

# Research of Red Culture Propaganda Platform and Ideological and Political Education in Colleges and Universities

Wenliang Zhang

Zhuhai College of Jilin University

cpcimeici2018@163.com

**Keywords:** Red culture of colleges and universities; Propaganda platform; Ideological and political education; Multidimensional interaction

**Abstract.** The purpose of this paper is to research the red culture propaganda platform and the methods and emphasis of ideological and political education in colleges and universities. Through literature analysis and induction, this paper summarizes the platform of red culture propaganda and the ideological and political education interaction model in colleges and universities. The results show that we should optimize “multi - dimensional interaction” of the red culture propaganda path by optimizing the red culture education system, innovating the classical reading activities of the red culture, participating in the red theme practice and building the virtual practice platform of the red culture. Red culture is the spiritual quality, firm belief, glorious tradition and fine style that the Party has honed in its long-term struggle. It is also the spiritual bond of the Chinese nation and the spiritual motivation that inspires the Chinese people to sharpen their way forward. Colleges and universities are the main positions for the spread of red culture. We should start from the concept, take the practice path as the starting point, take the mechanism of coordination as the guarantee, and build a “multi - dimensional interaction” propaganda path covering all aspects, integrating multiple channels and linking senses, so as to promote the “four - element integration” of theoretical classroom, campus culture, social practice and network positions, internalizing it in heart, externalizing it in practice and solidifying it in results, leading students to consciously become the practitioners of the red culture propaganda.

In April 2016, when visiting Jinzhai County, the hinterland of the Dabie Mountains in the old revolutionary base areas, Xi Jinping pointed out: “To build a well-off society in an all-round way, we cannot lose sight of old revolutionary base areas which have red genes in their spirit.”<sup>[1]</sup> “Letting the red gene pass on from generation to generation” is not only a new requirement of the Party Central Committee with Comrade Xi Jinping at its core, but also a mission assigned by history and times. The Education Conference of 2017 also required that “education should guide the majority of young people to inherit revolutionary traditions, inherit red genes and vigorously promote revolutionary traditional culture”<sup>[2]</sup>. Colleges and universities should make full use of red culture education resources to show the role of red culture in spreading the main position. According to the ideological characteristics of college students in the new era, we should explore the goal of spreading the red culture in colleges and universities, optimize the platform for spreading the red culture, so as to construct the mode of spreading the red culture.

In order to build the mode of spreading red culture in colleges and universities, we should firmly grasp the basic characteristics and growth rules of the formation and development of college students' ideological and moral characters, proceed from the internal logic of theoretical classroom integration, infiltration of campus culture, integration of red resources and virtual platform follow - up. Aiming at the current needs of individualized and differentiated growth of college students, base on various red educational resources and through vivid teaching forms and rich educational carriers, realize the three - dimensional, normalization and effectiveness of red cultural education and educate and guide college students to firmly believe in patriotism and inherit red genes.

### **Integrate theory into classroom and optimize the red culture education system**

Based on the state's strong advocacy of promoting red culture, under the guidance of the concept of "faith brightens life", colleges and universities, as the main position and leading vane of ideology, should closely spread the red culture, incorporate the spread of red culture and revolutionary spirit into all aspects of education, teaching and management services, and achieve full coverage, striving to "never lose a inch of land, never lose a piece of tile and never ignore anywhere". Red culture, to a certain extent, has the characteristics of "non - transmission", such as "the revolutionary spirit of hard work cannot be inherited or learned by understanding or reciting the meaning expressed in the language"<sup>[3]</sup>. Therefore, it is necessary to "break first and set up later" and refuse to consider students as "containers" for importing knowledge. To adapt to the characteristics of young students, it is necessary to explore and create more effective educational methods that are close, objective and grounded based on the state's rich and unique red resources. Especially in the aspect of optimizing the discourse system, the expression should constantly update and enrich the red culture teaching language, enhance the pertinence and affinity of the red culture education, eliminate the "gaps" between classroom teaching and students and the era, and enable students to truly enter the learning state of using all sense organs of "emotion, passion, brain, mouth and hands". On the other hand, we strive to realize the interaction between classroom theoretical teaching and social practice, guide students with extensive and lasting red theme practice, spread the red culture into students' "knowledge" and "behavior" so that it becomes audible, visible, sensible and feasible, and firmly embed the red culture in contemporary college students' values and ideals and beliefs so as to consolidate knowledge and expand and extend the theory. Let college students build their personal growth and success on the correct recognition of society and their correct positioning, and realize the organic combination of social progress and their own growth. To ensure the ideological guidance of the red culture, as well as the high degree of experience and rich interest, to further enhance the effectiveness of education and teaching by accepting the baptism of the immersive red cultural spirit, so that the college students who were born after 1990 can truly perceive the Party history and thus firmly believe and inherit the spirit<sup>[4]</sup>.

### **Infiltrate campus culture and innovate red cultural classics reading activities**

The social practice of the red theme is guided by "watching" and "listening" and is a perceptual knowledge. Reading the red revolutionary classics is a rational thinking "standing on the shoulders of predecessors" and helps to review the great revolutionary course and historical facts of heroes. It should be said that both are effective means to acquire "knowledge" in order to clarify the connotation of the red culture and explore the source of the red culture of advanced socialist culture. As a typical auxiliary form of red education, going to the red traditional education base to receive the baptism of revolutionary spirit can only be carried out for some students with limited audience and little influence. The "Red Classics Reading" activity is widely carried out among all students and has restored the dominant form of traditional classroom teaching and achieved full coverage of the educational scope.<sup>[5]</sup> Working in this "red soil" can better exert the infiltration of campus culture and realize innovation in form and content. The feasibility of reading red classics on campus is reflected in the following three aspects. First, learn well. Through the extensive solicitation of "colleges and universities recommend a batch, the department appoints a book and the student chooses a number of books", a group of familiar red literary works will be discussed and determined. The spiritual essence of China's glorious revolutionary tradition (such as serving the people, strengthening ideals and beliefs, hard work, etc.) will be fully expressed with red classics of various subjects, providing a model for future generations and urging college students to become practitioners of "patriotism, professionalism, honesty and friendliness". Second, think more. Invite the history theory researchers and the front-line workers and relevant discipline professors of the Party to set up various communication activities, such as red

classic forums, reading salons and reading clubs to guide college students to study the history of the Party and to think deeply about how to extract nutrients from the red culture so as to boost their growth and success. Third, campus practice. Organize a series of activities related to the red classics, such as sentiment essay writing, recitation, speech and singing, to effectively expand the campus platform and carrier for the spread of the red culture.<sup>[6]</sup>

### **Integrate red resources and participate in the social practice of the red theme**

The spread of red culture in colleges and universities is not achieved overnight. It is affected by many factors, such as a long time span, unbalanced regional distribution of educational resources, loose possibility of red teaching process, changes in the direction of national politics, the reduction of the learning enthusiasm and the limited interest cycle of students, resulting in the inefficiency and continuity of red education. Therefore, red education must always be grasped and focused on. One of the powerful measures is to integrate and transform the red resources, promote the systematization of course teaching contents, catch students' eyes with rich and novel subjects, turn them into their daily behaviors and explore the emotional attachment and spiritual destination of contemporary college students with red passion and pulsation. At present, the existing red resources in our country are still difficult to meet the needs of revolutionary traditional education. We should strengthen the systematic research on the national red cultural resources and promote the horizontal and vertical exploitation and utilization of the national, especially regional red educational resources. If conditions permit, a red education base should be set up, so as to realize the sharing of red cultural resources around the country and integrate mining, protection, innovation and application, and to reorganize and transform the integrated resources to the maximum extent so as to form a dynamic, stable and virtuous circle. On the other hand, we should create a practical platform for spreading the red culture so that college students can walk out of the campus and visit the revolutionary traditional education base. By offering flowers to revolutionary heroes and reliving the oath to join the Party and other educational activities, we make clear our sense of responsibility for the times and further consolidate our ideals and beliefs. By visiting old revolutionary veterans, listening to the red stories, feeling the war years, learning the revolutionary spirits of loving the Party and patriotism of the older generation of revolutionaries, and enhancing the "four self - confidence" of contemporary college students. Through carrying out a series of thematic education and experience activities, relying on hiking, ritual education, exchange and discussion, questionnaire survey and other forms, college students will go deep into the grassroots society and connect with the production and life of the people. Through carrying out a series of thematic education and experience activities, relying on hiking, ritual education, exchange and discussion, questionnaire survey and other forms, college students will go deep into the grassroots society and connect with the production and life of the people. Through extensive policy advocacy, technical assistance, legal popularization and environmental protection publicity, the spread of red culture and revolutionary spirit has been translated into every move, word and deed, and students have been guided to transform their knowledge into a force to serve the people and contribute to society, which provides an integration platform and practice channel for college students to spread the red culture and provides strong support for the development of social practice on the red theme.<sup>[7]</sup>

### **Follow up the network resources and build a virtual practice platform of red culture**

"Internet +" has brought great convenience to people's production and life because of its unique characteristics of intelligence, immediacy and civilians. The impact brought by the development of new media on the growth of college students are comprehensively reflected in the way of life, the mode of communication, the concept of thinking and the return of emotion.<sup>[8]</sup> The construction of the red culture spreading mode in colleges and universities should make full use of the Internet platform as a "master

key” and use the new media as a promotion channel to guide students to correctly “surf the Internet”, reasonably “use the Internet” and safely “get rid of the Internet” and realize the integration of the virtual platform and the actual life. The follow-up of network resources is not only the internal requirement of the great changes in the background of the times, but also reflects the social practice of the red theme, contributing to the popularization and life of the red culture.<sup>[9]</sup> To this end, the work should start from the following aspects. In terms of organization, colleges and universities should focus on cultivating students’ online elite team, constantly explore the law of spreading online red culture, and devote themselves to supervising, guiding and strengthening mainstream ideological and public opinion, telling good stories of China and spreading good news of China. In terms of implementation, we should gather the resources of network red education and ideological and political education, focus on creating the fine products of network culture construction, use the network theme education platform and mobile terminals to carry out online and offline activities, truly and timely reflect and respond to students’ actual problems, so that college students can further strengthen their faith and set up correct value pursuit, and make full use of the fragmented time through colorful and diversified network infiltration to create online spiritual homes, cultural learning parks and growth parks. In terms of content, the transmission of information and the effective absorption of information by students are the ultimate aim of developing red education based on any platform or form. It should be noted that the current mobile terminal is a channel for students to communicate information more frequently and more easily. WeChat’s public platform is rooted in WeChat, a social software that is now a must-have for people, sending messages, releasing information and pushing windows frequently for everyone every day and even every hour. If this unique platform is used to spread the red culture, it can exert a strong influence on students imperceptibly. It should be noted that “with the increasing number of WeChat public platforms, the reading volume of pushed content is low, WeChat public platform is only a media screen for students, and students can choose to or not to read the contents of the public platform of WeChat”<sup>[10]</sup>. That is to say, students have the right to choose to pay attention to or block pushing news according to their personal interests. Therefore, we must make rational use of the “correct opening method” of the students who only pay attention of the title of the contents on the basis of mastering students’ social laws on the Internet, and then it is possible for students to “linger” with the profound education of the red culture and the rich interests of the red classics. In terms of the platform, we strive to realize the coupling between the construction of the real base and the virtual network platform, create the social practice base with the red theme inside and outside the province and truly penetrate the education of socialist core values into the red resources. Efforts have been made to improve the virtual education platform, use Virtual Reality technology, through the theme network products, push and develop innovative role-playing games simulating real historical events, guide the experience with the aid of education, create a red cultural product system and innovate the communication mechanism.

## Conclusion

Red culture is the spiritual quality, firm belief, glorious tradition and fine style that the Party has honed in its long-term struggle. It is also the spiritual bond of the Chinese nation and the spiritual motivation that inspires the Chinese people to sharpen their way forward. Colleges and universities are the main positions for the spread of red culture. We should start from the concept, take the practice path as the starting point, take the mechanism of coordination as the guarantee, build a “multi - dimensional interaction” propaganda path covering all aspects, integrating multiple channels and linking senses, so as to promote the “four - element integration” of theoretical classroom, campus culture, social practice and network positions, internalizing it in heart, externalizing it in practice and solidifying it in results, leading students to consciously become the practitioners of the red culture propaganda.

## References

- [1] Xi Jinping paid a visit to Jiangxi on the eve of the Spring Festival to visit and condole with the cadres and the masses, wish the people of all ethnic groups in the country health, happiness and good luck, and wish the reform and development of people's life to flourish[N]. People's Daily, 2016 - 02 - 04 ( 001 ).
- [2] Do a good job in socialist education with Chinese characteristics, greeting the successfully convening of the 19th National Congress of the CPC with excellent achievements[N]. China Education News, 2017 - 02 - 07 ( 001 ).
- [3] Zhang Taicheng. On learning behavior based on red resources[J]. Journal of Jinggangshan University: Social Sciences Edition, 2016 ( 4 ).
- [4] Selected Works of Deng Xiaoping: Volume 3[M]. Beijing: People's Publishing House, 1993.
- [5] [US] Herbert Marcuse. One - dimensional People - Ideological Research on Developed Industrial Society[M]. Liu Ji. Shanghai: Shanghai Translation Publishing House, 2008.
- [6] Xi Jinping. Speech at the Symposium on Philosophy and Social Sciences[N]. People's Daily, 2016 - 05 - 19.
- [7] Selected Works of Marx and Engels[M]. Beijing: People's Publishing House, 1995.
- [8] Chen Shifa, Li Li'e. Thoughts on the Application of Red Cultural Resources in Ideological and Political Theory Teaching in Colleges and Universities[J]. Journal of Ideological and Theoretical Education, 2014 ( 11 ). [9] UNESCO International Committee for Educational Development. Learning to Live: Today and Tomorrow of the Educational World[M]. Beijing: Educational Science Press, 1996.
- [10] Bao Leijing. On the Effectiveness of Network Ideological and Political Education in the Social Media[J]. Ideological and theoretical education, 2017 ( 3 ): 79 - 82.