

Research on the Path of Integrating Red Culture into Ideological and Political Education in Universities

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Abstract: Red culture is an advanced ideological ideology formed during the revolutionary war era. Red culture has a charismatic and influential influence on the growth of college students. The integration of red culture and ideological and political education research in universities has the following problems. Not fully relying on local red cultural resources to carry out various activities. The red cultural resources still need to be further developed and transformed into ideological and political education resources. The status of red culture in campus cultural construction is not prominent. The combination of red culture and ideological and political education in universities lacks a long-term effective guarantee mechanism. The integration of red culture into ideological and political education is a systematic project that requires top-level design. The paper explores the path of integrating red culture into ideological and political education in universities from three aspects. Immersive education enhances the effectiveness of red culture. Innovatively utilizing new media to achieve the utilization of red cultural resources. The transformation from receiver to disseminator completes the inheritance of red culture.

1. Introduction

Education is the great plan of a country. The fundamental issue of education is to cultivate who, how, and for whom. The fundamental foundation of educating students in universities lies in moral education, and ideological and political education in universities is the key to ensuring that college students form the correct ideology. In learning and life, how to help college students establish correct worldviews and values, and prevent deviations in their thinking, is a long and arduous task for ideological and political education in universities. Integrating red culture into ideological and political education in universities, experiencing red traditions, and learning red emotions. Carry out various ideological and political practice activities among college students with the theme of "learning the red Chinese sentiment". Let college students remember their historical mission, remember revolutionary heroes, and promote the valuable spiritual role of red culture in revolution, construction, and reform. It is of great significance for the growth and success of college students to allow red culture to play a role in educating and consolidating their hearts.

2. The Role of Integrating Red Culture into Ideological and Political Education in Universities

Red culture is an advanced socialist culture and an important cultural resource for ideological

and political education of college students. The national spirit, patriotism, and core socialist values contained in red culture are highly consistent. College students cherish the memory of their revolutionary predecessors, inherit the red gene, and greatly enhance their patriotism. College students have strengthened their determination and confidence to pursue their dreams in the new era and embark on a new journey.

2.1. Cultivate Students to Establish Lofty Ideals and Become People with a Sense of Patriotism

Red culture emerged during the revolutionary period, with rich cultural connotations and national spirit, and is highly compatible with the core socialist values. Red culture is a valuable cultural resource for ideological and political education in today's universities. Integrating red culture into ideological and political education in universities is beneficial for enriching the resources and content of ideological and political education. At the same time, broaden the contemporary inheritance path of red culture. Students establish lofty ideals and beliefs through learning red culture, form a strong sense of social responsibility and mission, and meet the practical needs of contemporary college students' growth and development.

College students are in a critical period of value formation, and grasping the formation of these values during this period is of great significance for their growth and success. They have active thinking, a spirit of exploration towards external things, a high level of inclusiveness, independence and determination, and a higher level of acceptance than other groups. It is very important to guide college students with correct values to integrate their pursuit of life values into the national and ethnic undertakings, and strive to become qualified builders and reliable successors of the cause of socialism with Chinese characteristics. Ideological and political education can utilize the national spirit, ideals and beliefs contained in red culture to enhance the acceptability of college student education. Enhance the education of college students' patriotism with the profound connotation of red culture, and improve the ultimate effectiveness of ideological and political education.

2.2. Promoting the Chinese Spirit and Realizing the Chinese Dream of the Great Rejuvenation of the Chinese Nation

The national spirit centered on patriotism and the spirit of the times centered on reform and innovation constitute the basic content of the Chinese spirit. A nation must have spiritual support for its survival and development, that is, the unity of national spirit and the spirit of the times. Red culture is an advanced culture with Chinese characteristics that emerged during the revolutionary war era, containing rich revolutionary spirit and profound historical and cultural connotations. All national spirits were once the spirit of the times that promoted social development in a certain historical stage. At the same time, all the spirit of the times will gradually integrate into the long river of national spirit with history. To promote and cultivate the spirit of the times, we must base ourselves on the foundation of the national spirit, continue the bloodline of the national spirit, and inherit the genes of the national spirit. The spirit of the times is both oriented towards the future and does not forget the past. The cultural orientation of red culture itself can strengthen the ideological identity and cultural confidence of college students, providing rich resources for cultivating the spirit of the times.

Red culture can provide important resources for ideological and political education in universities. Red culture enhances the absorption and inheritance of the Chinese national spirit among college students, inspires their sense of social responsibility, and actively undertakes the mission of the new era. College students are the hope of the nation and the future of the motherland. We strive to promote the national spirit centered on patriotism and the spirit of the times centered

on reform and innovation. College students transform the Chinese spirit into youth actions and bravely become pioneers in promoting and practicing the Chinese spirit. College students contribute their wisdom and strength to national prosperity, national rejuvenation, and people's happiness.

3. The Path of Integrating Red Culture into Ideological and Political Education in Universities

The integration of red culture into ideological and political education in universities has achieved certain results. However, due to the independent nature of red culture and ideological and political education in universities, the two do not belong to each other. Currently, there are still the following problems that need to be solved.

Firstly, the form of red culture entering the classroom, textbooks, and minds is single, and various activities are not fully relying on local red cultural resources. Students' understanding of red culture has not reached the unity of abstraction and imagery.

Secondly, the status of red culture in campus cultural construction is not prominent. There are few activities to promote and popularize red culture, and the atmosphere of red culture has not been well cultivated. Teachers' teaching awareness is not strong, and students' satisfaction with the red culture and ideological and political education activities carried out in universities is not high.

Thirdly, the red cultural resources have not been fully utilized. The "red resources" left by revolutionary martyrs, such as revolutionary martyr memorials, museums, libraries, cultural stations, war sites, and relics, are all excellent educational carriers. Further research and development are needed to transform red cultural resources into ideological and political education resources.

Fourthly, the combination of red culture and ideological and political education in universities lacks a long-term effective guarantee mechanism. Integrating red culture into classroom teaching is a systematic project that requires increasing teaching reform efforts at the teaching level, improving teaching dissemination methods, and making red resources more organically integrated into classroom teaching [1].

The younger generation should be warmly encouraged and have high expectations. Integrating red culture into ideological and political education to stimulate patriotic sentiments among young people will greatly inspire the enthusiasm of the younger generation for struggle.

3.1. Immersive Education Improves the Effectiveness of Red Culture Education

Organize and carry out various and distinctive red culture education activities through themed class meetings and other themed educational activities, highlighting a sense of mission, experience, and pride. Adhere to the combination of "observation" and "listening" to strengthen the sense of mission [2]. Recommend red book lists, organize promotional activities such as reading red books, red family letters, and returning to the red path among students. Carry out reading activities with the main content of reading red classics, adhere to the combination of "reading" and "walking", and achieve the unity of knowledge and action. Hold a welcome new year party, welcome new year party, and campus singer competition. Organize teachers and students to sing red songs and rehearse red dramas as designated content. Adhere to the combination of "singing" and "acting" to highlight the sense of experience [2]. Carry out national flag raising ceremony activities, focus on watching red films, form a red story preaching group for college students to go deep into classes and dormitories, and improve the effectiveness of red culture education.

The technological form of VR virtual reality has the characteristic of immersion. In the process of integrating red culture into ideological and political education, virtual reality technology can create conditions and give students a subjective feeling of being present. Students can experience sensory stimuli originating from the virtual world by wearing specially made helmets or eye masks. So as to give oneself a feeling of firsthand practice, like being trapped in the real objective world.

Currently, combining VR technology with the reform of ideological and political courses. Starting from the dimension of "innovation in teaching media", integrate and improve the current ideological and political courses. On the one hand, it showcases teaching content through historical reproduction, capturing the attention of young college students. It enhances the effectiveness of ideological and political education through an immersive experience, making it truly immersive [3]. The context created by VR technology can enable students to feel the humanistic characteristics of different eras even when they are in different eras. College students use VR to experience life in different eras, generate hard-earned emotions in current life, establish correct values, become responsible socialist builders and successors, and contribute their own efforts to the development of our Chinese nation.

Situational teaching based on virtual reality technology has the characteristic of novelty, which can stimulate students' learning interest and enthusiasm. Teachers can plan teaching activities and use virtual reality technology to simulate situations such as revolutionary war years. Especially taking historical events as an example, by using virtual reality technology to create situations, students can gain real experiences in specific situations, truly understand the revolutionary spirit, and inherit red culture. For teachers, the purpose of improving the quality of ideological and moral education can create authentic, vivid, and touching teaching situations with revolutionary spirit and red culture, and achieve emotional resonance among students through VR.

3.2. Innovative Utilization of Red Cultural Resources through New Media

Currently, with the rapid development of economic globalization and social informatization, people's ways of obtaining information have undergone tremendous changes. Provide red culture education to college students. We cannot limit ourselves to traditional methods such as newspapers, radio, television, meetings, listening to reports, and visiting revolutionary sites, and use new media to innovate the process and channels of red culture dissemination. On the one hand, it can change the traditional monotonous and rigid media forms of red cultural resources, presenting a characteristic of blooming flowers, and comprehensively enhancing the multidimensional feelings of college students in sensory perception, artistic aesthetics, ideology, and ideological expression [4]. On the other hand, it can guide students to establish lofty ideals, with the belief of the nation and the strength of the country, cultivate the spirit of hard work and courage to explore among college students, and strive tirelessly to achieve the goal of the great rejuvenation of the Chinese nation.

Increase the construction of patriotic education bases. Efforts will be made to build a number of patriotic education bases with significant educational commemoration significance and good software and hardware conditions. Accelerate the improvement of relevant supporting facilities, take proactive actions, raise funds from multiple sources, and increase investment in human, financial, and material resources. In various museums, martyr cemeteries, memorial halls, revolutionary sites and other commemorative facilities, carefully select a group of commemorative facilities with high historical value and profound patriotic education background, and build them into patriotic education bases. The patriotism education base provides convenience for the dissemination of red culture education among college students. By utilizing modern communication methods, appropriately utilizing more infectious forms such as sound, light, electricity, and images, and widely using modern communication technologies such as multimedia and the internet, we continuously enhance the vividness and timeliness of the dissemination of red culture. Promote the dissemination of red culture to keep up with the times and enhance the modernization level of communication [5].

The use of new media to promote red culture requires special utilization of the effectiveness of

red culture resources at the scene level. New media can enhance the sense of experience. Upgrading from "preaching style scene communication" to "immersive scene communication" effectively meets the multiple needs of college students' learning and experience [6]. Universities should create an educational environment based on their own cultural traditions. We can create a batch of red themed cultural landscapes, build a red culture museum, and vigorously inherit and develop the local red culture campus atmosphere [7]. Utilize major festivals and anniversaries to carry out red themed education and dissemination activities. Combining various forms of red themed education activities, such as "visiting red scenic spots, reading red classics, singing red songs, watching red films and TV shows, and hosting red competitions" [8]. Attracting enthusiastic participation from young college students. Accept vivid revolutionary traditional education in experiencing red culture, and inherit the spirit of hard work and heroic struggle in commemorating martyrs.

3.3. The Transformation of Young Students from Recipients to Disseminators Completes the Inheritance of Red Culture

Carry out the "Revolutionary Spirit Youth Talk" into community activities. With the theme of revolutionary spirit and youth storytelling, it tells representative stories of revolutionary uprisings, revolutionary figures, and revolutionary cultural relics. Vividly portraying revolutionary history from the perspective of young people.

The "Youth Theory of Revolutionary Spirit" is an important measure in the construction of ideological and political theory courses in universities, as well as an important measure to spread red culture and assist higher education in deepening ideological and political education. Starting from the "revolutionary spirit youth theory", a series of red culture dissemination and ideological and political education practical activities can be derived. Red culture enters communities, villages and towns, and the masses, inheriting red culture. Combining revolutionary history learning and education, showcasing the demeanor of young students, enabling them to carry forward revolutionary traditions and embark on the Long March of the new era [9]. At the same time, we will lead and drive the masses to vigorously promote red culture, inherit red genes, and gather positive energy for promoting the construction of high-quality development demonstration communities.

4. Conclusion

Continuously strengthen the research and exploration of the dissemination laws of red culture among college students, and strengthen the basic theoretical research of red culture among college students. So that the young college students we cultivate can become loyal disseminators, inheritors, and practitioners of red culture, striving to achieve the Chinese Dream of the great rejuvenation of the Chinese nation.

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