation of students' personality, and personality education for college students is an important period in the ideological and political education of modern universities. Therefore, it is necessary to further explore the profound connotation and rich resources in red culture to form their own personality. The Marxist belief and the lofty ideal of communism contained in red culture are the "compass" and "red roadmap" for the cultivation of personality of college students in the new era.

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