

# Value and Application of Red Culture of the New Era in College Students' Ideological and Political Education

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**Abstract:** The connotation of red culture spirit has important educational significance under the cultural background of the new era. Integrating it into the ideological and political teaching is of great significance to promote the improvement of students' cultural level and the establishment of correct values. Based on this, this paper discusses the concept and educational value of red culture in the new era, the application status and countermeasures of red culture of the new era in college students' ideological and political education, hoping to provide valuable reference for improving the level of red culture ideological and political education.

## 1. Introduction

Ideological and political education curriculum should reflect the education goal in colleges and universities, cultivate students' good character of hard work and firm belief. Many revolutionary stories in red culture show the spiritual beliefs of the older generation of revolutionaries in our country, which is worthy of in-depth study of contemporary college students. Integrating red culture into political education is of great significance to improve college students' spiritual realm and establish correct values. Therefore, we should provide social and family support for the development of red culture in colleges and universities, create a good red culture atmosphere, and provide favorable conditions for better realizing the value of red culture education.

## 2. Concept of Red Culture in the New Era and Its Value in College Students' Ideological and Political Education

Red culture is a kind of material and spiritual culture based on China's revolutionary era. The emergence of this culture has the significance of the times. Influenced by the current social environment, living habits and other factors, red culture has distinct characteristics of the times. Red culture not only includes the historical journey of the Communist Party of China to create new China, as well as the spirit of struggle for the socialist revolution, but also includes a series of culture formed in the socialist development and construction. The spirit also includes a series of ideological guidance culture formed in the socialist development and construction. In the red culture, Marxist culture, the indomitable spirit of revolutionaries, adherence to truth and tenacious struggle are of great educational significance. On the one hand, integrating the red culture into the ideological and political teaching in colleges and universities can help students better understand the ideological and political teaching content and realize the specific practice of Marxist principles. On the other hand, the introduction of the red culture can increase students' scientific understanding of China's socialist system, firmly believe in the socialist development path. Especially under the impact of the current diversified culture, students are vulnerable to the influence of foreign culture. If red culture education is carried out on students, students will have a positive attitude towards the socialist development of our country and form a correct value orientation, which is of great significance to the cultivation of university talents with both political integrity and ability.

### **3. Application of Red Culture of the New Era in College Students' Ideological and Political Education**

#### **3.1. Insufficient Red Culture Resources and Lack of Deep Excavation**

Through the survey of the integration of red culture into the ideological and political education in colleges and universities, it is found that the red culture in colleges and universities is very single, mainly telling red cultural stories to integrate into the ideological and political education, and the ideological and political stories are mainly revolutionary stories, which many students have heard many times, so it is difficult to stimulate students' interest in learning. In addition, some practical organizational activities are integrated into the ideological and political teaching of red culture. These activities mainly include visits to red tourist attractions and lectures on red cultural knowledge. After watching red tourist attractions and listening to lectures on red cultural knowledge, ideological and political education will be carried out. Although this form of education breaks the traditional teaching conventions, it is easy to cause students' inattention. Their main energy is not put on the teaching, but on the red scenic spot tourism. Moreover, students' learning of red culture only stays on the surface level of cultural learning, only a simple understanding of the red spirit and red revolutionary stories, but they rarely reflect in modern life and rethink. Many students are still prone to shrink back and weak when facing difficulties and cultural challenges, which is due to the lack of deep understanding of red culture.

#### **3.2. Insufficient Red Culture Propaganda and Low Attention**

College students are a new generation of young people who have not experienced the hard life of the revolutionary era when they grow up, so it is difficult to understand the red culture. In addition, the new generation of young people are greatly affected by the social atmosphere, foreign culture and other factors, resulting in many young people's psychological conflict with China's red culture. Colleges and universities don't realize the current psychological situation of college students, just blindly tell the red knowledge, but ignore the publicity of red culture and expand the influence of red culture on campus. Therefore, they can't inspire students to explore and study red culture in depth. In addition, for college students, there are many daily activities organized by colleges and universities, and red cultural activities are not popular. Many students prefer fashionable and modern activities, leading to low participation in red cultural activities and failure to play a better educational value combined with ideological and political courses. Moreover, from the perspective of ideological and political teaching, many teachers introduce some cases that students are interested in to avoid curriculum theorization. However, the selection of these cases is based on students' interests. Many teachers think that the red culture is divorced from modern life, which is difficult for students to understand, so the introduction of red culture is rarely involved.

#### **3.3. Social System Hinders the Spread of Red Culture**

Red culture education needs to create a good social environment and provide multi-faceted support from the society. However, the current social situation in China is not conducive to the spread of red culture, and even some places that can spread have set obstacles for college students. For example, during the holidays, many students want to go to the local tourist attractions, and the red tourist attractions are also in their choice. However, some scenic spots adopt the ticket charging system to manage the tourist attractions for cultural relics protection, economic benefits and other factors. For college students, they have no independent economic ability, so they will make choices because of the tickets. As a result, many college students don't participate in the red tourism culture, so it is difficult to realize the ideological and political education value of red culture. In addition, many students will choose free red tourist attractions. Although there is no charge for these scenic spots, it is difficult to understand the connotation of red culture only by relying on college students to travel alone. However, if equipped with professional tour guides to explain, it will increase the

cost of tourism and bring economic burden to students. Therefore, from all angles of the society, it has hindered college students' study of the red tourism culture. In this situation, it has not only reduced the enthusiasm of students to understand the red tourism culture, but also lost the value of ideological and political education.

#### **4. Research on the Application of Red Culture of the New Era in College Students' Ideological and Political Education**

##### **4.1. Collect Red Culture Extensively and Excavate Its Educational Significance**

Red culture should not be the traditional story telling of red revolution and the study of theoretical thought, but choose the red culture suitable for the needs of college students to carry out ideological and political education based on the current social development. For example, influenced by the bad atmosphere, the current college students have formed bad life styles of getting something for nothing, extravagance and dissipation, which need to be rectified and educated. Some revolutionary stories in the red culture tell the stories of hard struggle, advocating the good style of adhering to faith and not afraid of hardship, so it is of great educational significance to reflect on the college students' current life. In addition, the red culture municipal education organization should be diversified, in line with the modern concept of life, and adopt flexible teaching methods to enlighten students. For example, in the process of red spirit publicity, we can learn from modern life events to introduce, through which we can show the red spirit and give play to the significance of ideological and political education. Moreover, red culture ideological and political teaching in the new era should not be mainly based on theoretical teaching, but from the perspective of students to set courses, such as red culture video, music and other forms to cut into the ideological and political teaching topic, so as to achieve the integration and excessive of the two, and obtain better ideological and political education value.

##### **4.2. Pay Attention to the Protection of Red Cultural Resources and Make Use of the Current Media to Carry out Red Cultural Propaganda**

Red tourism culture includes not only spiritual culture, but also material culture. Only by highly developing and protecting red tourism culture can we realize the inheritance of red culture. Therefore, vigorously promoting and learning red culture in colleges and universities can contribute to the inheritance of red spiritual culture. The protection and development of red tourism material culture can collect more red tourism materials, and provide favorable conditions for the protection of tourism culture. In addition, college students are open-minded and vulnerable to the impact of different cultures, resulting in the effect of imitation. In view of this, we should create a red culture campus environment, constantly let the red culture edify and infect students, so as to achieve the educational purpose of red culture through guidance and inspiration. Moreover, interest is the best source of power, so red culture education should start from students' interest, choose situations similar to students' life, and then infiltrate red culture, so as to highlight the spiritual connotation of red culture and realize the significance of ideological and political education.

##### **4.3. Give Full Play to the Power of School and Family to Realize the Educational Value of Red Culture**

Forming the influence of red culture needs a good social environment. There are many bad social customs in the current social atmosphere, which seriously hinder the establishment of students' correct values, so we should create a red cultural environment from the whole social environment, open red tourist attractions free of charge on holidays, and equip with high-quality guides to carry out tourism introduction to let students better understand the tourism culture, play the real value of tourism culture. In addition, family, as the backing of students' life and spirit, has a great impact on students' values. Moreover, some old people in many families have experienced the red revolution

and can feel the power of the red cultural spirit. It is of great significance for students to establish correct values and cultivate students' patriotic concept by telling students stories about the red revolution.

## **5. Conclusion**

The adherence to faith, the adherence to the socialist road and the spirit of hard struggle for the goal in red culture are of great educational significance to college students. Therefore, in ideological and political education, we should combine the current ideological situation of college students, collect a wide range of red cultural resources, and give play to the advantages of social resources to carry out education, so as to realize the real value of ideological and political education.

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