

New exploration on sustainable development of red culture in Nanchang

Qi Chen, Feili Gong

Nanchang Institute of Technology, Nanchang, 330044, China

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Abstract. Red culture spreads advanced ideas, educates and encourages people and plays an important role in prospering Nanchang City. For this, it is essential to develop and utilize rich resource superiorities of red culture in Nanchang, spread red culture well and change the original cultural resource that cannot be copied easily into a new element in the process of economic development. This thesis analyzes distinct features of red culture in Nanchang and elaborates countermeasure selection about sustainable development of red culture in the city.

Introduction

As a cradle of Chinese revolution, Jiangxi Province has advantaged red resources. Nanchang is the capital of Jiangxi, a historic city and hero city with glorious revolutionary tradition. Especially, 'August First Spirit' bred by Nanchang Uprising has been a powerful weapon by which Chinese Party and army can defeat the enemy all the time. After 87 years' trials and hardships, the spirit has become an ideological weapon by which Nanchang seeks changes, innovation and development and important wealth of local spiritual civilization and material civilization construction in Nanchang. Under such a new situation, research and discussion on how Nanchang improves its cultural soft power, builds red culture brand, inherits and spreads red culture more effectively and realizes sustainable development of red culture is a historical topic with profound significance.

I. Analysis of distinct features of red culture in Nanchang

(I) The innovative spirit that Nanchang dares to be the first

Nanchang Uprising sufficiently advocates glorious revolutionary tradition of Chinese people, proves great truth that 'political power derives from the barrel of a gun' by its own revolutionary practice, adopts arms to resist cruel massacre policy of Nationalist Party, creates the heroic action starting Chinese Party's armed struggle and starts a new era of Chinese revolution. This pioneering heroic spirit and initiative have become connotation and essence of 'August First Spirit' in Nanchang and provided quite precious spiritual resources and important enlightenment for Nanchang in the process in which the city realizes rising in Central China since then. Pioneering work not only acts as a basis of development and the fundamental on which people are enriched and serves as internal force that helps Nanchang realize sustainable development. Under current pioneering era, it is essential to combine the courage to dare to be the first in 'August First Spirit' with entrepreneurship to cultivate new-type entrepreneurship concept with local features of Nanchang and treat it as core driving force in entrepreneurial process. Besides, we should cultivate the concept that we are proud of wealth creation in order to make wealth creation become a realistic demand of people and their pursuit for value. Additionally, we ought to devote to cultivating the concept that we must master and take opportunities. Facing with fleeting new opportunities for entrepreneurship, we should show the courage to dare to be the first and make full use of our knowledge and courage to take and create chances. Meanwhile, devote to cultivating the concept that we should dare to have a rough time. Since there is no flat and easy road to entrepreneurship, it is inevitable to encounter setbacks and failure. We can have presence of mind in the face of disasters in the process of entrepreneurship. In addition, we should cultivate the concept of trying to be the first-class actively, which requires that we ought to own the spirit that we should struggle for the first-class performance and have the lofty aspiration to seek significant development. By advocating 'August First Spirit' of Nanchang energetically, we may try to find a road with distinct

features of red culture in the process of construction of a harmonious society.

(II) Unremitting belief that proletariat will most certainly win

Ideals and beliefs are internal driving force of mental strength, which will decide value orientation of subjects. Ideal and belief of communism are spiritual pillars and source of power for Communist party members. As an armed uprising which was led by Chinese Party and had overall importance, Nanchang Uprising declared that Chinese Party's firm determination to carry on revolution to the whole world. The reason why all leaders of Nanchang Uprising could start resistance to Nationalist Party reactionary by arms in the environment that all sides were surrounded by white terror and dare to fight against various kinds of wrong routes inside the Party to defend proletarian revolution theory of Marxism-Leninism is that they had firm belief of communism and were convinced that proletariat will most certain win. It can be said that Nanchang has had natural treasures, greatness of men and simple and honest people since ancient times. People in Nanchang have owned spirit of self-dependence, self-employment and thrifty and perseverance all the time. The unremitting spirit reflects both excellent cultural tradition of Chinese people and realization of goals and requirements of Nanchang when it takes the lead to rise in Central China. In the practice that Nanchang constructs a harmonious city and cultivates harmonious city, unremitting spirit and firm belief in 'August First Spirit' of Nanchang will inject new features and vitality into urban spirit of the city. History of urban development in the whole world has proved that cohesion, influence and emissive power of cities rely on their humanistic spirit and power to a larger extent. The most fundamental connotation of cities' historical and cultural heritage is people's memory about things they have done and it serves the current era by recovering previous memory of people. Although Nanchang Uprising has passed for 87 years, its romantic charm remains unchanged and coagulates and deposits in historical and cultural heritage. It can be said that humanistic spirit construction of Nanchang is an inevitable requirement and the only road to construction of socialist core value system with Chinese characteristics in Nanchang. Positive cultivation of humanistic spirit in Nanchang should be based on new ideas and new concept. We should treat the red culture represented by 'August First Spirit' as a theme, advocate the spirit of daring to be the first and innovation fully, initiate the spirit that we should be unremitting and advance bravely, make humanistic spirit in Nanchang show characteristics of red culture comprehensively by working hard to advocate 'August First Spirit' of Nanchang, strengthen its emotional appeal and cohesion continuously and then let it become intellectual impetus and ideological guarantee on which Nanchang can be driven to realize better and rapider development.

(III) Precipitant pioneering spirit

Facing with the serious situation that the great revolution failed and white terror spread in 1927, Chinese Party members were not scared or conquered but aroused their firm revolutionary will to make brave resistance. 'August First Spirit' of Nanchang rose in response to intense and complicated class struggles and fights. In this way, precipitant pioneering spirit becomes one of the important contents in 'August First Spirit' of Nanchang. Nowadays, various kinds of ideology and culture agitate one another in the world and there are brand-new changes in people's spiritual and cultural needs. Thus, it is obvious that deep and wide excavation of red culture resources in Nanchang and comprehensive implementation of cultural fine work strategy have become an important way to improve cultural power of Nanchang. Nanchang should combine red culture with landscape comprehensively and integrates red culture with historical culture fully to cultivate and built characteristic fine works of red culture in Nanchang, highlight the famous brand about red culture of Nanchang and form features and advantages of its urban culture. For this, we should treat red culture as a key point that news, broadcasting and TV, network, literature and art will reflect future and launch a large batch of high-level competitive works in the fields of art, such as drama, literature, painting, music and dance etc., to cultivate and build a red culture brand of Nanchang and advocate socialist theme. Meanwhile, we should advocate diversified strategies actively and endow development of red culture with both huge economic benefits and social benefits.

II. Countermeasure selection about sustainable development of red culture in Nanchang

(I) Developing red resources energetically and exerting influence of red culture

Firstly, cultural power is ideological and intellectual impetus, which is mainly reflected by people's ideological understanding and values and affects people's behaviors significantly in modern times. At the same time, influence of culture is also reflected by the situation that culture has significant impacts on the public's value orientation and emotion orientation. Devoting to developing red resources and expanding red tourism is a new method and way in which construction of advanced socialist culture with Chinese characteristics may be built. Red resources coagulates precious spiritual heritage and revolutionary tradition of Chinese nation, which not only acts as inheritance, hammering and sublimation of great national spirit in revolution and serves as reflection of good revolutionary tradition and one of the important contents in advanced socialist culture with Chinese characteristics. Nanchang revolutionary resort has become a holy place where advanced theory and culture is publicized, modern people's beautiful soul is built and positive energy of the society is advocated. Functions of red tourism, such as intelligence development and personality cultivation, play an irreplaceable and important role. All patriotism education bases record historical figures and events with significant importance faithfully and have extremely rich spiritual connotation. Contemporary people should excavate these connotations to build more advanced culture. Red tourism in Nanchang should advocate the advanced culture further to educate and stimulate later generations.

Pioneering work and innovation, practicality and selfless contribution contained by 'August First Spirit' of Nanchang are still indispensable hereditary treasures for socialist construction, the spiritual pillars contemporary people should own when they devote to the tide of market economy and a powerful weapon and intellectual impetus by which the Party and the country enhance construction of a clean government. Developing red resources and red tourism of Nanchang undertakes the great mission that national spirit is advocated and cultivated. Under the new situation, we should carry out innovation for communication means, integrate spirituality of red culture into epochal character of epochal character, approach modern people's mentality, refine spiritual connotation of red culture and make full use of modern science and technology methods and new cultural forms to spread red culture. For instance, we may use new media as a way to expand red culture and provide information and entertainment service about forms like red movies, red cartoon and red games for users by carriers, such as interactive network TV, digital television, mobile phone media and blog etc. For example, when people enjoy entertainment or appreciate red culture by watching movies like Long March, Drawing Sword and Red Song Chorus held by Jiangxi Television Station, they may obtain revolutionary education unconsciously. Its proper value can be exerted only when limitations of communication time and space are broken and communication is carried out widely and deeply.

(II) Working hard to develop red resources to create productivity of red culture

Cultural power is direct productivity and mutual integration of culture and economy discloses important law of social development in modern times. In other words, it is essential to find new breakthrough and growth point in harmonious development of economy and culture. Nanchang should be based on its specific advantageous cultural resources, i.e., red resources. For instance, it may utilize red tourism resources as a new engine by which it can develop economy. For Nanchang a city with quite abundant red tourism resources, values on red culture are eliminated by worldly utilitarian demands to a large extent since cognition of value and effect of red culture is lacked and they are driven by commercial interests. As a result, vulgarization of communication is caused, communication value on red culture is misinterpreted and red culture becomes dependency on economy. For this, Nanchang should make red culture products that the audience is willing to accept by innovative thinking and let red culture products occupy the market to promote communication of red culture resources in Nanchang. For example, we may combine epochal character of cartoon and spirituality of red culture perfectly and design cartoon images with period feel and attraction. To sum up, it is necessary to establish spiritual product system of 'red culture'

and build product brand of red culture. In detail, Nanchang should not only respect creation and production law about red culture products but also reflect and show requirements of excellent spiritual culture products in mainstream ideology. Only in this way can red resources of Nanchang realize a new change from political brands to market brands.

(III) Developing red resources to improve competitiveness of red culture

It can be said that cultural power is an important component of comprehensive strength and one of the important symbols that judge competitiveness of a region. To develop red resources of Nanchang, the city should integrate its red culture including core spirit of firm belief, thrifty and perseverance, braveness for innovation and braveness for victory into citizens' daily life, enrich content of education in patriotism, make education in patriotism show epochal character and won vitality and interestingness and let people form correct value orientation, ideology, life style, aesthetic taste and language mode consciously when they are guided by revolutionary spirit and affected by heroic examples. This has significant effect on economic and social development and improvement in comprehensive strength of Nanchang. First of all, it can provide powerful spiritual power for economic and social development of Nanchang and realization of the situation that Nanchang and even Jiangxi rise in Central China. As mainstream culture of socialism, red culture contains elements like patriotism education, education on history, guide of heroes and examples and inheritance of revolutionary spirit. It can not only coagulate all citizens' wisdom and power effectively but also arouse their subjective initiative and make them keep enthusiastic, enterprising and good mental state all the time. Secondly, it can provide good orientation for socialist modernization with Chinese characteristics. Red culture belongs to an important content of advanced socialist culture with Chinese characteristics and can guide a correct direction for development of local economy and advanced productivity.

III. Conclusion

In short, communication process of red culture stresses strategies under a new situation. We should not only improve quality of red culture disseminator but also carry out innovation for forms and content of red culture communication, respect cultural value of red culture itself and improve communication effect of red culture. A city can remain invincible only when it has personalized and unique culture. Unique charm of red culture in Nanchang can be formed really and thus Nanchang can be driven to realize comprehensive and harmonious sustainable development in socialist market economy with Chinese characteristics only when the city develops its red culture resources, expands red tourism, builds urban brand images, integrates and excavate various kinds of red resources deeply and improves comprehensive strength of the city.

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