

# Practical Exploration on the Application of Red Culture in Ideological and Political Education for College Students

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**Abstract**—Red culture resources are historical relics with rich connotation to carry out ideological and political education. Except for updating ideas and contents, the specific ways should be reformed and innovated to effectively integrate red culture in the ideological and political education. Therefore, the positive development and application of red culture resources to change college students' world outlook, outlook on life and values can make the ideological and political education for students more effective, pertinent, persuasive and appealing. Feasible ways of application of red culture resources as traditional cultural resources in college students' ideological and political education are explored.

**Keywords**—red culture; ideological and political education; college students

## I. INTRODUCTION

Red culture exists in foreign countries very early. Patriotism and national spirit run through the tomb of the martyrs, the Paris Commune Wall, the Red Square in Moscow, the Ho Chi Min Mausoleum in Vietnam, the Mangyongdae in North Korea, the Gandhi Memorial Museum in India and the Voortrekker Monument in South Africa, the Liberty Bell in America and the Musee de Normandie in France. It has become an important research topic of ideological and political education on how to promote the patriotism education for contemporary college students through red culture resources and improve college students' ideological and moral education.

## II. IMPROVE STUDENTS' INITIATIVE IN RED CULTURE EDUCATION

### A. Enhance the Awareness of Self-Education

Traditional cultural resources especially red culture resources are valuable for college students' ideological and political education. It has rich education forms, vivid and visual educational contents and everlasting educational values. Ideological and political education refers to the social practice activity that the society or social groups use ideology and moral rules to make people form ideological and morality required by the society. There are some students who are indolent, pay no attention to political class and know nothing about red resources. They seldom collect books related to

ideological and political education, have no independent attitudes toward red resources even ignore ideological and political education and think the red resource education is outdated. The academic morality seriously declines. Some college students are indifferent to state affairs and have weak ideal and faith, pursuing individualism, hedonism and personal interests instead of patriotism, lacking the sense of national pride and national self-confidence and failing to make progress. Some graduates become boomerang children and sit around and degenerate. College students should be strict with them, overcome negative emotion and actively know about red culture, improve the consciousness of self-education, in order to become excellent and better realize self-worth and make contributions to the society.

### B. Actively Participate in Activities of Red Education Organized by Schools

With the development of times, some college students think red culture has lost application value in modern society. In reality, red culture is the most important spiritual wealth of a country. It has long lasting application value and promotes social development in different times and backgrounds. In order to exert the true value of red culture in modern society, students should correctly understand red resources and actively participate in practical activities such as visit the memorial hall, sweep the tombs in revolutionary cemetery and have informal discussion with revolutionary veterans. College students should feel the red culture, learn and carry forward cultural spirit and shoulder the responsibility of inheriting red culture.

## III. STRENGTHEN THE EFFECTIVENESS OF RED EDUCATION

### A. Raise Attention to Red Education for College Students

Red culture contains lofty ideal and faith, profound advanced culture, rich revolutionary spirit and noble personality charm. It is of vital importance for college students' ideal and faith education, moral education and patriotism education through strong appeal, persuasion, shock power and educational function beyond time and space. [1] Colleges should raise college students' attention to red education when teaching theoretical knowledge. Thoughts lead action. Colleges should break the limitation in education

activities of red resource. [2] Firstly, practice conforms to slogan. However, most colleges use class meeting, report and publicity posters as education forms instead of implement thoroughly. Secondly, the contents are more important than forms. It is not confined to external publicity, literary and artistic activities on campus and theme activities of political parties and other organizations. Thirdly, it should be continuous. Colleges should make long-term plan and mechanism of education instead of carrying out publicity and education in some periods.

#### *B. Provide the Courses Highlighting Red Culture Education*

Academic record is not the only way to measure teaching quality. We should see whether the education forms provided by schools or other education sectors meet students' demands, guarantee students' application of their knowledge and are relevant, pertinent and effective to teaching quality. Specifically speaking, we should establish a complete written teaching standard of red culture, corresponding and clear guiding thoughts, purpose and principle, plan and enforcement regulation and effectiveness evaluation, excavate the spirit of educational resources of red culture as well as integrate the enormous advantages of red culture resources from overall and higher levels. Teachers can teach students in accordance of their aptitude through classifying students according to teaching experience, students' age characteristics, hobbies and interests. For example, leading educational institutions should formulate corresponding teaching regulations of ideological and political education, invite experts, professors and propagandists related to red culture education or experienced revolutionary comrades to participate in the ideological and political education, weekly and monthly give lectures about history of the Party, revolutionary traditional and personal advanced experience and publicize red history. [3] In special festivals, schools can organize "seminar of "red culture" and knowledge contest, combine traditional teaching with modern innovation, theme education of red culture with daily education. Education activities with red culture as the theme and the education to carry forward national spirit and strengthen civic moral construction should be used to let red culture enter the class of senior high schools.

#### *C. Regularly Organize Education Activities of Red Culture for College Students*

Because college students are special groups, it is more necessary to establish the consciousness for the best red culture, make the best modern red education and present the profound connotation of red culture. In modern society of rapid development, diversified cultural products change quickly. Because of the nature of hunting for novelty, in face of novel and rich cultural products, many students neglect the true connotation of cultural products. Some bad cultures avail themselves of the opportunity to get in. It is difficult for students to form correct values because of the deficiency of ability in distinguish between right and wrong and the influence of bad culture. Students easily get rid of and contact red culture because of its traditional and conservative routes and forms of transmission. Therefore, the best red culture must be made to let it influence students' inner heart and spirit and help the ideological and political education for students. A

powerful country or nation depends on the "soft power" of culture. Schools can establish special column of culture, regularly hold singing party and poetry reading, encourage students to participate in the construction activities of red culture on campus, timely find new heroes and models and exhibit through innovative colors to reappear the in-depth connotation and spirit of red culture.

### **IV. INTENSITY GOVERNMENT'S MANAGEMENT AND UTILIZATION OF RED CULTURE**

#### *A. Improve the Idea of Protecting Red Culture Resources*

Red culture resource is a historical and cultural heritage. The physical forms are non-renewable resources. We should pay equal importance to protection in developing red culture resources. Social benefit is the top priority in this process. When conflicts and contradictions appear between development and protection, the protection prevails. Red resources cannot be damaged in the name of urban construction, reconstruction of old city, construction of residential district and transport facilities. It requires effective protection, scientific development to reach the goal of sustainable use and development. However, the development of red culture resources should not be confined because of "protection of the only one". The sustainable development of red culture resources should be guaranteed to change the ways of people to pursue development and economic interests at the cost of sacrificing cultural heritage and ecological environment of human. Therefore, we should orderly, scientifically and reasonably plan, develop and use to avoid resource exhaustion. [4] The development should meet people's demands of spiritual culture and red resources in the future, furthest restrict the damage to opportunities for people to use resources in the future society and protect the existing resources. We should enhance propaganda to let more people accept, so that the red culture resources can get sustainable development more easily. Achievements of red culture resources from all over the world should be extracted. We should contribute to the connection of national educational resources with world civilization.

#### *B. Construct Practice Base for Education of Red Culture Resources*

The basic function of red culture is education. In order to create a good atmosphere for healthy growth of college students, educators should construct educational base of red culture as the second class of ideological education and take college students' ideological and moral education as a strategic engineering, hope project and foundation engineering. More importantly, bring it in overall plan of economic and social development, make the best of red culture resources and organize activities of "cultivating successful youngsters through red culture". It is necessary to take the education in red culture, city and national conditions as important contents of college students' core value education, guide college students to participate in diversified moral practice, in order to let them feel revolutionary tradition and receive patriotism education in perception of history and red culture. We should explore new thoughts and methods for ideological and moral education for senior high school students. Connection between

schools and scenic spots and memorial halls should be strengthened. “Ideological, political and moral education base” and “practice base” should be established nationwide. Specifically, provinces and cities and schools can learn from each other and share red culture resources. We should build traditional “three in one” education network in relation to school, family and society, organize senior high school students to perform drama, song and dance and poetry reading related to local unique red culture in special festivals like summer camp, revolution day and memorial day of heroic figures, or take knowledge contest, in order to spread the local red culture to colleges nationwide and convey the spirit of it.

### *C. Propose Tourist Activities with Red Culture as the Theme*

Travel with red culture as the theme is a way of “teaching through travel”. Tourists interact with education subjects and environment. Compared with traditional educational methods, it makes education more interesting and effective. Red tourism is a practical learning process. Firstly, red culture tour is to experience the true environment. The traditional classroom education cannot simulate historical sites in sightseeing place or place where events happen and its environment. People can “be personally on the scene”. Educatee is deeply influenced and resonates with red culture. Secondly, red tourism reappears and shapes the environment of hard work and plain living of revolutionists. Modern college students live in the age of peace with superior and comfortable life condition. But the most red tourism destinations have backward economy. Some people’s life is still difficult. Red tourism can touch college students and leave a deep impression on them so that they will cherish the good life now.

## V. STRENGTHEN THE RED CULTURE EDUCATION THROUGH NETWORK

### *A. Improve the Content of Red Culture Resources and Education through Network*

The ideological and moral quality of college students directly relates to the overall quality and the successful construction and the great rejuvenation of a nation. With the rapid development of economy, when impressive results have been achieved, some negative values like money worship, egoism and extravagance and waste have profound influence on the contemporary college students. In today’s society, network is essential media. College students surf the internet everyday. The network is inundated with positive information in favor of college students’ development and bad information. Educators should make the best of network platform. Network media become an important platform for development and application of red culture resources, contributing to inheriting and carrying forward the tradition of red culture. Red culture resources contain profound historical and cultural connotation. Revolutionary relics and precious cultural relics reflect the scientific outlook on life of the older generation of revolutionaries. It is effective to train college students to form good moral character and civilized behavior and promote their integrated development. We should develop online education and build teaching resource network with red literature, red base and red classics as the subject and red spirit as the theme,

to let it become important platform of patriotism education and important base of practical teaching of ideological and political theory.

### *B. Establish Student Forum Related to Red Culture Resources*

As an important platform of red education, network is an effective carrier to inherit and carry forward the spirit of the Red Flag Canal. It has characteristics of timely information acquisition, extensive information transmission, interactive participation of net friends and economic trans-regional transmission. We can put characters and pictures and videos introducing red culture on web pages for college students to learn. For example, the exhibition hall of the spirit in arduously starting a business was formally launched in February 2015. We can browse pictures, texts and videos related to traditional red culture. It presents the formation and development of red spirits and becomes the main platform to publicize red culture resources. [5] Different from the practical exhibition hall, the online exhibition hall has plates like discussion on red culture spirit, big data interpretation and interaction of net friends and synchronous audio explanation. Students can listen to the explanation and participate in the interaction. It makes the contents of red culture resources more popular and easy to understand and convenient for students to learn and discuss.

### *C. Construct Online Museum and Memorial Hall*

College should take advantage of network resources and cooperate with sectors like memorial hall, archives and martyr memorial parks to build website of educational base of red resources, develop red forum and upload red resources online and organize red commemorative activities. For example, the “National Soul” and “Revolutionary History of New China” co-sponsored by the Central Committee of the Communist Young League, the Research Center of History of the Communist Party of China, the State Archives Bureau and the Social Service Center for Chinese Teenager are called “Monument to the People’s Heroes” and “Revolutionary Memorial Museum of China” on the website. [6] The website of “National Soul” records 310,127 revolutionary martyrs dedicated to state independence and people liberation since the Opium War. The website of “Revolutionary History of New China” reveals course of hard struggle of Chinese nation to revolt imperialist invasion through significant historical events between 1840 and 1949, becoming a banner of patriotism education on the internet.

## VI. CONCLUSION

College students are successors of social construction in the future and important social groups. It is important to carry out ideological and political edification on them. Problems require educators, educatee and government to solve. Red resources should be integrated in ideological and political education of students to make them form correct world outlook, outlook on life and values.

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