

Red Cultural Identity and the Cultivation of College Students' Patriotism

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Abstract—Red cultural identity is the consensus and recognition of people's tendency towards red culture. By the multi-cultural impact, the reality of college students for the red cultural identity is micro-increasingly obvious. In view of the high degree of relevance and between the red cultural identity and the patriotism spirit, it is of great practical significance to cultivate and strengthen the patriotism spirit of college students with the red cultural identity as a link. The development of the red culture industry should pay attention to the social benefits; the construction of the red culture education and the ideological and political education of the benign interaction between the university and the ideological and political education of the university, and the development of the red culture, mechanism. So as to continuously enhance the red cultural identity of college students, to deepen their patriotic feelings, and better carry forward the spirit of patriotism.

Keywords—Red cultural identity; Patriotism; Cultivation

I. INTRODUCTION

Cultural identity is the group for a cultural orientation of the value of acceptance and recognition, and internalization into a personal ideology and behavior constraints of the inherent strength, from the psychological and spiritual construction of their own meaning of life process. [1] Red cultural identity refers to the social group recognition and acceptance of the value of red culture. Among the many contents of cultural identity, the unique red culture is a cultural foundation of China's economic and social development. It is not only the core value resource of shaping the collective personality, but also the important content of cultural identity. Red culture is a valuable spiritual food for college students, is the soul of the red gene, is the spiritual power of socialism and the source of power. However, in the face of the wave of multiculturalism, the international environment of the information age and the domestic background of the social transition period, some college students have a certain identity crisis to the red culture. [2] We must adhere to the socialist core values as the value of the lead, close to the reality of college students, mining the red culture of the times the value of innovation and red culture of the spread of the form, to stimulate students to take the initiative to do the best efforts to eliminate college students on the red culture of identity crisis, Red cultural identity, deepen their patriotic feelings, and better carry forward the spirit of patriotism.

General Secretary Xi Jinping pointed out that we should follow the footsteps of the revolutionary predecessors to move forward, let the red spirit radiate a new era of light, the red country handed down from generation to generation. Revolutionary traditional education should start from the baby, both focus on knowledge indoctrination, but also strengthen the emotional cultivation, so that red genes into the blood, immersed in the heart, and guide the majority of young people to establish a correct world outlook, outlook on life, values. Students as an important part of youth and the successor of the cause of socialism, how to eliminate the college students on the red culture of identity crisis, its internalization, outside the line recognition and carry forward the spirit of red culture, deepen its patriotism, Become the current party and the country urgent problem to be solved, has far-reaching significance.

II. THE RED CULTURE AND THE RED CULTURAL IDENTITY

A. Red Culture

The red culture is the guiding ideology of Marxism as the guiding ideology in the revolution, construction and reform of the Chinese Communist Party leading the people in order to realize communism as the ultimate goal, organic integration of Marxist advanced culture theory and traditional Chinese culture, Innovation and the formation of a specific cultural spirit and cultural form. It was born in the 1920s China's agrarian revolutionary war, mature and developed in the practice of China's revolution, construction and reform, concisely the Chinese people for national independence and national prosperity in the process of a variety of lofty spirit and excellent quality, performance For the spirit of Jinggangshan, the spirit of the Long March, the spirit of Yan'an, the spirit of one star, the spirit of Daqing, the spirit of flying spirit, the spirit of anti-flood relief, the spirit of earthquake relief, the spirit of Beijing Olympic Games, which contains the fine style of hard work, firm ideals and beliefs, patriotic Doctrine and collectivism, forge ahead with the pioneering spirit, and serve the people wholeheartedly. Unique red culture, not only inherited the excellent traditional culture of China, which contains the excellent quality and the core values of the socialist core values fit, is the college students valuable spiritual food for college students to establish the correct values, grow into a qualified socialist cause Of the builders and successors to provide the ideological power.

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B. The Red Cultural Identity

Cultural identity is the consensus and recognition of human tendency towards culture. Refers to a group for a certain cultural value orientation of the recognition and acceptance, and internalized into a kind of thinking and behavioral norms of the inherent constraints of force. Red cultural identity refers to the recognition and acceptance of a group of red cultural values, and its internalization into its own thinking and behavioral norms of the inherent constraints of force in life to regulate and control their own words and deeds, and constantly improve the moral realm.

III. THE RED CULTURAL IDENTITY AND THE DIALECTICAL SPIRIT OF THE DIALECTICAL RELATIONSHIP

A. The Spirit of Patriotism is the Cornerstone of Red Cultural Identity

The spirit of patriotism is the cornerstone of the survival and development of the Chinese nation. It is the unique patriotism spirit formed by the Chinese nation in the long-term development struggle. The red culture is the Communist Party of China led the people to carry out the revolution, construction, reform practice through unremitting efforts to form a unique cultural spirit and cultural form. The new period we stressed that the cultural rejuvenation, power, still want to deepen the red cultural identity, which are built on a strong spiritual foundation - the spirit of patriotism. Better inheritance and promote the red culture, is the new normal we cultivate patriotic consciousness, enhance patriotic feelings of the important theme. But to better implement the spirit of patriotism, the urgent need to cohesion of cultural consensus, agree with the red culture, red culture can have a timeless vitality. In essence, the spirit of patriotism is the red culture in the nationalization and externalization of the refraction of the red cultural identity is the cornerstone of the spirit. The relationship between the state and the state today is no longer based on the cruel basis of naked aggression and anti-aggression, but the smoke-free war in the cultural field continues, and the spirit of patriotism has long been a necessary condition for enhancing the cultural soft power.

B. The Red Cultural Identity is to Cultivate a Strong Driving Force of Patriotism

Red cultural identity is a powerful driving force to cultivate the spirit of patriotism, which has been repeatedly confirmed for history and reality. It is more important to establish a high degree of cultural self-confidence and cultural consciousness, which is more important because of the impact of multiculturalism, the independence, selectivity and variability of people's ideas, the increasing difficulty of unified thinking, the difficulty of cohesion and the challenge. , Is to deepen the red cultural identity. The modernization of contemporary China is carried out in the context of globalization, which not only strengthened the development of red cultural identity, but also made the red cultural identity is facing a major challenge. Red cultural identity is the basis of the formation of national cohesion, is to maintain the country, the nation long-term stability, democracy and prosperity of the powerful spiritual power, it depends on our understanding of the red culture,

awareness and carry forward, and internalized in the heart, Agree with. When General Secretary Xi Jinping talked about the red culture, he said: "To dig and elucidate the red excellent traditional culture, love, the people of this, keep honesty, justice, harmony, seeking the value of Datong, so that the Chinese traditional culture into a society The core values of the important source. "Under the guidance of the socialist core value system, deepening the red cultural identity must become a strong driving force to cultivate the spirit of patriotism.

C. Red Cultural Identity and Interdependence with the Spirit of Patriotism, Mutual Promotion and Common Development

We understand the spirit of patriotism, both to reflect on our history, tradition and culture, but also to the maintenance of national sovereignty, territory and security, both the vision of a better tomorrow and the worries about real contradictions, but also the pain of social indifference. To achieve the "Chinese dream" has been on the road, we have to establish a culture of self-confidence and cultural consciousness, condense red cultural consensus, to stimulate the red cultural vitality, deepen the red cultural identity, nurturing patriotism. In the coexistence of cultural pluralism, red cultural identity and patriotism are interdependent and promote each other and develop together. China as the largest developing country, on the one hand, we should actively participate in the cooperation of globalization, advocate cultural diversity; on the other hand, we should enhance the red cultural identity, nurture and carry forward the spirit of patriotism. We should keep a clear mind, constantly from the red culture to learn nutrition, promote the promotion of red culture and deepen the red cultural identity. At the same time, we should adhere to the guiding ideology of the core value system of socialism with Chinese characteristics in the mainstream ideology, so that the Chinese students to establish a correct world outlook, outlook on life and values, two-way deepening the red cultural identity and patriotism spirit.

IV. THE CURRENT COLLEGE STUDENTS ON THE SPIRIT OF PATRIOTISM DISCORDANT VOICE

Contemporary China, love the motherland is the absolute mainstream, patriotism has always played the main melody, but there is still some discordant voice. These sounds can be divided into two categories:

A. A Small Number of College Students for The Patriotism There is a Weak Reality

First of all, a small number of college students are lack of patriotic identity. China's basic national conditions are not enough and do not want to understand in depth; the party's basic line, principles and policies and the cause of socialist modernization indifferent to the Chinese nation's outstanding traditional culture of learning and carrying forward, etc., the patriotism is weak Specific performance. Secondly, there are some students tend to fade the national integration. The lack of self-improvement of the Chinese nation's understanding of the process; the noble national integrity and national feelings lack of undertaking; the people of all nationalities under the leadership of the party to achieve national prosperity and

struggle of the lack of attention. These are the history of the motherland in the history of national unity and integration of the indifference, the national identity of the emotional desalination. In addition, in the course of the current practice of patriotism of college students, some college students' historical identity has become a reality that cannot be ignored, especially the great achievements of the Chinese Communist Party leading the Chinese revolution, construction and reform. It's embodied in the ancient Chinese excellent culture, traditional ideas, social customs and other lack of inheritance, ignoring the historical legacy of our valuable spiritual and cultural resources; historical and realistic national conditions of the error estimates, as well as the history of praise; National unity and the unity of the ideology and behavior of national unity.

B. Some College Students Have Some Irrational, Impulsive Patriotic Behavior for Patriotism

On the one hand, due to the current academic research, theoretical argument, practice input and so is not mature enough, so that part of the cultural identity of college students there is a deviation, and then there are some irrational patriotism. The value of democracy, the rule of law, fairness and justice are shifted from the point of view; the patriotism, dedication, integrity and friendliness of the individual level are different from the values of democracy, democracy, democracy and harmony. The value criterion leads to the deviation. On the other hand, in the current patriotism education of college students, it is difficult to do rationally and blatantly, the unity of knowledge and practice, and the performance of patriotism is abundant, but the rationality is insufficient; the theory of patriotism accumulates rich, but the actual action is insufficient. There are a lot of patriotic activities in the current campus environment, but the real ear, into the brain, into the heart of the activities are few, most of the activities simply mechanical repetition, it is difficult for college students to deepen patriotism awareness and strengthen patriotism Play a catalytic role.

V. THE USE OF RED CULTURAL IDENTITY TO CULTIVATE THE SPIRIT OF COLLEGE STUDENTS' PATRIOTISM EFFECTIVE PATH

The use of red cultural identity to cultivate the spirit of college students' patriotism requires us to proceed from various aspects to effectively strengthen the recognition of the red culture of college students.

A. Close to the Reality of College Students, mining the Red Culture of the Times Value, Enhance the Government's Political Performance

In the social transition period, in order to make college students really learn, really understand, true letter, really use, red culture, and one, we should understand the psychological reality of college students, study, work, life reality, development direction, for the current college students, red Culture, education, outstanding problems and problems in-depth research, master the ideological and spiritual demands of college students, on this basis, innovation, red culture, education and work methods.[3]Second, deepen the value of red culture in the process of building a well-off society in an all-round way and comprehensively deepen the great practice

of reform, and guide the students to correctly view the achievements and bottlenecks in the construction of socialism with Chinese characteristics. Social transformation period is bound to face the outstanding contradictions and challenges to the attitude of seeking truth from facts to see the social phenomenon, the real experience of the red culture advocated by the ideals and beliefs of identity, really clear, red culture, the profound meaning, and thus firm their own sense of responsibility, A sense of mission, to achieve the Chinese dream and struggle. Third, the government should use practical action and leading ideology to influence college students, enhance performance. Deepen the reform of the political system, strengthen the construction of anti-corruption, and effectively solve the employment problems of college students, so that they really feel the superiority of the socialist system, thereby strengthening their political culture, national culture and red culture identity.

B. Innovative Red Cultural Transmission Form, to Stimulate Students to Take the Initiative to Participate

Red culture of publicity and education should not be cold from the top of the administrative means, but should take the cultural mass line, innovative forms of cultural communication, to take the masses favorite way to attract college students, including the broad masses of people involved, So that the red culture really into the ear, into the brain, into the heart, Jiangxi Satellite TV launched, the Chinese red song, is an example. First of all, highlight the red culture of public welfare and mass. Through the establishment of public cultural service facilities, to carry out the fun of the red cultural activities, and fully stimulate the participation of college students' enthusiasm. Second, the creation of new content, new forms, engraved with the era of branded works of art, play a positive role in the dissemination of red culture, to stimulate the interest of college students, easier to accept and accept the red culture.[4]Once again, with the help of network technology to spread the red culture, such as the establishment of multi-functional red special website or web pages, set the video, e-books, prizes and other functions, in the subtle influence of college students consciously recognized the red culture. Finally, to carry out efficient red culture research, to strengthen the red cultural resources in-depth mining and exploration, to create a contemporary character of the red culture brand. At the same time, the relevant departments should also have outstanding contributions to the material awards and spiritual incentives to encourage and support young college students to join the red cultural R & D team.

C. The Development of Red Cultural Industries Gives Priority to Social Benefits

Red cultural industry unique ideological attributes, determines the development of the red industry, should give priority to the pursuit of social benefits and then consider the economic benefits, or will sacrifice the revolutionary tradition of educational functions and red tourism brand. First, to strengthen the supervision of the red tourist attractions, regulate the price of tourism. Increase the red tourist attractions free open or low-cost open efforts, give full play to the red cultural industry education and historical responsibility. Second, in the protection of the revolutionary old areas under the premise of

ecological, fully explore the revolutionary sites, revolutionary deeds and other red cultural resources, patriotism education, ideals and beliefs in tourism and cultural influence, the dissemination of advanced culture. Third, increase the process of red cultural industrialization, highlighting the profound connotation of red cultural products, cultural heritage and spiritual values. Such as the revolutionary theme of the red film and television industry has received a good social and economic benefits, such as the TV series "war Changsha", "Long March" Get the audience's praise, received a better educational effect.

D. Constructing a Benign Interaction Mechanism between Red Culture Education and Ideological and Political Education in Colleges and Universities

To strengthen the effectiveness of red culture education in colleges and universities, we need to construct a benign interaction mechanism between red culture education and ideological and political education in colleges and universities. First of all, combined with the characteristics of the local red cultural resources and the ideological characteristics of college students, innovative teaching of ideological and political theory courses, in the exploration of classroom teaching, campus culture and practical activities to undertake the teaching program, in the development of good, red textbooks, And the red forum to explore the usefulness of the realization of college students on the red culture of deep understanding and then consciously agree. Second, the organization of red culture practice.[5]On the one hand, inviting the old Red Army, experts and scholars to carry out the red special reports and lectures, etc., and other forms of red theme campus activities to enhance the broad participation of college students. On the other hand, out of the campus, into the red education base. By entering the red soil, approaching the revolutionary ancestors of life and fighting the hard environment, college students can feel the prosperity and prosperity of the motherland and the people live and work paradise is not easy, easier to understand, accept and agree the spirit of the spirit of red culture. Finally, the educators should make overall planning, focus on the

development of training programs, research topics, practice teaching, and assessment methods of the unity of the red culture education in the long-term development plan. The education department should provide the corresponding policy support for the construction of the red culture in colleges and universities, so as to provide the direction, the way, the goal and the method guidance for the development of the red culture. The red culture develops smoothly towards the benign track.

VI. CONCLUSION

The red culture is a valuable spiritual food for college students, and is the ideological foundation of contemporary Chinese socialist construction. To understand the macro international and domestic environment, to clarify the red culture in the publicity and education problems, the scientific response to the red culture of college students recognize the crisis, and constantly enhance the recognition of the red culture of college students in order to enable students to red culture, Really use, to achieve the red culture of the promotion and heritage, so as to better nurture and promote the spirit of patriotism. In this way, the excellent genes in the red culture will reflect our country's cultural consciousness and theoretical self-confidence, into the practice of building socialism with Chinese characteristics, the precipitation into the personality of college students, thus leading the future of China.

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