

# Research on Red Culture to Improve the Quality of Ideological and Political Education in Universities

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## Abstract

**This article aims to explore how red culture can improve the quality of ideological and political education in universities. Elaborated on the connotation of red culture, red culture is a special phenomenon of Marxism Sinicization, an advanced culture with Chinese characteristics that emerged in response to the needs of the times, and has special significance and value. Analyzed the challenges faced by ideological and political education in universities, including the impact of self media, diverse social trends, and diverse values. Explored the value of red culture in enriching ideological and political education materials, enhancing the effectiveness of ideological and political education, and pointing out the development direction of ideological and political education. The path of creating red cultural resources and ideology has been proposed, aiming to provide theoretical support and practical guidance for improving the quality and efficiency of ideological and political education in universities.**

## Keywords

**Red culture; ideological and political education in universities; educational quality.**

## 1. Introduction

Ideological and political education in colleges and universities plays an important role in cultivating socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. It is feasible to integrate red culture into ideological and political education. As an important part of higher education, ideological and political education is not only an important way to cultivate students' socialist core values and firm ideals and beliefs, but also an important guarantee to improve students' comprehensive quality and promote the all-round development of personality. At present, how to further improve the quality of ideological and political education in colleges and universities and better adapt to the needs of development has become an important issue for college educators. As an important carrier of Chinese revolutionary culture and socialist core values, red culture has profound historical background and rich cultural connotation. In the process of promoting development, red culture is not only a spiritual force that inspires the people to forge ahead and unite as one, but also one of the important ways to inherit the excellent traditional Chinese culture. It is conducive to college students to establish cultural self-confidence from red culture, and then establish a correct world outlook, outlook on life and values. Therefore, it is of great significance to integrate red culture into ideological and political education in colleges and universities, improve its quality, and strengthen the patriotism, collectivism and socialist ideas of college students.

## 2. Red Cultural Connotation and The Necessity of Red Education

### 2.1. The connotation of red culture

Red culture is an excellent culture guided by Marxism, which integrates Chinese excellent traditional culture and pays attention to distinct revolutionary cultural characteristics.

Specifically, red culture mainly includes two types : material culture and intangible culture. The material form of red culture refers to the revolutionary memorial halls, monuments, former residences of celebrities, martyrs ' cemeteries, old revolutionary areas, and red revolutionary bases left after the revolutionary war. The non-material form of red culture mainly refers to various institutional cultures and spiritual cultures. Among them, the red culture of the institutional form mainly refers to the specific cultural forms such as national policy provisions and legal provisions in combination with the needs of China 's actual national conditions. The spiritual form mainly refers to the revolutionary spirit, moral tradition and so on.

## **2.2. The necessity of integrating red culture into ideological and political education in colleges and universities**

First of all, it is an urgent need to carry out red culture education in the current era, which is of great significance to promote the improvement of the quality of ideological and political education for young students. Red culture is an important part of socialist core values. As an important part of ideological and political education in colleges and universities, red culture has rich historical, cultural and ideological resources, which can provide rich materials and cases for education. By carrying out red culture education, we can further consolidate and carry forward the socialist core values. Red culture embodies the fundamental principles and value pursuit of socialist core values, such as collectivism, dedication, social fairness and justice, etc., which can provide reference for students to establish correct values. The rich and colorful art forms and literary works of red culture, such as red movies, red music, red literature, etc., can not only stimulate students ' emotional resonance, but also enrich the teaching content and enhance the attractiveness and appeal of teaching. Cultivate students ' correct values and ideological and moral concepts. Red culture embodies the lofty spiritual quality, shows the pursuit of loyalty, and embodies the firm pursuit of career and ideal.

Secondly, red culture can also enhance the patriotism of college students. Red culture is an excellent culture full of positive energy. It highlights the broad patriotic feelings and expresses the infinite love for the motherland and the people. It is worthy of continuous promotion and inheritance. Integrating red culture into college students ' ideological and political education can not only innovate the practical path of college students ' ideological and political education, strengthen college students ' understanding and understanding of red culture, but also stimulate college students ' patriotic enthusiasm. The thoughts and values contained in red culture are closely related to the real life and learning of contemporary college students. It has strong practical significance and can guide students to correctly handle practical problems and enhance their sense of social responsibility and mission. Through in-depth study and inheritance of red culture, we can stimulate college students ' love and pride in Chinese excellent traditional culture, enhance their cultural identity and cultural self-confidence, enhance students ' love for the motherland and recognition of the national spirit, make them more confident and proud in the process of inheriting the excellent culture of the Chinese nation, and provide strong spiritual support and enlightenment for contemporary people to establish a correct outlook on life and values. In this way, we can help college students establish lofty ideals and aspirations, continue to struggle for social progress and national prosperity, and finally achieve the goal of personal all-round development.

Thirdly, carrying out red culture education can enrich the content of ideological education and promote the realization of educational value. The integration of red culture into ideological and political education in colleges and universities can enrich the content resources of education. Red culture has formed a unique resource system in the long-term development, which is rich in connotation, diverse in form and vivid in life. Integrating these contents into the ideological and political education of college students can attract the attention of college students, stimulate their interest in learning, and promote the ideological and political education to be

more vivid and vivid. Red culture has strong practicality and operability. It can be carried out through a variety of teaching methods and means, such as carrying out red culture theme activities, organizing red culture practice, etc., so that students can deeply understand the charm and connotation of red culture in practice. Therefore, through the guidance and practice of red culture, we can enhance the effectiveness of ideological and political education, make education closer to the actual needs of students, and achieve better educational results. In order to guide college students to perceive the profound connotation and spiritual guidance of red culture in practical activities, and achieve the goal of educating people. In addition, red culture has a special educational value. Integrating it into ideological and political education can not only keep the ideological and political education in the right direction and promote the realization of the value of education and education, but also enhance the sense of acquisition of college students in ideological and political education. Therefore, using red culture to improve the quality of ideological and political education in colleges and universities not only helps to improve and improve the current ideological and political education, but also helps to point out the development direction of ideological and political education in the future, and promotes the ideological and political education in colleges and universities to a new level.

### **3. There Are Practical Problems in The Integration of Red Culture Into Ideological and Political Education in Colleges and Universities.**

#### **3.1. College students do not have enough awareness of red culture**

College students' lack of cognition of red culture is mainly manifested in the lack of understanding of the practical significance of red culture. The rapid development of we-media has brought many challenges to the ideological and political education in colleges and universities, such as Weibo, WeChat public number, and Tik Tok, which provides a broad platform for young students to obtain information and communicate, but the impact of we-media cannot be ignored. On the one hand, some self-media platforms have a tendency to be vulgar and entertaining. Some self-media accounts pursue click-through rates and traffic, and tend to create gimmicks and sensational content. It is easy to mislead young students, make them affected by bad information, and seriously affect their values and ideological identity. In addition, some self-media content exaggerates and distorts the facts, exacerbating the falsity and inaccuracy of information, making young students more likely to be misled in information acquisition. On the other hand, since the media has a large amount of information and fast transmission speed, it is easy to lead to information fragmentation and superficial phenomenon. On the self-media, information is presented in a short and fragmented form. Students are more inclined to browse and accept short and intuitive content, but lack of in-depth thinking and discussion on complex issues. This phenomenon of information fragmentation affects the depth and systematicness of students' thinking. The thoughts of college students are not yet mature, and it is easy for these negative remarks and views to affect their recognition of red culture, and even produce rejection.

#### **3.2. The mechanism of efficient use of red culture is not perfect.**

At present, although colleges and universities are carrying out red culture propaganda, they are subject to problems such as insufficient publicity and insufficient publicity timeliness. As a result, the publicity effect of red culture in colleges and universities is not ideal, and it is difficult to integrate into the ideological and political education in colleges and universities, and there is a lack of effective institutional mechanisms in the publicity process. In addition, in the process of mobilizing college students to understand, learn and master red culture, colleges and universities have not established a sound and perfect reward and punishment mechanism. It is difficult to mobilize college students' enthusiasm to actively learn red culture. As the object of

ideological and political education, college students have not yet resonate with red culture, so it is difficult to integrate red culture into college students' ideological and political education. In the promotion of red culture, colleges and universities have not been able to form an effective barrier communication and lack of linkage mechanism. This needs to give full play to the function of red culture demonstration and incentive. Colleges and universities should do a good job in communication between various departments and pay attention to the exchange of information between various departments. At the same time, while doing a good job in top-level design and departmental linkage, we should pay more attention to the establishment and improvement of the evaluation system of red culture education. However, due to the imperfect system, red cultural resources have not been effectively transformed into educational and teaching resources.

### **3.3. Classroom teaching is not in place**

Teachers of ideological and political courses and professional courses in colleges and universities lack the active consciousness of consciously using red culture, which to a certain extent restricts the overall effect of integrating red culture into ideological and political education in colleges and universities. Red culture is a real teaching material for educating and leading college students, but some teachers have not fully realized that red culture is an important source of classroom teaching content. In order to complete the teaching process, some teachers ignore the flexible use of red culture, which leads to the low enthusiasm of using red culture. On the other hand, teachers rarely participate in academic activities related to red culture due to reasons such as lack of attention and insufficient funds, thus ignoring the innovation of the teaching mode of red culture and paying less attention to red culture. In classroom teaching, blindly to the theory of indoctrination, too much emphasis on the classroom rigid preaching, the lack of practical curriculum arrangements. Even there is a limited understanding of red culture, the depth and breadth of excavation is not enough, can not understand the spiritual essence contained in it, can not grasp the teaching opportunity.

## **4. The Path of Red Culture to Improve The Quality of Ideological and Political Education in Colleges and Universities**

### **4.1. Innovate the way of red cultural resources education**

In order to enhance the persuasiveness of ideological and political education in colleges and universities, it is very important to innovate the educational methods of red cultural resources. By combining modern scientific and technological means such as film and television, network and so on, red cultural resources can be vividly presented to students, making them more attractive and appealing. For example, we can use the excellent deeds in red film and television works to stimulate students' patriotic feelings and fighting spirit. The network platform can also become an important channel for the dissemination of red culture. Through the construction of thematic websites, the release of red culture microblogs, and the opening of red culture public accounts, the core values and spiritual connotations of red culture are transmitted to the majority of students. The combination of online and offline teaching activities is also an important strategy to innovate the education mode of red cultural resources. By holding red cultural theme salons, forums and other activities, students can be provided with a platform to exchange and share their views, so as to stimulate their interest and identity in red culture. In these activities, students are free to express their views, show their achievements, promote the exchange and collision of ideas, and enhance the interaction and participation of education. At the same time, organizing field trips and visiting activities is also an important part of innovative education methods. By visiting the red culture education base, revolutionary history memorial hall and other places, students can experience the historical

origin and profound connotation of red culture, and enhance their recognition and understanding of red culture. While innovating the education mode of red cultural resources, we should also pay attention to local conditions and choose the appropriate education mode according to the characteristics and needs of students. For example, for students of different majors and grades, different forms and contents of red culture education activities can be adopted to make it closer to the actual needs and learning situation of students. Through innovative education methods, we can make red culture education more vivid, interesting and effective, enhance the persuasiveness and appeal of ideological and political education in colleges and universities, and promote the improvement and all-round development of students' ideological and political consciousness.

#### **4.2. Enrich the content of red cultural resources education**

Enriching the educational content of red cultural resources is very important to enhance the attractiveness of ideological and political education in colleges and universities. It can deeply explore the historical connotation of red culture and enrich the educational content, such as the heroic deeds of revolutionary martyrs. Through the in-depth excavation and interpretation of the red history, students can more fully understand the historical process of the Chinese revolution, and stimulate students' patriotic feelings and national pride. Expand the art form of red culture, such as film, music, dance, etc., to show the charm of red culture in a variety of ways. By integrating the artistic elements of red culture into education, students' attention can be attracted and the interest and attraction of education can be improved. For example, organizing and watching classic films with red themes, holding red-themed concerts or dance performances can enable students to feel the connotation and charm of red culture and enhance their interest and understanding of red culture in the process of appreciating art. Pay attention to the practical education of red culture and carry out social practice activities on the theme of red culture. By participating in practical activities, students can have a deeper understanding of the spiritual connotation of red culture and apply it to real life. For example, organizing students to visit revolutionary historical sites, visit old revolutionary areas, and participate in social welfare activities can enable students to experience the charm of red culture and enhance their recognition and understanding of red culture. Colleges and universities should continue to innovate in educational practice, enrich educational content, so that students can feel the charm of red culture in an all-round way, so as to better cultivate their patriotic feelings and social responsibility.

#### **4.3. Create a red cultural resources education environment**

It is very important to create a good educational environment of red cultural resources to enhance the influence of ideological and political education in colleges and universities. In the construction of red culture education base and red culture exhibition hall, the school can make full use of the historical and cultural relics and existing resources in the campus to create a display space with red cultural characteristics. These exhibition halls and bases can make students feel the charm and influence of red culture through rich and colorful exhibits, physical models, literature and so on. At the same time, the school can also invite experts and scholars to give lectures and guidance to provide students with more in-depth red culture education. Strengthening the construction of teaching staff is an important guarantee for creating a good educational environment. Schools can improve teachers' professional level and teaching ability by strengthening teacher training and academic exchanges, so that they can better carry out red culture education. In addition, a red culture education professional committee or research center can be established to provide academic support and guidance for teachers and promote the innovation and development of education and teaching. In strengthening the construction of campus culture, the school can organize all kinds of rich and colorful red cultural activities, such as red culture and art festivals, theme exhibitions, commemorative activities, etc., in order



to create a strong red cultural atmosphere. At the same time, it can also carry out activities such as red culture knowledge competition and speech competition, stimulate students' enthusiasm and participation in learning, and enhance their recognition and understanding of red culture. Through these activities, schools can integrate red culture into students' daily life and make it a real part of students' learning and life.

#### 4.4. Constructing the top-level design of red cultural resources

Through the planning of curriculum setting and teaching content, the red cultural resources are run through the whole process of ideological and political education. In the course design, the special content of red culture is added, such as the interpretation of red classic literary works and the study of Chinese revolutionary history. At the same time, teachers should combine red cultural resources to design vivid and interesting teaching activities, such as role-playing simulation of revolutionary historical events and stage performances of red masterpieces, so as to attract students' interest and deepen their understanding of red culture. It is necessary to strengthen the publicity and guidance of students' red cultural resources education to improve their recognition and understanding of red culture. Organize red culture knowledge competition, hold red culture theme lectures and other activities, and convey the values and historical significance of red culture to students through various forms. At the same time, the spiritual connotation of red culture is widely disseminated on various media such as campus bulletin boards and digital platforms to stimulate students' strong interest and profound recognition of red culture. Organize students to visit red revolutionary historical sites, red cultural exhibition halls and other places to experience and experience the rich connotation of red culture. At the same time, students are encouraged to carry out activities such as red cultural creative design competitions and red cultural practice projects, guide them to combine red cultural resources with current social life, stimulate their innovative consciousness and creativity, and further promote the inheritance and development of red culture.

### 5. Conclusion

Red culture is of great significance to improve the quality of ideological and political education in colleges and universities. Through the in-depth excavation and effective use of red culture, it can make up for the shortcomings in the current ideological and political education and cope with various challenges. The rich red cultural materials provide rich resources for education and effectively enhance the attraction and appeal of education. To enhance the effectiveness of ideological and political education, so that it is closer to the actual needs and practical problems of students. It points out the development direction of ideological and political education and provides an important guarantee for the all-round development of students. At the same time, by innovating the education mode of red cultural resources, enriching the education content of red cultural resources, creating the education environment of red cultural resources and creating the ideology of red cultural resources, the quality of ideological and political education in colleges and universities can be effectively improved. Therefore, we should continue to strengthen the excavation and inheritance of red culture, making it a powerful driving force to promote the development of ideological and political education in colleges and universities.

### Project

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